

MoorLIFE:

Final report on

Dissemination Activities

31st August 2015

(LIFE08 NAT/UK/00202)



Executive Summary

This report covers the dissemination activities of the MoorLIFE project from 1 April 2010 to 31 August 2015.

MoorLIFE was a five-year project with a primary aim to protect the remaining active blanket bog in four project sites in the South Pennine Moors Special Area of Conservation. It had three main objectives:

- Protecting active blanket bog by treating the most badly damaged areas of the project sites, including bare and eroding peat.
- Ensuring the future sustainability of the blanket bog through wildfire mitigation actions and raising public awareness of wildfire risk and restoration.
- Developing knowledge and understanding, and its effective communication to practitioners and policy makers.

Works have been undertaken to protect active blanket bog across four sites: Bleaklow, Black Hill, Rishworth Common and Turley Holes.

Dissemination of information about the vital importance of the MoorLIFE project was a key element of project activities. There were two main target audiences which each required a different approach; members of the lay public, who may be interested in the moors for a variety of reasons (leisure, education etc.), and the technical audience which consists largely of conservation agencies, landowners and scientists interested in our work.

A wide variety of methods were used to disseminate MoorLIFE project information. These included web based resources including a project website (www.moorsforthefuture.org.uk/moarlife), Facebook and Twitter, smartphone apps, videos, audio trails and games.

The MoorLIFE section of the website accounts for over 30% of visits to www.moorsforthefuture.org.uk, an average of 28,000 views per year. The website also gives access to educational materials, technical research papers, audio trails, podcasts and videos produced by the project. MoorLIFE pages have had over 141,000 page views.

The original target of 2,000 website subscribers by the end of the project term has been exceeded, with more than 2,600 Twitter followers, including partners, stakeholders and peers who disseminate project messages through their networks. Facebook is used to discuss works and provide updates on events and restoration progress. The Facebook page had 577 'likes' by the end of the project. Users are mainly UK residents aged 25 – 44, although the page has users from as far afield as Indonesia.

Audio trails and smartphone apps have been designed to give people an in-depth understanding of the flora, fauna, history and conservation works as they are walking the moors. All guides are

available to download from the website, and they are also promoted in visitor centres across the Peak District National Park. The project promotional video, which is also widely used in talks and presentations, has had 370 views on YouTube, and there have been over 2,300 views of video podcasts. The suite of apps has achieved downloads of 2,700 since their launch in the final 6 months of the project.

Information and works noticeboards written in plain English were installed at key access sites to MoorLIFE project areas, to help visitors understand the landscape and the works that have taken place.

Active engagement with the press and media has taken place throughout the project, resulting in media coverage on at least 133 occasions including a programme about the project on the international environmental documentary series, Earthrise, shown on the Al Jazeera English network, and nationally including BBC Newsround (a news programme for children). Work with partners like the Manchester Metropolitan University led to information dissemination to a technical audience, as with an article in specialist publications such as Fire Times, a monthly magazine for fire service professionals (average 29,500 readers). 28 press releases and targeted news items have been issued and are available on the website. Press releases are often picked up by national and local media and campaign disseminated the risks of moorland wildfires to the general public at moorland gateways. Wildfire-themed interactive maps and games, as well as the UK's first live real-time fire risk map of Peak District moorland are available at two key visitor centres at Edale and Fairholmes, and have been distributed to the Peak District Fire Operations Group, local fire services, National Trust rangers, national park rangers and education teams.

The Moors for the Future Partnership team attend local community events whenever possible; they are a good opportunity to talk with local people and distribute information about the project. Local and visitor feedback is extremely positive about the improvements in MoorLIFE treatment areas.

The MoorLIFE team also attended a number of meetings and conferences, disseminating information about the project to a wide range of people who might not have otherwise heard of it. As well as formal talks, the team took advantage of any ad hoc opportunity to present the objectives and results of the MoorLIFE project. Presentations ranged from summaries of the project to field visits and a webinar on how to run a successful LIFE project.

Although the project has come to an end knowledge continues to be shared with stakeholders within the wider Moors for the Future Partnership as well as other practitioners and as such continually informs the practice of moorland restoration. For example, methodology developed for applying spot-treatments of brash (as used on Bleaklow) has been rolled out by the National Trust Higher Level Stewardship scheme.

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Introduction

This report covers the dissemination activities of the MoorLIFE project from 1 April 2010 until 31 August 2015. The dissemination activities largely form part of other deliverables as part of the project.

To make sure that the work of the MoorLIFE project was disseminated as widely as possible to a technical audience as well as members of the public, a number of tools were utilised. Each of these methods, as well as their outcomes is detailed in this report. The report has been split up into two sections:

- Dissemination to members of the public.
- Dissemination to a technical audience.

1. Dissemination to members of the public

1.1. Web-based resources

1.1.1. Public website

The website for MoorLIFE has been incorporated into the Moors for the Future website, and is found at www.moorsforthefuture.org.uk/moarlife. The website contains all the information needed by members of the public to find out about the project. It also contains all reports written as part of the MoorLIFE project as downloadable documents, and has been used to promote MoorLIFE campaigns and events. The website includes the following pages:

- A landing page summarising the key achievements and outputs of the project.
- Page dedicated to each of the project sites (Bleaklow, Black Hill, Rishworth Common, and Turley Holes).
- Pages explaining our conservation methods and our work on sphagnum reintroduction.
- Page on our monitoring activities as part of MoorLIFE, including downloadable reports on the mid-term and final results from the monitoring programme and sub-pages on water and vegetation monitoring.
- Page for the Layman's Report, with links to download, read online or order a copy.
- Page with downloads for the Be Fire Aware games and interactive map and a description of the ground-breaking fire risk map.
- Page with links to download the MoorLIFE smartphone moorland-themed identification apps and PDF versions.
- Page with information about and links to download the four MoorLIFE audio trails.
- Page with links to the project promotional video and the video podcasts on conservation and monitoring techniques.
- Page with links to all the project photo galleries.
- Page for the MoorLIFE education resources, including downloadable lesson plans and teaching packs, and videos from the winning entries for the schools' competition.
- Page with links to all press releases and news items produced by the project.
- Page dedicated to conferences with sub-pages for the project launch event, opening MoorLIFE conference, seminar and final conference. Each page has links to download or watch the presentations.
- Page with links to download all the reports produced by the project.
- Page dedicated to project partners.

All the information on the website is written in plain English and is designed to be accessible for all readers regardless of their previous knowledge. Resources on the website are for everyone from young children to practitioners and those simply interested in learning more about the moors (see

Annex 3.1). As the website has been incorporated into the Moors for the Future website, there are also links to additional information from the MoorLIFE web pages

- additional video material:
www.moorsforthefuture.org.uk/photos-and-multimedia
- links to the Community Science Project:
www.moorsforthefuture.org.uk/community-science
- research notes and publications:
www.moorsforthefuture.org.uk/research-publications
- news pages that incorporate all MoorLIFE press releases so that journalists interested in our work can find material to use:
<http://www.moorsforthefuture.org.uk/news/archive>
- audio trails, including those that have been developed outside of the MoorLIFE project:
<http://www.moorsforthefuture.org.uk/audio-trails>
- interactive project map page which can be explored to find out information on MoorLIFE conservation work as well as how it fits in with the wider programme of works:
<http://www.moorsforthefuture.org.uk/project-map/moorlife>

By incorporating the MoorLIFE pages within the Moors for the Future website we can continue to promote the project as part of a larger programme of works after the project has ended. For example, the MoorLIFE project was referenced in the press information sent out as part of the visit to Moors for the Future by Lord Smith (previous chair of the Environment Agency). This news was picked up by the Huddersfield Examiner. The joint website also means that we can also provide more information that is relevant to students and those interested in learning more about the moors – for example, the research notes and publications information (see above).

Over the lifetime of the project there have been 436,500 page views to the site as a whole. The MoorLIFE section of the website accounts for over 30% of these visits, at 28,000 views per year. There have been over 141,000 views of MoorLIFE pages.

1.1.2. Social media

Since the start of the project the way in which the internet is used has changed and we have addressed this by engagement on social media, including Twitter and Facebook.

MoorLIFE project is well represented by social media. The increased popularity of Twitter and Facebook over the lifetime of the project has meant that we have been able to extend our reach much further than originally anticipated. These accounts will continue to be maintained by the Moors for the Future Partnership.

The Facebook page and Twitter account are well-positioned to create a ‘hub’ for discussion around key events, and we have found that people are sharing their experiences and learning using these

tools. Social media has been particularly useful for disseminating information to a technical audience (see Section 2.2).

Twitter

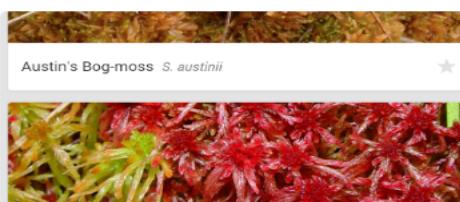
Originally, the bid had aimed for 2,000 website subscribers by the end of the project term. This has been amended to reflect the number of social media followers. The target has now been met with over 3,000 followers on Facebook (577) and Twitter (2,674).

Followers come from a broad spectrum including:

- policy and funding bodies
- local businesses
- journalists
- outdoor enthusiasts (including ramblers and walking groups, runners, hikers, climbers, bird watchers)
- academics
- conservation practitioners.

Top Tweet earned 6,743 impressions

#MoorMOSS a guide to sphagnum and other mosses is available to download now - one of four free new #MoorAPPS
pic.twitter.com/prYmlPwYID



Austin's Bog-moss *S. austini*

View Tweet activity View all Tweet activity

Twitter has allowed information about the MoorLIFE project to reach a high number of accounts, and we have utilised the tool to piggy-back onto other events such as National Parks Week and the Tour de France. A 'Tweetathon' run to promote awareness of national parks reached over 190,000 Twitter accounts and a campaign to promote our newly-produced smartphone apps reached over 56,000 accounts in one week (see Annex 3.2).

Facebook

By the end of the project we had 577 'likes' for our Facebook page, which is used to discuss works taking place as well as updates on events and progress of restoration. Users are mainly aged between 25 and 44 and from the UK, although the page has users from as far afield as Indonesia.

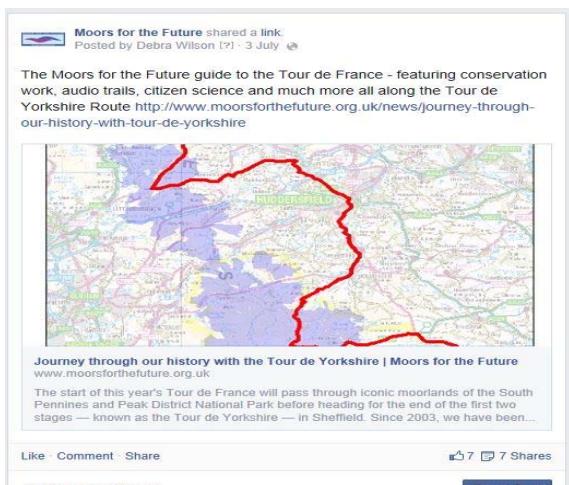


Figure 2: The 'Tour de Yorkshire' guide

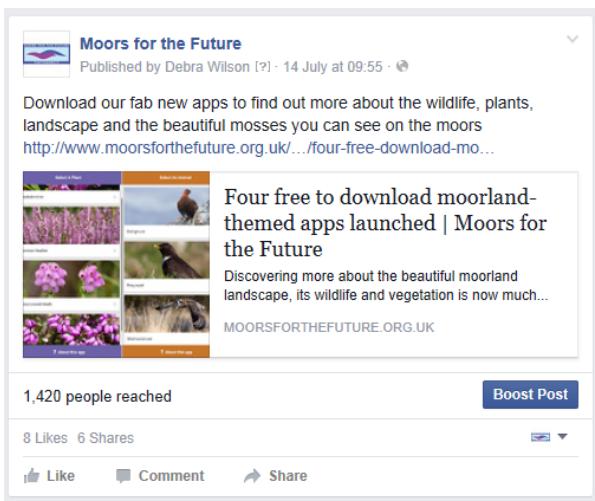


Figure 3: Smartphone apps launch

Popular posts include an image from the Sphagnum Seminar demonstrating the visible effects of erosion and restoration over 25 years at the summit of Black Hill. This post reached 645 people. 1,162 people saw the post about our guide to the Yorkshire section of the Tour de France. A post promoting our smartphone apps was read by 1,400 people and one promoting our project video reached 744 people.

1.2. Project information boards and restoration works noticeboards

We have installed information and works noticeboards at key access sites to the MoorLIFE project areas. They are written in plain English, with maps and illustrations and are aimed at recreational users of the footpaths and sites.

The noticeboards have been installed at access gateways, predominantly car parks where visitors generally start their moorland activity and may be spending some time to use facilities and prepare themselves for the day. The aim is to help visitors better understand the landscape and the work that took place through the MoorLIFE project. The information boards are in the following locations and cover information about the aims and objectives of the MoorLIFE project (see Annex 3.3 for an example).

- Bleaklow and Black Hill: Torside car park which is well-used by regulars and visitors to the area and is close to the Trans-Pennine Trail.
- Black Hill: Crowden car park which is on the Pennine Way, next to an outdoor pursuits centre and campsite, and at the start of popular walking routes onto Black Hill.
- Turley Holes and Rishworth: Blackstone Edge Reservoir which provides access to both sites and is on a road popular with hikers, dog walkers and people enjoying a stroll after lunch in the nearby popular pub.

The works noticeboards are in the following locations and provide up-to-date information on the work that has taken place at the site and across the project as a whole. These boards were updated on a yearly basis as works progressed, with a final update installed in summer 2015 (see Annex 3.4 for an example board).

- Bleaklow: Torside car park
- Turley Holes: Blackstone Edge Reservoir
- Rishworth Common: Windy Hill Transmitter car park

1.3. Videos, Audio Trails and Podcasts

1.3.1. *Audio trails*

We produced a series of four audio trails – self-guided walks to each project site consisting of a series of narrated tracks with an accompanying map that outlines the route and stopping points. The audio trails are designed for people walking the moors to give them a more in-depth understanding of the flora, fauna, history and conservation works that have taken place.



Figure 4: Audio trails leaflet

trails are designed to be used when out walking. The promotional material for the audio trails is displayed in Peak District National Park visitor centres and all guides are available to download from the website.

It has not been possible to obtain accurate download figures for the trails as the additional analytics tools to monitor downloads were not installed on our website at the time when the first trails were released. However, we have had over 1,500 views of the audio trail web pages over the life of the project.

The trails will continue to be promoted by the Moors for the Future Partnership, and based on the popularity of the previous trails we have produced we expect that they will continue to be downloaded for years to come.

Their purpose is to help disseminate information about our work to people who use the moors and to help develop a better understanding of the work we are doing. We have found that disseminating information on-site is one of the best ways to improve understanding, which is why the

1.3.2. Podcasts

A series of eight video podcasts were shot on location to provide information about our works in a concise format that is easily accessible for all. All podcasts were filmed on our project sites, allowing us to demonstrate the works while explaining the conservation and monitoring techniques. It has also enabled us to communicate some of the weather-related challenges and give an insight into the condition of eroded moorland that is not often visited. It also gives an insight to people who have never visited moorland. As the revegetation process continues these podcasts will provide an important historical record of conditions of the moorland during the course of the project.

Each podcast examined a different area of our work to help share knowledge and expertise in safeguarding active blanket bog:

- Project overview: an introduction to the history of the project
- Monitoring: how we carry out vegetation monitoring
- Using heather brash to protect bare peat
- Laying geotextiles on steep slopes
- Applying lime, fertiliser to create the right conditions for temporary grass cover to germinate
- Trapping peat sediment and raising water table by blocking erosion gullies
- Reintroducing native dwarf shrubs as plug plants
- Reintroducing sphagnum moss

All project podcasts are available on the website and on our YouTube account for download. We have had over 2,300 views of the podcasts on our YouTube account which is available at: <https://www.youtube.com/user/MoorsForFuture>

1.3.3. Promotional video

We have produced a four-minute video that provides a concise self-contained introduction to the project and its achievements, including video footage shot in 2014 to show the rapid recovery of the areas of bare peat. The video is available on the project web site and on YouTube at: <https://youtu.be/0Cgyimbe2pQ>

The video was shown at the MoorLIFE conference, and has been distributed to project partners for use in their work. It is also used by the Peak District National Park Learning and Discovery team as an introduction to their outdoor learning activities and by Moors for the Future staff at external events. The online version of the video has had 370 views on YouTube.

We have also released a series of videos with aerial views of the project sites, using footage shot in 2010 at the start of the project and a series with before and after footage (filmed in summer 2014).

1.4. Electronic field guide apps

We have produced a series of four field guides as smartphone apps to help visitors to moorlands of the Peak District and South Pennines to identify the plants, wildlife and landscape features that they are likely to come across. These guides are designed to raise visitor awareness of the unique features on the moors of the Peak District and South Pennines. They allow people to quickly identify moorland plants, birds, reptiles, mammals, insects and landscape features. The guides are self-contained and do not require a mobile signal to be used. They are the first apps of their kind to be produced and were designed for use in moorland locations across the UK and beyond.

The project contributed to a guide on sphagnum and other mosses, working with the the Field Studies Council and other partners including the Heather Trust to produce a laminated guide suitable for use in the field, without specialist equipment or prior knowledge. This FSC guide formed the basis of the MoorMOSS app.



Figure 5: FSC guide to Sphagnum mosses and MoorMOSS app

The four guides are:

- MoorMOSS – a guide to sphagnum and other mosses.
- MoorPLANTS – a guide to moorland plants.
- MoorWILD – a guide to moorland wildlife.
- MoorSIGHTS – a guide to moorland landscape features.

The apps are available for iOS and Android phones and tablets. We have also produced a PDF version of each guide suitable for viewing on a computer, laptop or older smartphone. The PDFs can also be printed out for use outdoors.

Each app features a section on the work of the project, which is also mentioned in the relevant entries, ensuring that the work of the project is highlighted in each app. Stunning photos help bring the apps to life, and the wildlife app includes bird calls to aid identification.

Our MoorWILD app is being further developed by the Moors for the Future Partnership's Community Science Project (funded by UK Heritage Lottery Fund), who plan to add a recording facility for the species monitored by the project. The apps have been downloaded over 2,700 times.

The apps are being used and promoted by Natural England advisors for on-site identification. They have attracted positive comments from a wide range of interest groups including outdoor education instructors, teachers and students, and promotion via social media from IUCN Peatlands UK, Environment Agency, outdoor education centres, academics, ecologists and moorland users in the UK, France and Spain (see Annex 3.6 for examples).

1.5. Press and Media

Throughout the project we have worked to engage the press and other media outlets to promote the works that took place.

An index of MoorLIFE publicity is found in Annex 3.7. From the beginning of the project, the key statistics are as follows:

- We have issued 28 press and targeted news releases, generating items in local and national press, including New Scientist and TGO magazine. (A further two to three press releases will be issued in later 2015 to publicise the monitoring results).
- We have had media coverage on at least 133 occasions, at local, national and international level. (Figures are based on coverage we have seen and recorded.)
- We have had broadcast coverage (radio and television) on 27 occasions, including an entire episode of the environmental documentary, Earthrise, shown on global news network Al Jazeera as well as items on national television including BBC Countryfile and BBC Newsround (children's television news programme).
- We have had 12 feature articles in lifestyle magazines (like Derbyshire Life).
- Due to the changing nature of media consumption, the work of Moors for the Future Partnership is often talked about online. The Partnership has generated 90 stories/features through various blogs, newsletters and special interest websites like Grough (<http://www.grough.co.uk/magazine>) and Peak Walker (http://paper.li/Peak_Walker/1336493648).

We also worked with partners to build a broader communications campaign. For example we wrote an article with the University of Manchester to promote work we did as part of the Be Fire Aware campaign, which was published in Fire Times (with an average of 29,500 readers). Our project partners have also promoted our work through their sustainability and corporate responsibility agendas, staff newsletters, websites and case studies in corporate publications.

We are regularly approached by media outlets – examples include:

- A regional BBC television documentary celebrating the 50th anniversary of the Pennine Way.
- A guidebook for walkers and climbers “Scrambles in the Peak District”, published by Cicerone Press, included a section on our conservation work in its introduction.
- The transformation of Bleaklow was the subject of an editorial column in The Great Outdoors magazine.
- The Sunday Times newspaper wrote a news piece on our sphagnum moss application. This story was further picked up by media including national children’s television BBC Newsround.

1.6. Educational Material

Educational materials for primary and secondary schools have been produced and are available on the MoorLIFE website <http://www.moorsforthefuture.org.uk/moorlife-learning>

The materials are suitable for use in schools to educate children about moorlands. There are assembly materials and lesson plans for primary and secondary schools. Primary materials include a short story and top trump cards. Secondary school materials relate to the national curriculum and include statistical skills and the carbon cycle. A full list is outlined in Annex 3.8.



Figure 6: Top trump cards

We worked with a total of 862 children in eleven schools to promote the materials by holding nine talks with students to promote the online resources and the competition (see section 1.6.1 below). A follow up visit was held with one primary school, using the primary lesson plan with three classes.

1.6.1. Competition

A competition was held for school children aged 8 -16 to write a story, poem, poster campaign or comic strip demonstrating their understanding of moorland issues, with a prize for primary and

secondary school children of a two-day workshop with the Babbling Vagabonds children's theatre company to create a video from the winning entries.

We promoted the competition by targeting 607 schools in the Sheffield and Derbyshire area as well as the Barnsley schools website, the Moorland Discovery Centre, Peak District National Park database, word of mouth via national park staff and rangers, the Babbling Vagabonds, the national park and Moors for the Future Partnership websites, and a press release that was picked up by local media.

The competition attracted 105 individual entries from five schools, one of which was a secondary school.

An event was held on 10 July 2013 to celebrate the winning entries and show the videos; 27 children and 32 adults attended.

1.7. Promotional Material

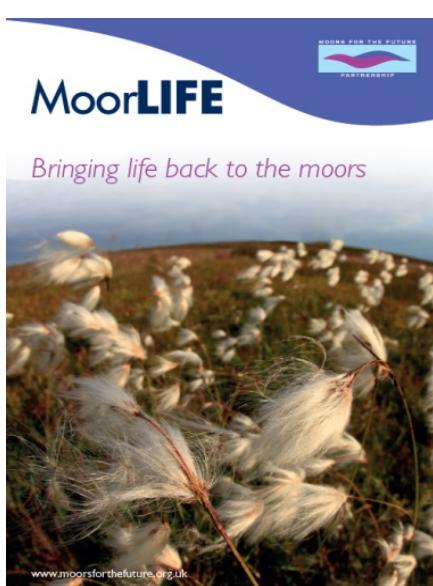


Figure 7: Revised MoorLIFE leaflet

Promotional leaflets were produced in 2011 with a print run of 500 copies for use at local events and updated in 2013 with a print run of 5,000. They have been produced and distributed to the following places:

- Moorland visitor centre, Edale
- Upper Derwent visitor centre, Fairholmes
- Bakewell visitor centre
- Castleton visitor centre

Banners were produced and have been on display at the Peak District National Park Authority's headquarters at Aldern House in Bakewell and the Moorland Centre, Edale. The banners are regularly used at Moors for the Future Partnership conferences and relevant events.

In order to promote our work and raise awareness among one of our target audiences – moorland users including walkers, runners and climbers – we took an innovative alternative to a final project leaflet, with a feature about the project on the new Dark Peak Superwalker map produced by award-winning map makers, Harvey Maps. The initial print run was 2,200 and the feature will appear on any further reprints until April 2018.



Figure 8: Panel on Dark Peak Superwalker Map

1.8. Be Fire Aware

The Be Fire Aware campaign and interactive displays disseminated the risks of wildfires to the general public and visitors at two key visitor centres in the Dark Peak – Edale and Fairholmes – reaching over 80,000 visitors per annum and helping protect this priority habitat into the future.

Interactive map

The interactive map has videos, stories and information about wildfires on the moors. It is available on touchscreen computer displays at the Fairholmes and Edale visitor centres, and online at www.moorsforthefuture.org.uk/be-fire-aware.

Games

There are two Be Fire Aware games:



Figure 9: Fire Ranger game

Fire Ranger: a moorland-themed snakes and ladder style game with questions aimed at educating younger children of the risk of wildfires – the winner becomes a “Fire Ranger”. Feedback is given after each question, whether it is answered correctly or not, to ensure the players learn from the game. The feedback also includes tips on how to ‘Be Fire Aware’ and what to do if a fire is spotted. A final message includes information on the reality of moorland wildfires, which can burn for days and are expensive to put out.



Figure 10: Fire Danger game

Fire Danger: a sorting game which asks users to help the ranger create a set of pin boards representing high, medium or low wildfire risk. Feedback is given after each item is correctly placed so that players can learn why the relevant risk level has been assigned to the item. The feedback also includes tips on how to ‘Be Fire Aware’ and what to do if a fire is spotted. A final message at the end of the game reinforces the message of the importance of being fire aware with some tips on how to report a fire and information about the cost of fighting a moorland wildfire.

The games are available on interactive computer displays at the Fairholmes and Edale visitor centres, and at:

<http://www.moorsforthefuture.org.uk/be-fire-aware/fire-ranger>

<http://www.moorsforthefuture.org.uk/be-fire-aware/fire-danger>

They have also been produced as DVDs to be used in fire prevention work with school children by the Peak District National Park Learning and Discovery team, and the Peak District Fire Operations

Group which consists of local fire services, land owners, rangers and wardens. Copies of the DVDS were also given to local schoolchildren as part of a Be Fire Aware education day.

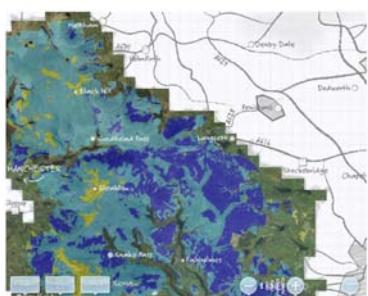


Figure 11: Fire risk map

Live fire risk map – the first of its kind, the live fire risk map takes weather data from on-site weather stations and uses the scientific models and mapping developed by the University of Manchester to predict wildfire risk in the Peak District National Park. The Fire Risk Map combines all the data to produce a graphical way of communicating real-time fire risk, including how the risk of a fire varies across Peak District moorland, at times of increased visitor pressure and according to weather conditions. Visitors can explore

the map to learn how time of year, weather and access (by road or footpath) affects the risk of a moorland wildfire. This map is available on computer touch-screen displays at the Upper Derwent Visitor Centre and the Moorland Centre in Edale.

Be Fire Aware launch



Figure 12: Be Fire Aware children's event

The launch of the Be Fire Aware campaign was attended by around 40 people, including local and national fire service personnel. Of these, both Manchester and Derbyshire Fire Services have expressed an interest in using the interactive games as part of their education programme which they take to all primary schools in their areas. A fire awareness day was also held for local school children, with crafting and life-sized versions of the games.

The online versions were uploaded to the website in July 2014 and will remain available on the site. Be Fire Aware DVDs have been distributed at the MoorLIFE final conference and at the Edale Country Day in June 2015.

1.9. Layman's report



Figure 13: Layman's report

The report was designed to cover all aspects of the project. It has been written as a celebration of the achievements of the project, and to explain why the funding was so critical. The report was written in an accessible style in plain English so that it would be of interest to all, and easily understood by everyone. Furthermore, the design of the report was carefully considered so that it would be an attractive document to read and highly visual – so that the MoorLIFE story could be told in both photos and words.

The report is available in print (1,000 copies were printed) and to download from our website: <http://www.moorsforthefuture.org.uk/laymans-report>

In order to give a printed reading experience online and reach new audiences it has been published to Issuu – an online publishing platform:

http://issuu.com/moorsforthefuture/docs/mftf_layman_s_report?e=18629483/14734491

The report will be distributed widely by the partnership to highlight the success of the project at external events such as conferences. It has been given to Peak District National Park Authority members and all project partners, and will be available at the Peak District National Park Authority head office as well as at the Moorland centre in Edale, where the Partnership is based.

1.10. Presence at local events

Moors for the Future attends local community events whenever possible. Our staff has attended the Edale Country show and the Hope Cement works open event to promote MoorLIFE works. These events provide a good opportunity to talk with local people about the work that is taking place and the impact it has had. It also gives us an opportunity to distribute leaflets and information about the project.

We are regularly invited to give talks at local events and meetings for community interest groups, and our work is routinely mentioned by other members of staff when they are asked to talk about the Partnership as a whole. (A full list is included in Annex 3.14)

Anecdotal feedback has been resoundingly positive, with locals and visitors commenting that they've seen huge improvements in the areas that have been treated as part of MoorLIFE works.

2. Dissemination to a technical audience

2.1. Web based material

The project has a web page in the science area of the website, so that students and academics who visit this area can learn about MoorLIFE. All monitoring reports are also available on the website, along with conference and seminar presentations.

2.2. Social Media

As well as being a very useful tool to engage with the general public, social media plays a key role in sharing our work with a technical audience. Many of our peers and stakeholders are followers on Twitter and as a result, our tweets get disseminated through their networks as retweets, which then appear on their message boards.

One example of this was the Sphagnum Seminar where Moors for the Future Partnership's tweets were retweeted by individual attendees and agencies with an interest in conservation, including the RSPB and the British Ecological Society. This increases the wider discussion of topics addressed at the seminar; as an example one tweet reads '*The more Sphagnum we can get back on our moors, the further we move to a functional, carbon storing ecosystem*', which itself was retweeted.

2.3. Launch event



The MoorLIFE project was launched in July 2010 on Black Hill with a keynote address from Poul Christensen, Chair of Natural England. This was followed by a guided walk on Black Hill to explain bare peat restoration and talk about techniques for reintroduction of sphagnum.

Organisations represented included universities, Natural England, conservation bodies, charities and industry. 50 people attended the event.

Figure 14: Guided walk for the project launch

2.4. Opening conference

A conference was held to celebrate the start of the MoorLIFE project and 2010 International Year of Biodiversity.

The conference reviewed and addressed:

- State of knowledge and knowledge gaps.
- Impact of climate change.
- Delivery of biodiversity conservation and ecosystems services.
- Policies / strategies that may help or hinder conservation initiatives.

There were presentations from 15 organisations over two days. Organisations represented included universities, Natural England, conservation bodies, charities and industry. 80 national and international delegates attended over the two days. Presentations from the event are found on the website at: <http://www.moorsforthefuture.org.uk/conference-2010-presentations>. Since the event, there have been 854 page views of the area with the presentations.

2.5. Sphagnum Seminar

The Sphagnum Seminar was held on 11 June 2014 at Manchester Metropolitan University. The day was split into a morning of talks with two workshops held in parallel in the afternoon. To encourage students as well as practitioners to take part a careers session was held in the evening. A full programme is included in Annex 3.10.



Figure 15: Delegates at the Sphagnum Seminar

Seminar presentations (with audio) have been published on the website along with an overview of the conference. <http://www.moorsforthefuture.org.uk/moorlife-seminar>

The seminar was geared towards sharing, learning and implementing best practice. The event was especially focussed on promoting work from a number of organisations and allowing all organisations to feed into the seminar through the workshops.

The one day seminar was attended by 100 delegates, with both national and international attendees.

Feedback from the event was very positive, with 100% of delegates stating that the day met their expectations and 84% saying that the event was 'above average' (the highest rating offered as part of the feedback survey).

Key statistics:

- Over 10 posters and talks presented from external organisations.
- Seven external projects discussed in the conservation workshop.
- Eleven institutions discussing 18 projects in the research and monitoring workshop.

The day provided an opportunity for delegates to network and discuss their work – this was listed by delegates as one of their top five aims, and when looking at comments about the day, good opportunities to network features in the top five positive comments from feedback forms (see Annex 3.11 Feedback from the Sphagnum Seminar).

Practitioners' Guide to Sphagnum Reintroduction

Information taken from the workshops held as part of the Sphagnum Seminar has been incorporated into a guide that includes a review of work currently taking place on Sphagnum Reintroduction in upland areas. It is the intention that the guide will act as a go-to document for practitioners looking to determine what work is taking place, best available techniques, and information on the latest monitoring and research work. Briefing notes from the day reviewing knowledge gaps – perceived and actual – and an overview of sphagnum reintroduction have also been produced. These were distributed to delegates, published on the website and submitted for consideration for relevant technical and semi-technical publications.

2.6. Final conference



Figure 16: MoorLIFE conference presentation

A final conference titled 'An Integrated Approach to Upland Biodiversity Conservation' was held on 3 - 4 March in Halifax, close to the northern project sites to disseminate the results of the MoorLIFE project, hear from partners and the private sector, and learn about the vision for the future of upland conservation. The two day event was structured to include the major themes of the project in such a way that would

be interesting and relevant to moorland conservation practitioners and included sessions on:

- Impact of conservation on vegetation biodiversity
- Bird conservation
- Habitat restoration works and results
- Communicating conservation works
- Ecosystem services
- A vision for the future

Speakers included MoorLIFE project staff who disseminated the results of the project, as well as academics, representatives from the private sector, government bodies including the Environment Agency and Natural England, and voluntary sector such as the RSPB (see Annexes 3.12 and 3.13 for conference programme and feedback).

A third day of field trips took place:

- Black Hill: 10 years of conservation work in action. A science and monitoring-orientated trip to show the impact of conservation works on vegetation and biodiversity.
- Rishworth Common: what the EU can do for you. A site visit to review conservation works and actions undertaken by the MoorLIFE project.

2.7. Technical Research Papers

MFFP has produced a number of technical research reports using data from the MoorLIFE project. By producing technical research papers, we have disseminated the results of the MoorLIFE project to peers within the conservation sector, establishing the MoorLIFE project as an important mechanism for demonstrating success in moorland restoration techniques.

- MoorLIFE Monitoring programme - Interim report.
- Natural England South Pennines Favourable Condition Report.
- Stabilisation of bare peat, South Pennine Moors.
- MoorLIFE Sphagnum seminar workshop report.
- MoorLIFE final report on vegetation monitoring.
- Final report on hydrology.
- A carbon audit of the MoorLIFE Project.
- A Practitioners' Guide to Sphagnum Reintroduction.

2.8. Presentations and posters

The MoorLIFE team have also promoted work done on the project through speaking at external events, giving talks at relevant forums and presenting posters. As well as formal talks, the team took advantage of any ad hoc opportunity to present the objectives and results of the MoorLIFE project.

Since the MoorLIFE project launched we have provided posters and speakers for IUCN Peatland Programme conferences, Europarc Atlantic Isles conferences, universities and special interest groups (see Annex 3.14). Our presentations have ranged from summaries of our work, to field visits and webinars on how to run a successful LIFE project.

The project has also been represented by the Moors for the Future Partnership at high profile conferences and events, including the World Parks Congress in Australia in November 2014 and at

the International conference of the Society for Ecological Restoration in Manchester in August 2015 (which included a field trip to Black Hill). The achievements of the project will continue to be disseminated in this way after the project ends.



In June 2015 the MoorLIFE project team hosted a visit from the Cumbria Bogs Life+ project. Our team showed the new LIFE project team two sites on Bleaklow and discussed all aspects of running a Life project, including finance and administration, conservation works, monitoring programmes and communication.

Figure 17: Field trip with the Bogs Life+ project

2.9. Conference attendance

The MoorLIFE team attended a number of meetings and conferences relevant to the work of MoorLIFE, allowing the team to spread information about the MoorLIFE project and our works to a wide range of people who might not have otherwise heard about the project. The project has also been represented by other members of staff giving talks at conferences.

Conferences that the team have attended are as follows:

- Annual IUCN Peatlands Conferences
- International Peat Congress
- IUCN UK Peatland Programme/BES Joint Symposium
- Europarc Conference 2012 and 2013
- Europarc Atlantic Isles Seminar on Apps in a Protected Landscape
- World National Parks Congress 2014
- Society for Ecological Restoration conference 2015.

Collaborations with other stakeholder groups

The MoorLIFE project operated within a programme of works delivered by Moors for the Future Partnership, as well as the wider programme of works delivered by partners across the Dark Peak Nature Improvement Area and South Pennine Moors Special Area of Conservation (SAC).

Knowledge from the works that took place was regularly shared and disseminated with other practitioners and as such the MoorLIFE project continually informed the practice of moorland

restoration. This important knowledge exchange will be continued by the Partnership after the project has finished.

Results from the MoorLIFE project have directly contributed to the following groups:

- Sphagnum Technical Advisory Group
- Upland Hydrology Group
- Catchment Area Groups

There were also regular meetings with industry, stakeholders, focus groups and our co-financiers to discuss results and works. These took place as formal meetings:

- MoorLIFE Steering Group Meeting
- Natural England/United Utilities Quarterly Update meetings
- National Trust/Natural England Quarterly Update meetings

Over the life of the project we constantly honed our conservation techniques to suit the changing conditions on the moors, and shared our results with partners, who often adopted techniques developed by the project team.

Examples include:

- The use of our specifications by partners for gully blocking works and the use of our CDM (Construction Design and Management Regulations) toolkit.
- Our methodology for applying spot-treatments of brash (as used on Bleaklow) is now being rolled out by the National Trust Higher Level Stewardship scheme following a proposal put together by the Partnership.
- The use of sphagnum plugs on the Catchment Restoration Fund project.
- The use of sphagnum beads on National Trust works and RSPB areas.
- Replacing the use of geotextile with heather brash application on steep-sided slopes.

3. Annexes

3.1. Online resources

MoorLIFE homepage: <http://www.moorsforthefuture.org.uk/moorlife>

Details about the individual MoorLIFE project sites (Turley Holes, Rishworth Common, Black Hill and Bleaklow) can be found at: <http://www.moorsforthefuture.org.uk/moorlife-project-sites>

Details about the conservation phases and restoration methods used by MoorLIFE can be found at: <http://www.moorsforthefuture.org.uk/moorlife-conservation>

A video showing how MoorLIFE monitors the effectiveness and progress of restoration can be seen at: <http://www.moorsforthefuture.org.uk/moorlife-monitoring>

A video giving an introduction and overview of the project can be seen at: <http://www.moorsforthefuture.org.uk/moorlife-introduction-video>

Details of the MoorLIFE projects partnerships and funders can be found at: <http://www.moorsforthefuture.org.uk/project-partners-1>

All the conference presentations from 'Conserving moorland biodiversity: what does the future hold? 15 -16 November 2010' are available at: <http://www.moorsforthefuture.org.uk/moorlife-conference>

Access to the Be Fire Aware programme including the interactive games: <http://www.moorsforthefuture.org.uk/be-fire-aware>

Learning resources including lesson plans, materials, work sheets and answer sheets are available at: <http://www.moorsforthefuture.org.uk/moorlife-learning>

The Sphagnum Seminar programme can be accessed at: <http://www.moorsforthefuture.org.uk/moorlife-seminar>.

Download the Audio Trails for Rishworth, Turley Holes, Bleaklow and Black Hill here: <http://www.moorsforthefuture.org.uk/moorlife-audio-trails>

Video clips showing original flyover footage for each site can be viewed here:

<http://www.moorsforthefuture.org.uk/moorlife-bleaklow>

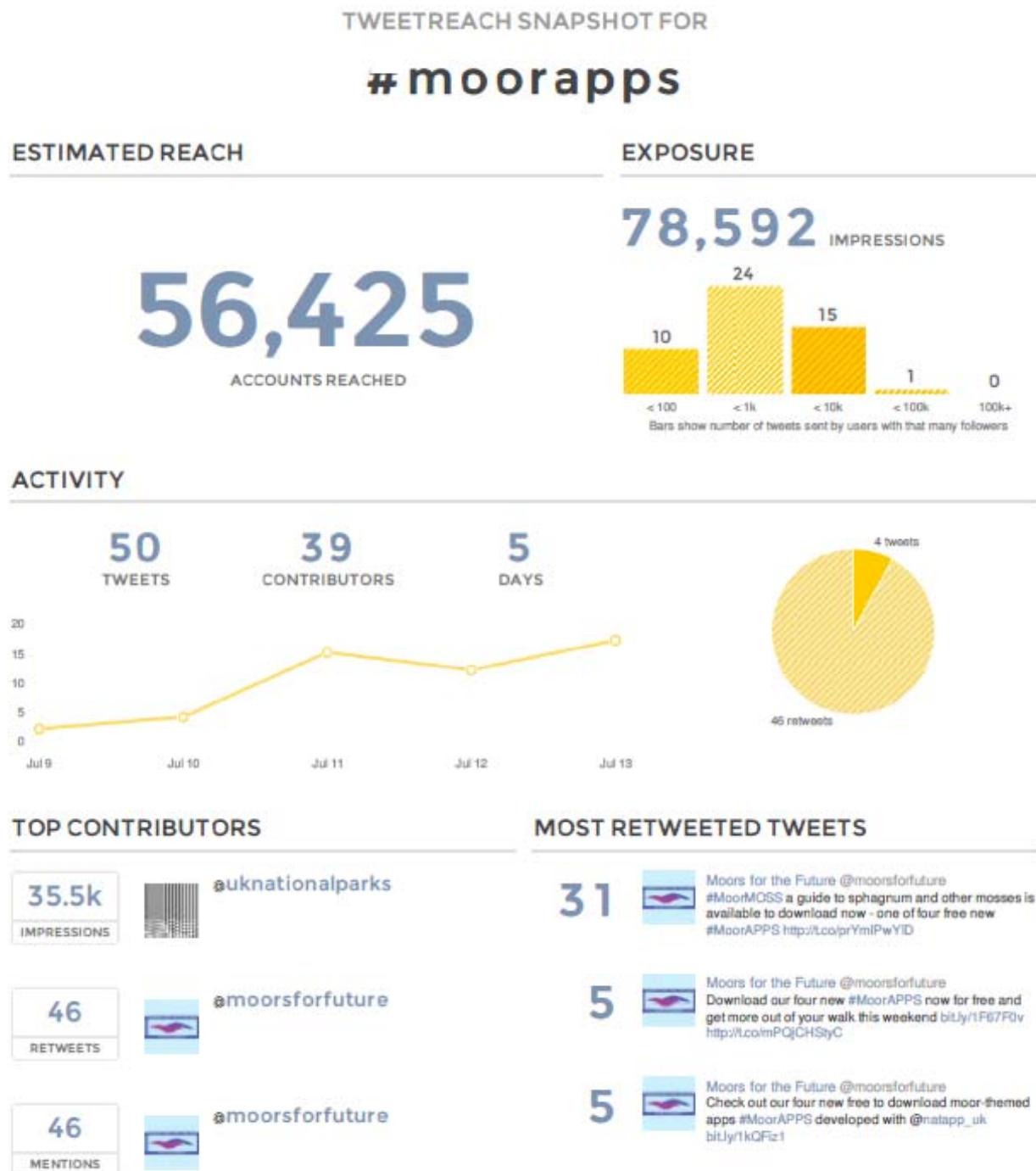
<http://www.moorsforthefuture.org.uk/moorlife-black-hill>

<http://www.moorsforthefuture.org.uk/moorlife-rishworth-north>

<http://www.moorsforthefuture.org.uk/moorlife-rishworth-blackstone>

<http://www.moorsforthefuture.org.uk/moorlife-turley-holes>

3.2. Twitter reach for campaign on smartphone apps



3.3. Example Interpretation Panel

MoorLIFE

in the Peak District National Park

Bleaklow and Black Hill

Did you know that you are less than two miles away from the biggest moorland conservation programme in the whole of Europe?

MoorLIFE is a £15.5 million project operating in the Peak District and South Pennine Moors to protect the moorland landscapes of Bleaklow, Black Hill, Rishworth Common and Turley Holes.

The Bleaklow project site covers 5400 hectares between Glossop and the Longdendale and Upper Derwent valleys and includes Bleaklow Head, the second highest plateau in the Peak District at 633 metres.

Improving the health of our moorland benefits us all, from the quality of the water we drink, to taking carbon out of the atmosphere, and increasing the special plants, insects, animals and birds in this European priority habitat.

Bleaklow is home to a variety of moorland plants, such as hare's-tail cottongrass (above right), and peat-building Sphagnum mosses. Berry plants like bilberry (top), cloudberry (left) and cranberry (right) are also commonly found.

Birds of European importance breed and feed here. These include golden plover (right), merlin, peregrine and short-eared owl.

YOU ARE HERE

Did you know that over 100 species of bird breed here? Many more visit the moorlands and feed here. See the Moor Care Code below for more information.

Did you know that over 100 species of bird breed here? Many more visit the moorlands and feed here. See the Moor Care Code below for more information.

0 0.6mi 1km

Moor Care Code

Keep dogs under close control
Keeping your dog on a short lead will prevent disturbance to livestock, wildlife and other people. Dogs must be on a short lead between 1 March and 31 July to avoid disturbing ground-nesting birds.

Prevent uncontrolled moorland fires
Never light fires on moorland. Smouldering cigarette ends, discarded bottles, barbeques and dropped matches can all cause uncontrolled fires to break out.

Protect plants and animals, and take your litter home
Take special care not to damage rocks, plants and trees. Dropping litter and dumping rubbish are criminal offences.

Leave gates and property as you find them
Use gates and stiles wherever possible – climbing over walls, hedges and fences can cause damage and increase the risk of livestock escaping.

MoorLIFE Project Sites
Conserving active blanket bog in the Peak District and South Pennines

MoorLIFE is a European Union LIFE+ project aiming to protect active blanket bog by conserving bare and eroding peat in the South Pennine Moors Special Area of Conservation (SAC) and Special Protection Area (SPA). By 2015 more than 5000 acres of Peak District and South Pennine moorland will be restored at Bleaklow, Black Hill, Rishworth Common and Turley Holes.

For more information please visit www.moorforthefuture.org.uk

Area of Bleaklow project site
Located within the purple boundary line

- National trail
- - - - - National cycle route
- Footpath
- Bridleway
- National trail
- Car park
- Public house
- Archaeological site
- Cafe
- National Cycle Network route number

The MoorLIFE Project is co-funded by the European Union's LIFE+ Programme and delivered by the Moors for the Future Partnership. Partners of the MoorLIFE Project include: Environment Agency, Natural England, National Trust, Peak District National Park Authority, United Utilities and Yorkshire Water.

3.4. Example works update noticeboards

MoorLIFE Conservation Programme in the Peak District

Bringing life back to the moors

We've worked hard at Bleaklow, revitalising eroding peatland and introducing thousands of native plants to help reverse the effects of pollution, wildfires and erosion. We've used €5 million of EU LIFE+ funding to make sure our unique moorland habitats are here to be enjoyed for years to come...

What was the plan at Bleaklow?

We ran two restoration projects here and the map shows works that took place as part of MoorLIFE and the Natural England Conservation Plans Project.

For MoorLIFE we've flown in 11,000 bags of heather cuttings (brash), and 52 kilometres of geotextiles to stabilise the bare peat. We applied around 1,900 tonnes of lime and fertiliser, and 22 tonnes of grass and heather seed to kick-start the revegetation process, and installed 4,000 dams as part of the gully-blocking programme. On these treated areas we have introduced 150,000 moorland plants such as bilberry and cottongrass to help revegetate this special place. We spread over 30,000 plug plants and 807 million fragments of *Sphagnum* to create a thriving colony of bog-loving plants.

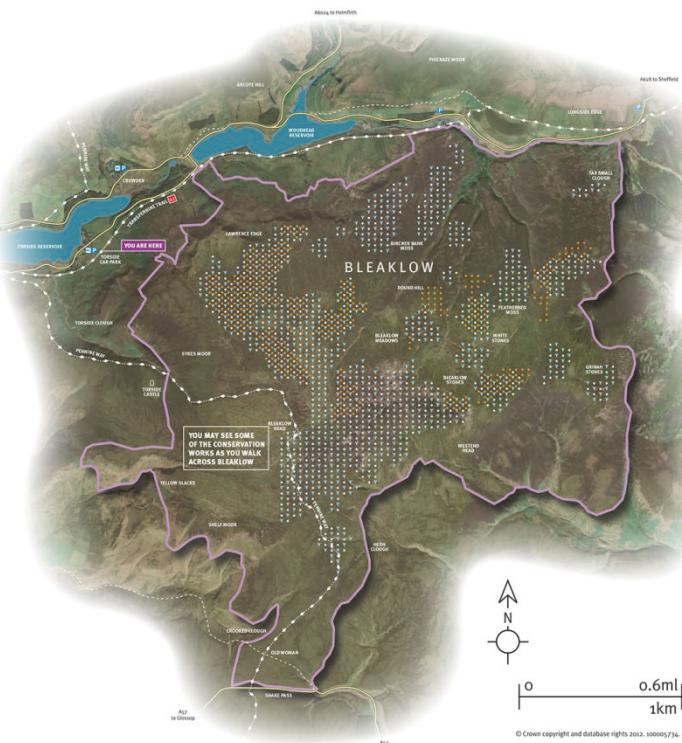
Our monitoring works show that the moorland is slowly recovering, and provides evidence of the benefits of this vital conservation work.

We have produced a series of audio trails – including one at Bleaklow – and smartphone apps for you to find out more about these moorlands and our conservation work, available free from the project website.

The big picture

When the five-year MoorLIFE project ended in 2015 we had completed conservation works to protect around 2,500 hectares of active blanket bog on Peak District and South Pennine moorland.

We have flown in and spread 16,000 bags of heather brash and 53 km of geotextiles to help stabilise the bare peat. We applied over 3,000 tonnes of lime and fertiliser, and 43 tonnes of grass and heather seed to kick-start the revegetation process. We have also introduced 200,000 native plug plants, spread 1.5 billion fragments of *Sphagnum* moss, and created 4,000 dams to help retain water. Not bad for five years!



Area of Bleaklow project site		
Located within the purple boundary line		
----- Footpath	P Car park	● Lime, seed and fertiliser spread
- - - Bridleway	□ Archaeological site	▼ Brash, plug plants and <i>Sphagnum</i>
··· National trail	— Road	● Dams



MoorLIFE

Conserving active blanket bog in the Peak District and South Pennines

MoorLIFE was a European Union LIFE+ project that protected active blanket bog by restoring bare and eroding peat in the South Pennine Moors Special Area of Conservation (SAC) and Special Protection Area (SPA). By 2015 around 2,500 hectares of Peak District and South Pennine moorland had been protected at Bleaklow, Black Hill, Rishworth Common and Turley Holes.

For more information visit www.moorsforthefuture.org.uk/bleaklow

The MoorLIFE Project was co-funded by the European Union's LIFE+ Programme and delivered by the Moors for the Future Partnership. Partners of the MoorLIFE Project included: Environment Agency, Natural England, National Trust, Peak District National Park Authority, United Utilities and Yorkshire Water.

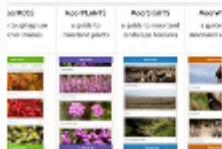


3.5. Video, audio trails and video podcast views and downloads

Audio trails		views
	Bleaklow	479
	Black Hill	578
	Rishworth Common	269
	Turley Holes	187
Total		1513
Podcasts		
	Project overview	376
	Heather brash	67
	Lime, seed and fertiliser	20
	Geotextiles	55
	Gully blocking	101
	Plug plants	50
	Sphagnum	85
	Monitoring	1,597
Total		2351
Promotional video		370
Flyover videos		
	Bleaklow	121
	Black Hill	84
	Rishworth (north)	28
	Rishworth (south)	38
	Turley Holes	33
Sub-total		304
Be Fire Aware videos		
	A gamekeepers view	84
	Monitoring conservation effectiveness	51
	Mapping wildfire risk	42
	Repairing the damage	20
	A fire services view	18
	Fire Operations Group	16
		231
Sub-total		
Total video views		2886

3.6. Electronic field guide apps

 IUCN UK Peatlands @IUCNpeat 67d Apps by @moorsforfuture help you spot moorland moss, plants & wildlife moorsforthefuture.org.uk/node/704 pic.twitter.com/m9sUeMrNq2



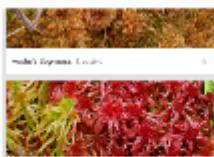
 Greenapps&web @Greenapps... 33d Apps para conocer la riqueza de los páramos de South Pennines (Manchester) ow.ly/PQsUY v/ @moorsforfuture #EspaciosNaturales [Details](#)

 Pôle tourbières @PRTourbieres 39d Appli mobiles pr partir à la découverte des plantes, des mousses, des animaux et des paysages de #tourbières

Moors for the Future @moorsfor...
Check out our four new free to download moor-themed apps
#MoorAPPS developed with @natapp_uk bit.ly/1kQFiz1

[Details](#)

 Flow Country retweeted
Moors for the Future @moorsf... 44d #MoorMOSS a guide to sphagnum and other mosses is available to download now - one of four free new #MoorAPPS pic.twitter.com/prYmlPwYID



[Details](#)    

 Thornbridge Outdoors @tho... 115d Out in the #PeakDistrict this #BankHoliday? Check out these @moorsforfuture MoorApps to help identify what you find moorsforthefuture.org.uk/node/704

[Details](#)

Downloads

App Name	iOs downloads	Android downloads	PDF	All versions
MoorMOSS	418	263	161	842
MoorPLANTS	364	283	109	756
MoorSIGHTS	320	243	89	652
MoorWILD	230	155	98	483
Total downloads				2733

3.7. Press release and publicity log

Press releases and news items produced

	Date	Title
1	23/02/11	Where tractors fear to tread
2	15/11/11	Giant nets capture new life for Bleaklow
3	1/01/12	Millions of seeds airlifted to save moors
4	01/08/12	MoorLIFE update – inspiring people to care for our beautiful moorlands
5	01/09/12	Inspiring people to care for our beautiful moorlands
6	22/08/12	Thousands of plants airlifted to bring back life to our moorlands
7	23/09/12	Millions of moss 'beads' airlifted to restore Peak District and South Pennine moors
8	14/11/12	Your moors need you
9	18/12/12	Listen while you walk...
10	21/03/13	10th Anniversary moss capsules set for take off
11	27/03/13	MoorLIFE Schools competition
12	15/07/13	MoorLIFE competition presentations
13	30/09/13	Stanage heather haircut
14	13/02/14	Sphagnum Seminar - save the date - Wednesday 11th June 2014
15	07/05/14	Seminar - Sphagnum Reintroduction in Practice
16	26/06/14	Audio trails Rishworth and Turley Holes
17	05/08/14	Fire awareness campaign lights up Peak District moors
18	21/08/14	Be Fire Aware campaign launched in Peak District
19	18/09/14	Forever blowing bubbles – measuring water levels in moorland dipwells
20	12/10/14	MoorLIFE conference - save the date
21	13/02/15	MoorLIFE conference - booking open
22	15/05/15	MoorLIFE project takes one billion steps to restore Europe
23	05/05/15	MoorLIFE conference demonstrates benefits of partnership working
24	09/07/15	four free to download moorland-themed apps launched
25	24/07/15	Successful 5-year project protects 2,500 hectares of moorland
25	13/08/15	Listen while you hike with these personal guided walks (Peak District)
27	13/08/15	Listen while you hike with these personal guided walks (South Pennines)
28	13/08/15	Listen while you hike with these personal guided walks (national)

Publicity log

Date	Subject	Type	Media	Link
14/08/2015	Audio trails provide virtual guide for walkers visiting moorland	online	Holmfirth Events	http://holmfirthevents.co.uk/place/moors-for-the-future-audio-trail-black-hill-9-miles/
13/08/2015	Team celebrates results of 5 year project	intranet	PDNPA E-zine	
12/08/2015	Moor amazing apps!	intranet	PDNPA E-zine	
30/07/2015	Four free phone apps that will help you identify moorland wildlife and features	online	European Commission	http://ec.europa.eu/environment/life/news/newsarchive2015/july/index.htm#moorlife
25/07/2015	Five-year conservation project protects 2,500 hectares of moorland	online	Rochdale Online	http://www.rochdaleonline.co.uk/news-features/2/news-headlines/97220/fiveyear-conservation-project-protects-2500-hectares-of-moorland
23/07/2015	Four free phone apps that will help you identify moorland wildlife and features	online	Chapel-en-le-Frith	http://www.chapel-en-le-frithparishcouncil.gov.uk/Hot%20Off%20the%20Press.htm
13/07/2015	Audio trails provide virtual guide for walkers visiting moorland	radio	BBC Radio Derby	http://www.bbc.co.uk/programmes/p02xxv7y#play
13/07/2015	Audio trails provide virtual guide for walkers visiting moorland	online	Glossop.com	http://www.glossop.com/news/2015/08/listen-hike-personal-guided-peak-district-walks/
12/07/2015	Four free phone apps that will help you identify moorland wildlife and features	online	Grough	http://www.grough.co.uk/magazine/2015/07/12/four-free-phone-apps-that-will-help-you-identify-moorland-wildlife-and-features
09/07/2015	Four free phone apps that will help you identify moorland wildlife and features	online	Whaley Bridge.com	http://www.whaleybridge.com/2015/07/first-moorland-themed-apps-launched-and-they-are-free-to-download/

Date	Subject	Type	Media	Link
01/07/2015	MoorLIFE conference	e-newsletter	Biodiversity News	http://jncc.defra.gov.uk/pdf/Biodiversity_News-69_Summer2015.pdf
30/06/2015	MoorLIFE conference	e-newsletter	Europarc Atlantic Isles	http://us2.campaign-archive2.com/?u=4305513238c275877099af1c0&id=dc35e70f5d&e=d35756ac75
Spr/Sum2015	MoorLIFE	e-newsletter	British Ecological Society peatlands news	http://www.britishecologicalsociety.org/wp-content/uploads/SIG_Peatlands-SIG-e-Newsletter-issue-1-Spring-Summer-2015.pdf
15/05/2015	MoorLIFE conference	intranet	PDNPA Ezine	
15/05/2015	Helping Ancient Peatlands to grow again	intranet	PDNPA Ezine	
15/05/2015	MoorLIFE conference	intranet	PDNPA Ezine	
15/05/2015	Helping Ancient Peatlands to grow again	intranet	PDNPA Ezine	
24/04/2015	The Pennine Way: Finding Jerusalem among England's dark, satanic mills	online	BMC	https://www.thebmc.co.uk/the-pennine-way-finding-jerusalem-among-englands-dark-satanic-mills
08/04/2015	Latest News from EAI - Peatlands & Climate Change	e-newsletter	Europarc Atlantic Isles	http://us2.campaign-archive1.com/?u=4305513238c275877099af1c0&id=91e87c13b6&e=88d87ba351
01/04/2015	MoorLIFE project seeds innovations in blanket bog restoration	online	EU LIFE news	http://ec.europa.eu/environment/life/news/newsletter/archive2015/documents/ln0415.pdf
01/04/2015	interpretation toolkit - Audio trails	online	Canal and River trust	https://canalrivertrust.org.uk/media/library/9817-interpretation-toolkit.pdf
01/09/2014	“Be Fire Aware” campaign launched in Peak District	magazine	Fire Times	http://www.mmcpublications.co.uk/ft.html
01/09/2014	Moorland fire risk news	magazine	Ringing Roger	
29/08/2014	Be Fire Aware	online	Peak Walker	http://paper.li/Peak_Walker/1336493648

Date	Subject	Type	Media	Link
11/08/2014	"Be Fire Aware" campaign launched in Peak District	online	Knowledge for wildfire website	http://www.kfwf.org.uk/_assets/documents/Fire_Aware.pdf
01/08/2014	A lesson to others says Lord Smith	magazine	Ringing Roger	
01/08/2014	Be Fire Aware	online	Wide Sky design website	http://www.wide-sky.co.uk/portfolio/fire-aware-2/
01/07/2014	Lord Smith visit	newspaper	Huddersfield examiner	
01/05/2014	MoorLIFE seminar on Sphagnum Reintroduction	e-newsletter	Peatland Research Special Interest Group	http://www.ukeconet.org/wp-content/uploads/2013/05/BES-Peatlands-SIG-e-Newsletter-issue-1-Spring-Summer-2014-IDR.pdf
01/05/2014	MoorLIFE seminar on Sphagnum Reintroduction	online	MMU	http://www.sci-eng.mmu.ac.uk/50/
01/04/2014	New MoorLIFE manager Laura swaps London for Edale	e-newsletter	PDNPA e-zine	
24/03/2014	MoorLIFE seminar on Sphagnum Reintroduction	online	Floraculture international	http://www.floraculture.eu/?p=17825
17/03/2014	Sphagnum seminar	e-newsletter	Peatland Research Special Interest Group	
13/03/2014	Sphagnum seminar	online	IUCN Peatland newsletter	
13/03/2014	Business plan	online	IUCN Peatland newsletter	
21/02/2014	live interview business plan (what we are doing to 2020)	radio	Radio Derby	
01/02/2014	Sphagnum seminar	online	International Mire Conservation Group	http://www.imcq.net/media/2014/imcq_bulletin_1402.pdf
08/01/2014	Giving moor back to the community	online	UU corporate responsibility report 2013	http://corporateresponsibility2013.unitedutilities.com/givingmoorbacktothecomunity.aspx
18/11/2013	Milestones for Moorlands	magazine	The One - Oct/Nov issue	
06/11/2013	Heather cutting Stanage	online	LIFE October News	http://ec.europa.eu/environment/life/news/newsarchive2013/october/index.htm#moorland
09/10/2013	Britain's Bog Rescue	tv	Al Jazeera's Earthrise documentary	http://www.aljazeera.com/programmes/earthrise/2013/10/britain-bog-rescue-20131089835896270.html

Date	Subject	Type	Media	Link
02/10/2013	Heather cutting Stanage	online	The Star	http://www.thestar.co.uk/news/haircut-for-heather-to-conserve-moorland-1-6106630
02/10/2013	Heather cutting Stanage	online	Grough	http://www.grough.co.uk/magazine/2013/10/02/stanage-moors-will-benefit-from-heather-haircut
01/10/2013	Heather cutting Stanage	e-newsletter	IUCN Oct Newsletter	
01/08/2013	Bleaklow conservation set for international stage	e-newsletter	PDNPA staff e-zine	
26/07/2013	Preserving the Peak for the Future	newspaper	Peak Courier	
19/07/2013	Pupil runner up in moorland competition	online	Buxton Advertiser	http://www.buxtonadvertiser.co.uk/news/local/pupil-runner-up-in-moorland-contest-1-5873335
17/07/2013	School pupils shine in MoorLIFE competition...	online	PDNPA website	http://www.peakdistrict.gov.uk/learning-about/news/current-news/school-pupils-shine-in-moorlife-competition
15/07/2013	School pupils shine in MoorLIFE competition...	online	Peak Walker	http://paper.li/Peak_Walker/1336493648
01/04/2013	Moors for the Future team succeeds against the elements	e-newsletter	PDNPA staff e-zine	
02/02/2013	MoorLIFE audio trails	magazine	Derbyshire Life	
01/02/2013	Thinking big in conservation	magazine	Biologist	
01/01/2013	MoorLIFE audio trails	online	Huddersfield Examiner	http://www.examiner.co.uk/environment-news/2013/01/01/it-s-our-world-audio-trails-add-new-dimension-to-marsden-moor-and-peak-district-walks-86081-32523693/
21/12/2012	MoorLIFE audio trails	e-newsletter	Peat News	http://www.aseanpeat.net/aeimages/File/Newsletters/PeatNews12-2012.pdf
21/12/2012	MoorLIFE audio trails	radio	High Peak Radio - News bulletin and longer interview on High Peak Performance 11.30 / 19.30	
14/12/2012	MoorLIFE audio trails	online	Visit Peak District blog	http://visitpeakdistrictblog.com/2012/12/14/listen-while-you-walk-peakdistrict-

Date	Subject	Type	Media	Link
				walking/
13/12/2012	MoorLIFE audio trails	online	walk magazine	http://www.walkmag.co.uk/news/new-audio-trails-in-the-peak-district/
12/12/2012	MoorLIFE audio trails	online	Grough magazine	http://www.grough.co.uk/magazine/2012/12/12/two-new-free-audio-trails-produced-for-bleaklow-and-black-hill
02/11/2012	Millions of moss 'beads' airlifted to restore Peak District and South Pennine moors	e-newsletter	Biodiversity News, pg 8-9	http://jncc.defra.gov.uk/pdf/UKBAP_BiodiversityNews-59.pdf
17/10/2012	Plants airlift	magazine	Parklife	http://www.peakdistrict.gov.uk/_data/assets/pdf_file/0008/278441/Parklife-October2012.pdf
09/10/2012	Countryside helped by dropping moss	tv	Newsround	http://www.bbc.co.uk/newsround/19878186
05/10/2012	MoorLIFE project airlifts Sphagnum moss in pioneering action to restore UK moors	online	EU Life programme website	ec.europa.eu/environment/life/news/newsarchive2012/october/index.htm
03/10/2012	Millions of moss 'beads' airlifted to restore moors	e-newsletter	PDNPA staff e-zine	
03/10/2012	Peak District wilkommen for German conservationists	e-newsletter	PDNPA staff e-zine	
03/10/2012	Ground-breaking research that goes with the flow	e-newsletter	PDNPA staff e-zine	
03/10/2012	Vote for Moors for the Future in magazine awards	e-newsletter	PDNPA staff e-zine	
28/09/2012	Millions of moss 'beads'...	tv	BBC Newsround and CBBC	
27/09/2012	Scattering moss can restore key carbon sink	magazine	New Scientist	http://www.newscientist.com/article/dn22313-scattering-moss-can-restore-key-carbon-sink.html
26/09/2012	Millions of moss 'beads'...	tv	BBC North West	
24/09/2012	Project to save natural carbon sinks	radio	Radio Staffordshire	
24/09/2012	Project to save natural carbon sinks	online	Manchester Metropolitan University	http://www.mmu.ac.uk/news/news-items/1645/

Date	Subject	Type	Media	Link
24/09/2012	Blackened hills to be restored with air assistance	newspaper	Yorkshire Post	http://www.yorkshirepost.co.uk/news/at-a-glance/main-section/blackened-hills-to-be-restored-with-air-assistance-1-4954820
23/09/2012	For peat's sake: moss bombs to revive damaged moorland	newspaper	Sunday Times News, page 7	
09/09/2012	Moors for the Future restoration gets under way	online	Landscape juice website	http://www.landscapejuice.com/2012/09/moors-for-the-future-restoration-gets-under-way.html
06/09/2012	Nurseries supply plants for massive moors restoration project ...	online	Horticulture Week News blogs	http://www.hortweek.com/news/login/1148578/
01/09/2012	300,000 Plug plants	e-newsletter	PDNPA staff e-zine	
01/09/2012	Inspiring people to care for our moors	e-newsletter	PDNPA staff e-zine	
01/09/2012	Web page new – thousands of plug plants...	online	Natural England website	
30/08/2012	300,000 plug plants	radio	High Peak Radio	
25/08/2012	300,000 plug plants	radio	Radio Sheffield	
24/08/2012	300,000 plug plants	radio	Radio Sheffield	
07/08/2012	Peak District 'getting better for walkers'	online	GO Outdoors	http://www.gooutdoors.co.uk/news/peak-district-getting-better-for-walkers-801423521
04/08/2012	Peatland restoration	online	Blog for IUCN Regional Director of Europe	http://hansfriederich.wordpress.com/2012/07/26/peatland-restoration-a-nature-based-solution-to-climate-change-3-2/
01/08/2012	Welcome Rob Twiggs, MoorLIFE Conservation Works Officer	e-newsletter	PDNPA staff e-zine	
01/08/2012	It's our world: 300,000 plants to be airlifted....	newspaper	Huddersfield Examiner	
01/06/2012	Bringing back the bog moss - Sphagnum propagation and inoculation in the Peak District and South Pennines	magazine	Conservation Land Management (Summer 2012)	

Date	Subject	Type	Media	Link
01/06/2012	BBC Online	online	Air pollution legacy (trending 4, more than ½ million hits)	http://www.bbc.co.uk/news/uk-england-derbyshire-17315323
01/06/2012	The Raw and sensuous....Sphagnum	newspaper	The Guardian - Country Diary	http://www.guardian.co.uk/environment/the-northerner/2012/jul/02/kinder-scout-derbyshire-bog-moss
01/05/2012	5000 Dams	intranet	PDNPA Staff e-zine (May edition)	
01/05/2012	Countryfile visit to the South Pennines	intranet	PDNPA Staff e-zine (May edition)	
01/05/2012	Sphagnum Guide, MoorLIFE	e-newsletter	PDNPA Staff e-zine	
01/04/2012	MoorLIFE	newspaper	Glossop Advertiser	
01/04/2012	MoorLIFE update	newsletter	Yorkshire Water - Rural Estate Newsletter	
01/03/2012	Bleaklow Heather Brash works	tv	Look North - Lunch time / Tea time regional coverage	
01/03/2012	Bleaklow Heather Brash works	tv	Midlands Today Lunch time / Tea time regional coverage	
01/03/2012	The value of peat moorlands and how we are looking after them	radio	Costing the Earth	
01/03/2012	Millions of seeds airlifted to save moors	newspaper	Peakland Guardian Magazine	
20/02/2012	Bleaklow from Longdendale	online	Grough	http://www.grough.co.uk/magazine/2011/02/20/bleaklow-from-longdendale
02/02/2012	Monitoring volunteers	e-newsletter	PDNPA staff e-zine (Dec - Jan issue)	
01/02/2012	Gardening for giants – re-seeding Bleaklow	e-newsletter	PDNPA staff e-zine	
01/02/2012	A day in the life of .. Wildscapes website article about brash spreading	online	Wildscapes website	
27/01/2012	Healthy project for moorland	newspaper	Peak Courier	
23/01/2012	Winter celebrations for MoorLIFE volunteers	newspaper	Peak Advertiser	
18/01/2012	Millions of seeds airlifted to save moors	radio	Radio Sheffield – interview with Cath Wynn, Project Manager, Moors for the Future	

Date	Subject	Type	Media	Link
18/01/2012	Airlift operation helps to revive moorland peat	newspaper	The Star, Sheffield	
17/01/2012	Millions of seeds airlifted to save moors	online	Habitat - Daily wildlife and environment news from the British Isles	
17/01/2012	Sowing the seeds for future generations to enjoy	newspaper	Glossop Chronicle	
04/12/2011	MoorLIFE/MFF VIP visit to Black Hill article	newsletter	Yorkshire Estate News	
04/12/2011	MoorLIFE/MFF monitoring update	newsletter	Yorkshire Estate News	
01/12/2011	MoorLIFE/MFF operations. Geotextile on Bleaklow	e-newsletter	PDNPA December e-zine	
24/11/2011	Geo-textile netting for Moors for the Future	e-newsletter	Europarc Atlantic Isles	
18/11/2011	MoorLIFE/MFF VIP visit to Black Hill article	online	EU LIFE website	
14/11/2011	MoorLIFE/MFF VIP visit to Black Hill article	magazine	Derbyshire Life	
01/11/2011	MoorLIFE/MFF VIP visit to Black Hill article	e-newsletter	Environment Agency e-weekly; Midlands Office	
24/10/2011	MoorLIFE/MFF operations. Geotextile on Bleaklow	radio	High Peak Radio	
01/10/2011	MoorLIFE/MFF VIP visit to Black Hill article	e-newsletter	PDNPA October e-zine	
01/10/2011	News item and link to MoorLIFE / MFF article	online	EU news website	
01/10/2011	MoorLIFE/MFF operations. Geotextile on Bleaklow	newspaper	Glossop Chronicle	
16/06/2011	MoorLIFE	newspaper	Sheffield Star	
01/05/2011	MoorLIFE restoration work	magazine	Wildscapes members magazine	
01/05/2011	Moorland fire	tv	BBC Look North	
01/05/2011	MoorLIFE	newsletter	Wildscapes Newsletter	
01/05/2011	MoorLIFE	online	Wildscapes website article	

Date	Subject	Type	Media	Link
01/04/2011	Brash spreading	e-newsletter	PDNPA e-zine (April)	
10/03/2011	Airlift Turley Holes Moor. moorland in Calderdale	tv	BBC Bradford and West Yorkshire	
09/03/2011	MoorLIFE	tv	BBC Look North	
27/01/2011	Helicopters lead battle to restore ancient moorland	newspaper	Sheffield Telegraph	
27/01/2011	Mission to save the moors	newspaper	Glossop Chronicle	
27/01/2011	'Copter' role in moor conservation	newspaper	Hebden Bridge Times (Main)	
26/01/2011	Saving the moors? It's in the bag. Winter airlift activity	newspaper	Manchester Evening News	
22/01/2011	Flying to help our moorland	newspaper	Halifax Evening Courier (Main)	
18/01/2011	Huge airlift in bid to turn Pennine hills green	online	Grough	

3.8. Educational materials

The material is as follows:

Primary schools

Primary Assembly Materials:

- Lizzy Lizard Power Point Presentation
- Lizzy Lizard Story

Primary Lesson Plans:

- Food Chain and Food Web Activities
- Food Chain Cards
- Identification Key Blank
- BOG Top Trump Cards/habitat cards
- Ideas for using Top Trump Cards

Secondary schools

Secondary Presentation

Syllabus Matrix

Work sheets:

- Classification
- Ecological Terms
- Identification Key Blank
- Investigating Populations
- Statistical Skills Example Sheet Spearman's Rank
- Statistical Skills Spearman's Rank
- The Carbon Cycle

Answer sheets:

- Answers Classification
- Answers Ecological Terms
- Answers Investigating Populations
- Answers Statistical Skills
- Answers The Carbon Cycle
- Statistical Skills Example Sheet

3.9. Project launch timetable

Official Launch of the MoorLIFE Project and the Sphagnum Propagation Project

21 July 2010

11.15 – 11.45	Guests arrive. Opportunity to: <ul style="list-style-type: none">• see the work that Moors for the Future Partnership does• hear about the MoorLIFE and Sphagnum Propagation Project• meet staff and Partners. Book for guided site visit
12.00 - 12.45	Welcome & Presentations Keynote address by Poul Christensen Chair, Natural England Official launch of the MoorLIFE & Sphagnum Propagation Projects
13.00 – 13.45	Buffet Lunch
13.45 – 14.30	Opportunity for guided site visit (Please book a place on arrival)

3.10. Outline of the Sphagnum Seminar

Sphagnum Reintroduction in Practice

Wednesday, 11 June 2014, Manchester Metropolitan University

Morning talks:

Welcome

Dean Professor Phil Wheater, Manchester Metropolitan University

Introduction

Chris Dean, Moors for the Future Partnership

Role of Sphagnum in blanket bog habitats and research update

Richard Lindsay, University of East London

History and context of sphagnum restoration in South Pennines

Penny Anderson, Penny Anderson Associates

Sphagnum re-introduction in the South Pennines

Matt Buckler, Moors for the Future

Manchester Metropolitan University work on Sphagnum reintroduction

Simon Caporn, Manchester Metropolitan University

Where do we go from here?

Ian Crosher, Natural England

Afternoon workshops:

Workshop 1: Conservation and Land Management

Sphagnum application at a landscape scale, best available techniques, lessons learnt and future options.

Workshop 2: Research and monitoring

What are the knowledge gaps and when will we be able to draw conclusions from current works?

Event career session:

Student Session

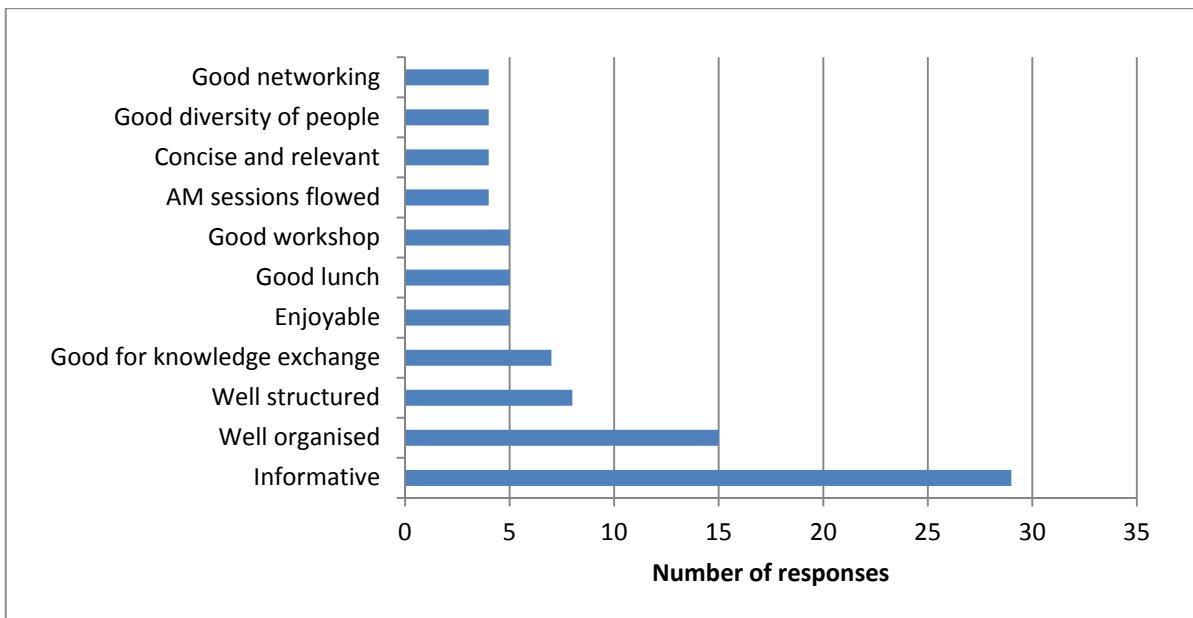
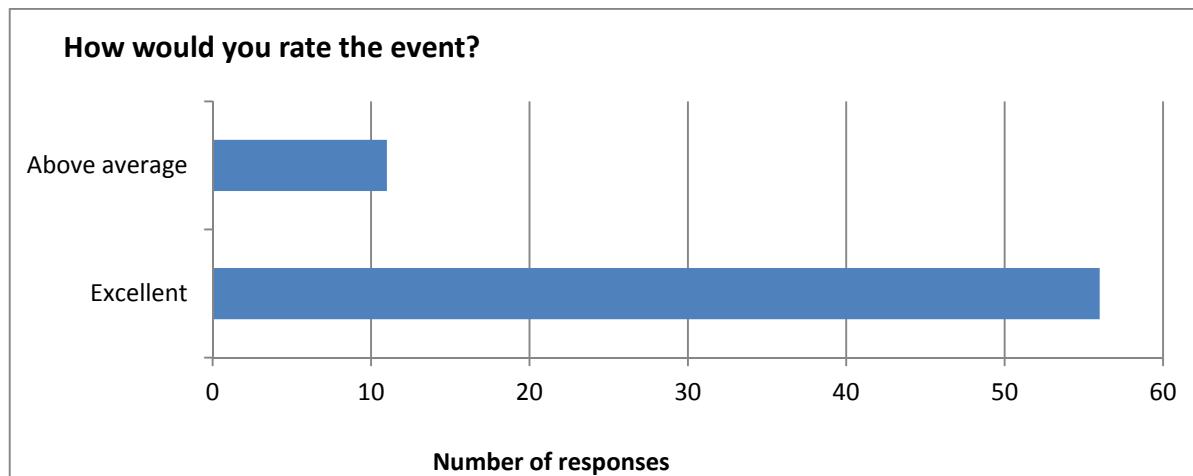
The event will end with a Q&A session aimed for students looking for a career in conservation and land management. Speakers from United Utilities, RSPB, National Trust, Manchester Metropolitan University and Moors for the Future Partnership.

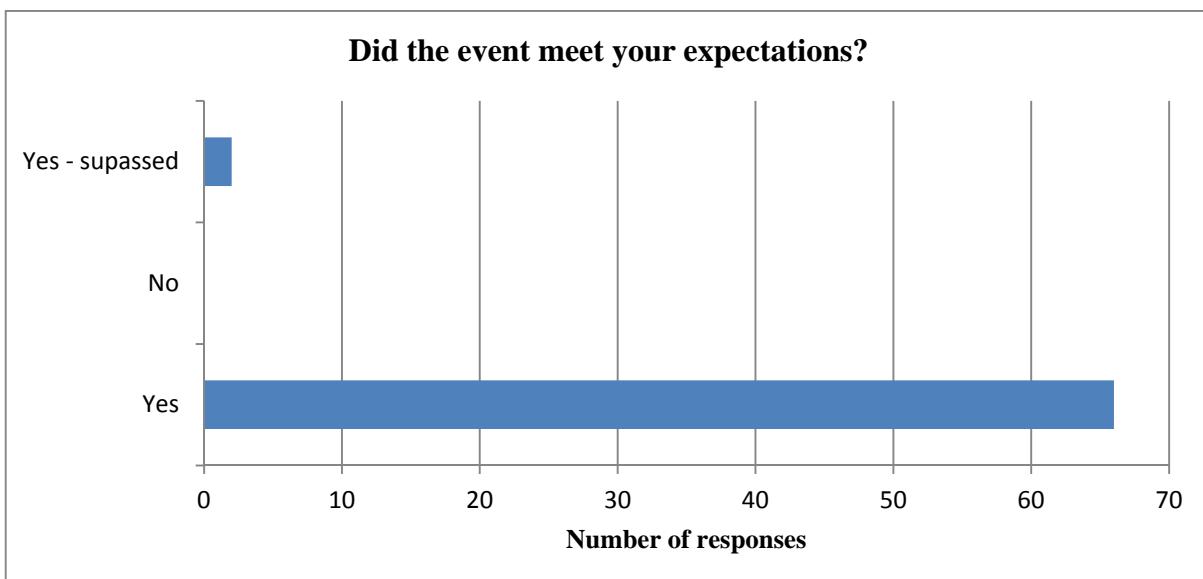
3.11. Feedback from the Sphagnum Seminar

Key statistics

- Number of posters/talks presented from external organizations – over 10
- Number of external projects discussed in Conservation workshop – 7
- Number of external projects discussed in Research and Monitoring workshop – 11 institutions discussing 18 projects

Feedback





Raw feedback data:

How would you rate the event?		
Excellent	56	82%
Above average	11	16%
Average	0	0%
Below average	0	0%
Poor	0	0%
Not answered	1	1%

Any comments?		
Informative - speakers	19	28%
Well organised	15	22%
Informative	10	15%
Well structured	8	12%
Good for knowledge exchange	7	10%
Enjoyable	5	7%
Good lunch	5	7%
Good workshop	5	7%
AM sessions flowed	4	6%
Concise and relevant	4	6%
Good diversity of people	4	6%
Good networking	4	6%
Excellent attendance	3	4%
Good balance of presentations	3	4%
Brought all work on Sphagnum together	2	3%
Good timekeeping	2	3%
Good venue	2	3%
Interesting	2	3%
Not enough food	2	3%

well chaired	2	3%
Would have liked more free time to talk with delegates and circulate	2	3%
Would have liked to mix land managers and researchers in workshops	2	3%
Break-out seemed more of a data collection exercise - would have preferred more themed discussions	1	1%
Challenged to embrace a new approach	1	1%
Friendly and helpful facilitators	1	1%
Good that workshops were about gathering info and not just teaching what already know	1	1%
Good to learn about wider projects	1	1%
Liked the short talks	1	1%
Look forward to seeing some long term results	1	1%
More practitioners should be there	1	1%
Need more than 3 minutes to introduce work	1	1%
Need to include landowners	1	1%
Not enough space around lunch/coffee area	1	1%
Raises profile of MFFP	1	1%
Relevant topic	1	1%
Should be annual	1	1%
Some time wasted in workshop filling in forms - could be done during registration	1	1%
Techniques workshop limited to one project	1	1%
Welcoming and receptive atmosphere	1	1%
Workshops little weaker, but still useful	1	1%
Would have liked more time to hear about different practical projects	1	1%
Would have liked to know more about funding	1	1%
Would like a little more time for questions	1	1%
Would like more practical project case studies	1	1%
Would like to have learnt more about Sphagnum growth rates	1	1%

Did the event meet your expectations		
Yes	66	97%
No	0	0%
Yes - surpassed	2	3%

Reasons for coming		
Relevant to work	18	27%
Learn	18	27%
Network	8	12%
Share best practice	7	10%
Research interest	6	9%
Interest in area	5	7%

Update on Sphagnum establishment	4	6%
Knowledge exchange - general	3	4%
Present work/speaker	4	6%
Knowledge exchange - practical management	2	3%
personal interest	2	3%
Promote work	2	3%
Learn how to set up project	2	3%
Representing grazier/land owners	1	1%
Student looking to network	1	1%
Journalist	1	1%
Early careers	1	1%
Easy to get to	1	1%
Cheap	1	1%
Something different	1	1%
Sphagnum farming	1	1%

Informal site visit			
Yes	58	87%	
No	5	7%	
No answer	4	6%	

Anything for the main conference?			
Messages to outside world	5	7%	
More case studies/best practice	5	7%	
Outcome of seminar	4	6%	
Results of monitoring projects	4	6%	
Update on new research	4	6%	
Hydrology	3	4%	
What does the future of peatland restoration look like?	3	4%	
Update on new projects	3	4%	
Efforts to set up accessible source of moorland restoration techniques	2	3%	
Address funding and how it steers project timescales	2	3%	
Establish a permanent forum	2	3%	
Restoration techniques	2	3%	
Common Juniper ad phytophthora	1	1%	
Biosecure moorland management	1	1%	
Work on lowland bogs	1	1%	
New faces	1	1%	
Initiations (funded if possible) to non-academics	1	1%	
Soil biota	1	1%	
steer on current research	1	1%	
Disseminating info to local groups	1	1%	
Knowledge exchange	1	1%	

More information about Sphagnum habitats	1	1%
Latest technology	1	1%
Wider view of degraded bogs	1	1%
NELMS	1	1%
Site visits	1	1%
Input from contractors	1	1%
Culture of peatlands	1	1%
More networking opportunities	1	1%
Meet the project event	1	1%
Same again!	1	1%
More landowners	1	1%
More partners	1	1%
Burning - esp practical experience rather than the peer-reviewed work considered by NE's evidence review	1	1%
Carbon credits	1	1%
Policy makers to attend	1	1%
Tree planting in cloughs	1	1%
Socioeconomic meets conservation	1	1%
MFF objectives	1	1%
Ecosystem services	1	1%
Link between peatlands and society through art/culture	1	1%

3.12. Final conference programme

Tuesday 3rd March

Introduction & Welcome

Welcome

Chris Dean, Moors for the Future Partnership

Introduction

Geoff Nickolds, Moors for the Future Partnership

Chris Dean, Moors for the Future Partnership

Keynote speech – Biodiversity in crisis

Chris Mahon, IUCN

Keynote speech – Biodiversity in the South Pennines

Penny Anderson, Penny Anderson Associates

Session 1: Impact of conservation on vegetation biodiversity

Chaired by Pat Thompson, RSPB

Vegetation and pattern – the Yin and Yang of peat bog ecosystems

Richard Lindsay, University of East London

Restoration under MoorLIFE – results and impact on moorland plants

Rachael Maskill, Moors for the Future Partnership

Sphagnum reintroduction

Matt Buckler, Moors for the Future Partnership

Microbial indicators of peatland degradation and restoration at Holme Moss

David Elliott, Manchester Metropolitan University

Session 2: Bird conservation

Chaired by Pat Thompson, RSPB

Impact of blanket bog restoration on breeding birds

Dave O'Hara, RSPB

Status of breeding birds in the South Pennine Moors SPA

Richard Pollitt, Natural England

Impact of local development on SPA birds

Chris Harrison, Manchester Metropolitan University

Session 3: Habitat restoration works and results

Chaired by Sarah Fowler, Peak District National Park

MoorLIFE restoration works and overview of results

Brendon Wittram, Moors for the Future Partnership

Woodland for Water

Vince Carter, Forestry Commission

Clough Woodlands Project: benefits of native broadleaf woodland creation

Rob Twiggs, Moors for the Future Partnership

Informal audience with Sarah Fowler, Peak District National Park

Wednesday 4 March

Welcome

Chris Dean, Moors for the Future Partnership

Session 4: Communicating conservation works

Chaired by Mark Turner, Pennine Prospects

The importance of people: developing products for public engagement

Debra Wilson, Moors for the Future Partnership

Be Fire Aware: raising public awareness of wildfire risk

Julia McMorrow, University of Manchester

Debra Wilson, Moors for the Future Partnership

Community Science and people-led conservation monitoring

Sarah Proctor, Moors for the Future Partnership

Session 5: Communicating conservation works in a business environment

Chaired by Mark Turner, Pennine Prospects

Communicating the benefits of conservation works in a business environment

David MacDonald, Arqiva

Promoting diversity through business and engaging communities

Spencer Green and Keith Rowland, Hope Construction Materials

Session 6: Ecosystem Services

Chaired by Peter Fox, Environment Agency

Introduction to flood risk management

Peter Fox, Environment Agency

Making Space for Water and initial results from the MoorLIFE project

Rachael Maskill, Moors for the Future Partnership

The Sustainable Catchment Management Programme (SCaMP) 2005-2014

Penny Anderson, Penny Anderson Associates

Connecting knowledge sources in a social-ecological system to inform land-use decisions

Dylan Young, University of Leeds

Impact of the Dark Peak Nature Improvement Area on Cultural Ecosystem Services

Debbie Coldwell, University of Sheffield

Carbon cost of restoration actions, overall impact on carbon storage

Rachael Maskill, Moors for the Future Partnership

Biodiversity and climate change, developing resilience in upland environments

Ian Crosher, Natural England

Session 7: A vision for the future

Chaired by Chris Dean, Moors for the Future Partnership

Working with communities on future of landscape

Jane Chapman, Peak District National Park

Mark Turner, Pennine Prospects

Vision for the landowning community

Andrew Critchlow, NFU

Future and vision into AMP6

Glynn Haworth, United Utilities

Future Defra strategy

Maggie Charnley, Defra

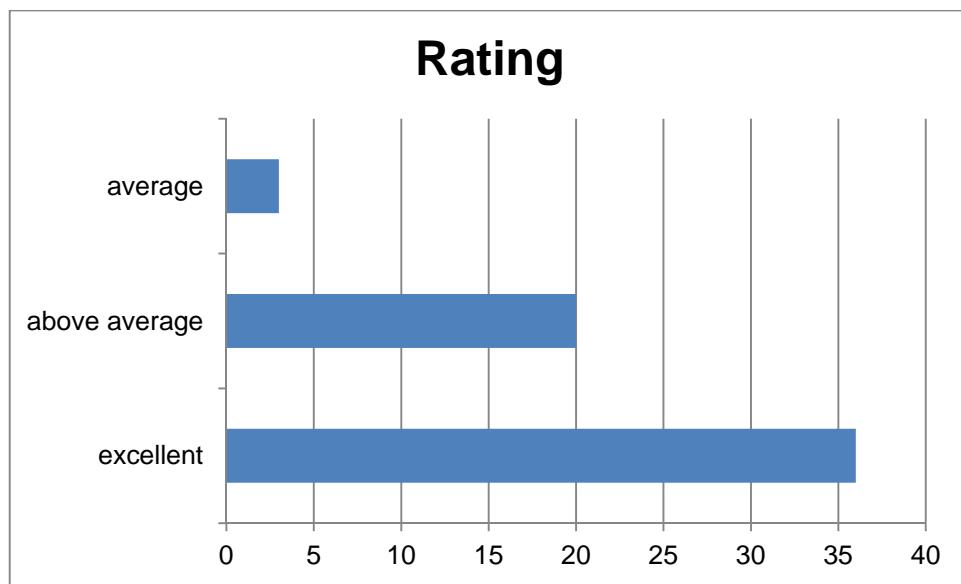
Moors for the Future: vision and strategy

Chris Dean, Moors for the Future Partnership

Closing reflections

Geoff Nickolds, Moors for the Future Partnership

3.13. Feedback from the final conference



General	Venue	Range of speakers/talks	Quality of presentations	Communications
Flawless	Good to have all in one place	Good - but nothing from farmers/shooters or walking groups	Good	Good both before and during
Well organised	Circular tables encouraged networking	Very broad range	Some of speakers "fillers"	Would have liked more time for discussions
Wonderful event	Nice to have tables	Great variety	Would have liked more technical detail	Make more use of videos/multi-media in future events
Stimulating	Great venue	Would have liked to hear from landowners /tenants	Good but not enough urgency in talks	Prior publicity could have been better

General	Venue	Range of speakers/talks	Quality of presentations	Communications
Raised MFF profile	Great venue (apart from 1 pillar)	Would have liked more on practical aspects of restoration	Some talks needed more focus	Wi-Fi access would have facilitated social network promotion
Ran like clockwork	Sound/pictures not good for people at back	Would have liked input from contractors	Well thought out but some a little "dry"	Plenty of opportunity to network
Smooth, professional	MFF signs to venue needed on the site		Good range, good quality	
Not clear on aims			MFF staff very good	
Disappointing range of attendees - farmers/owners?			Interesting & inspiring presentations	
Better than expected			Some excellent some poor	

3.14. Presentations and Posters

Date	Title of event	Messages	Audience
Jun-11	IUCN UK Peatland Programme conference poster session	Monitoring and Research: achieving maximum value from monitoring sites in the South Pennines	Peatland researchers, stakeholders, practitioners
Jun-12	IUCN UK Peatland Programme/BES Joint Symposium	A summary of the work of the Partnership and MoorLIFE, the need to monitor and some evidence from our wider monitoring programme.	Peatland researchers, stakeholders, practitioners
04 June 2012	International Peat Congress		Peat researchers and practitioners
Oct-12	Europarc conference 2012	Presentation from Project Manager on how do you create a successful LIFE project	Conservation managers and practitioners, representatives of the EU institutions, politicians, entrepreneurs, consultants and academics
01 October 2012	Sheffield University Student Project	Information about MoorLIFE works and restoration techniques	Aero-space engineers - MSc Students
01 October 2012	Sphagnum Technical Advisory Group site visit	Discussions about sphagnum re-introduction	Moorland practitioners/academics/NE advisors
01 November 2012	Sphagnum Technical Advisory Group visit	Discussions about sphagnum re-introduction	Moorland practitioners/academics/NE advisors
01 March 2013	Sphagnum Technical Advisory Group visit	Discussions about sphagnum re-introduction	Moorland practitioners/academics/NE advisors
24 April 2013	Sphagnum Technical Advisory Group	Update on monitoring and early results of baseline sphagnum monitoring	Peatland practitioners and stakeholders
21 August 2013	Moors for the Future - What we do and why we do it	Outlining our works, including importance of MoorLIFE	Derbyshire Rotary Club
01 September 2013	Turley Holes - Stakeholders engagement	Demonstration of works undertaken by MoorLIFE and future works planned	Tenants, Landowners, and Natural England advisors
01 September 2013	Sphagnum Technical Advisory Group visit	Discussions about sphagnum re-introduction	Moorland practitioners/academics/NE advisors
12 September 2013	IUCN UK Peatlands conference	Poster Sphagnum reintroduction in the South Pennines: A partnership approach.	Peatland researchers, stakeholders, practitioners

12 September 2013	IUCN UK Peatlands conference	Poster on the Be Fire Aware work	Peatland researchers, stakeholders, practitioners
13 September 2013	Tender ready for contractors	How to tender for Peak District National Park Authority and EU requirements	Contractors
Oct-13	Europarc conference	Presentation from Project Manager on monitoring project delivery	Conservation managers and practitioners, representatives of the EU institutions, politicians, entrepreneurs, consultants and academics
01 October 2013	Sheffield University Student Project	Information about MoorLIFE works and restoration techniques	Aero-space engineers - MSc Students
31 January 2014	Science volunteer seminar	Work of the partnership	Volunteers
05 March 2014	Poster presentation	Work of the partnership	EA staff
29 April 2014	DWT - Wye Group - Moorlands and moorland restoration	Update on Moors for the Future project, our works and the moorland landscape	Derbyshire Wildlife Trust
13 May 2014	Poster presentation	Work of the Partnership - including MoorLIFE	EA staff
05 June 2014	Europars Atlantic Isles Webinar	How to run a successful LIFE project	Statutory agencies, national parks, AONBs, other protected landscapes, NGOs and anyone with an interest in EU funding opportunities for the environment
08 June 2014	Edale Country Day	MoorLIFE, Community Science Project	General public
11 June 2014	MoorLIFE Mid-project Seminar - Sphagnum Reintroduction in Practice	Sharing, learning and implementing best practice on Sphagnum reintroduction	Practitioners, policy makers, academics, students
16 June 2014	Introduction to the work of the Partnership		Manchester and Pennine Water Forum
21 June 2014	Presentation and display: Volunteering opportunities at Moors for the Future		Peak Volunteers
27 June 2014	PDNPA Members Tour - briefing of MFTF activities		19 Peak District National Park Authority members, Jim Dixon, 5 National Park officers
02 July 2014	Defra visit		Sarah Hendry and Tom Surrey, Defra

10 July 2014		Work of the Partnership - including MoorLIFE	Lord Smith, EA reps, PDNPA
15 July 2014	Site visit and Moorland Centre	Work of the Partnership - including MoorLIFE	PDNPA members with an interest in MFF
16 July 2014	Longdendale High School / STEM Ambassadors	The value of peatlands and the role of the MoorLIFE project in helping to protect active blanket peat. Used this to explain careers subjects such as science and geography can lead to.	Year 10 students (age 15)
18 July 2014	Be Fire Aware children's day	Raising awareness of moorland wildfires with children	Edale school children
23 July 2014	Upland Hydrology Group site visit, Woodhead		Partners, water companies, Moorland associations
31 July 2014	Be Fire Aware launch	Launch of Be Fire Aware campaign and UK's first interactive educational wildfire risk tool	PDNPA, academics, Peak District FOG, fire services, partners
06 August 2014	Site visit	The work of the partnership including MoorLIFE	Lord de Mauley
04 September 2014	British Ecological Society – Peatland Special Interest Group	Monitoring lessons learned over the course of MoorLIFE. Took part in discussion on stakeholder engagement and ways that organisations undertaking in-house monitoring could be helped.	Academics, practitioners
06 September 2014	Hope Construction Cement works	MoorLIFE	General public
25 September 2014	EU Life Desk Officer	Report and field trip on the progress of the project	
01 October 2014	Sheffield University Student Project	Information about MLFE works and restoration techniques	Aero-space engineers - MSc Students
02 October 2014	Talk	Introduction to the work of the partnership and MoorLIFE project	MMU Students
10 October 2014	Talk	Conservation works	Glossop group of residents - Conservative Society
20 October 2014	IUCN UK Peatlands conference	Speakers at conference included: Landscape scale monitoring The role of sphagnum in	Peatland researchers, stakeholders, practitioners

		restoration work Presentation of carbon audit – tools and methods and initial results.	
01 November 2014	Science in the Park	Sphagnum, gully blocking, science work of the partnership	General public
05 November 2014	Talk on MoorLIFE project		Potential LIFE bids
08 November 2014	Science in the Park	Sphagnum, gully blocking, science work of the partnership	General public
19 November 2014	World Parks Congress	Climate change and carbon management	World Parks Congress
21 November 2014	Talk	Introduction to the work of the Partnership and the MoorLIFE project, including conservation, monitoring and communications tools	Whaley Bridge Amenity Society
24 November 2014	Talk - departmental seminar	Introduction to the work of the Partnership and MoorLIFE project – challenges of monitoring and evidencing conservation actions	Sheffield Hallam University students
26 November 2014	Talk	Conservation work, communications, MoorLIFE and citizen science	Sheffield Hallam University students
30 November 2014	Educational walk	Bare peat restoration and volunteering opportunities	MMU undergraduate students
01 December 2014	Workshop on coordinated implementation of nature, biodiversity, marine and water policies	How the Moors for the Future Partnership has integrated MoorLIFE works for Natura 2000 sites into delivery of Water Framework Directive activities	European Commission
24 February 2015	Peat Management training day		
03 March 2015	MoorLIFE conference - An Integrated Approach to Upland Biodiversity Conservation	Results of the project within the wider context of upland conservation	Academics, practitioners, policy makers
06 March 2015	Talk / Walk	The work of the Partnership	Sheffield Hallam University students

11 March 2015	MFF presentation - staff talk	Moors for the Future projects and programme and long term goals, including showing MoorLIFE video	Peak District National Park Authority staff
29 April 2015	MFFP & Landscape scale restoration	A presentation outlining the work of the Partnership and the projects we are running, followed by a walk onto Kinder to see recent restoration works.	Manchester Metropolitan University BA Students (environmental Management)
08 June 2015	Environment Agency Chairman's meeting	Moors for the Future's positive impact on both water quality and flood risk right down the catchment.	Chair of Environment Agency
11 June 2015	Celebration Day	Opportunity to talk to Moors for the Future staff about how the work done impacts across projects, ask specific and general questions, see the achievements of other projects and understand why the work you carried out is so important.	Moors for the Future casuals and volunteers
14 June 2015	Edale Country Day	Conservation work and citizen science, MoorLIFE audio trails, smartphone apps	General public
17 June 2015	Environment Agency site visit		Peter Fox, Amanda Nobbs
07 July 2015	Sphagnum Re-introduction Day		Natural England Moorland Management Group, Moorland Association Directors and Senior Natural England staff.
28 July 2015	Soapbox Science Environmental Special	How the condition of the environment can affect water quality, and the benefits of moorland restoration.	General public
31/07/2015 - 2/8/2015	Game Fair - 3 day event	Promoting work of the partnership	General public
24 August 2015	SER Conference		Conservation managers and practitioners
25 August 2015	SER conference - Site visit	Promotion of works undertaken by the partnership and MoorLIFE project	SER conference delegates
27 August 2015	Visit by Hope Construction Materials		Hope Construction management