

# BERRY HEAD CONSERVATION MANAGEMENT PLAN 2007 – 2017



TORBAY  
COAST AND  
COUNTRYSIDE  
TRUST



Supported by the  
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# 1. Introduction

## 1.1 Background

Berry Head contains many different heritage assets, closely interwoven in a small area that is visited by hundreds of thousands of people every year. This dense fabric of place and people throws up several conflicting needs and opportunities. This management plan aims to help us make sense of these conflicts and work out the best way forward.

Users of this plan include the site managers (Torbay Coast and Countryside Trust), statutory bodies (especially Torbay Council, Natural England and English Heritage), special interest groups and the local community.

The plan has been produced by Torbay Coast and Countryside Trust (TCCT) with the assistance of the Berry Head Forum, which brings together many of the interested parties to discuss and plan for Berry Head's future (see Appendix C for membership details). The research and production of the plan was grant-aided by the Heritage Lottery Fund.

This plan supersedes several other management plans produced over the last 25 years. Many of the issues identified in those plans remain valid today, and in many cases those issues have become more pressing. This new Conservation Management Plan is the most comprehensive integrated plan for Berry Head's heritage yet attempted.

## 1.2 The Research Phase

The Berry Head Forum was established in 2001 and early discussions highlighted the need for a more integrated approach to Berry Head. The continuing degradation of archaeological features, the increasing damage apparently caused by recreational impacts and the poor condition of some interpretive materials were all cause for concern. Several biodiversity enhancement initiatives were introduced in the late 1990's that seemed of benefit and there was debate over the possibility of extending this work.

It was clear that, whilst Berry Head's archaeology and biodiversity were reasonably well-recorded, less understood were, in particular, landscape issues and the ways people use and view the site and its heritage. Realising that some research was needed in order to inform future management decisions, TCCT applied to the Heritage Lottery Fund for a Project Planning Grant to carry out this work and was successful. The Trust appointed consultants (Halcrow Environmental Ltd and Stratton and Holborow) in October 2003 to carry out what was known as "The Berry Head Future Heritage Project" and this was completed by October 2004. Research carried out included:

- Landscape survey
- Invertebrate survey
- Condition Assessment of archaeological remains
- Schedule of archaeological works required
- Recreation survey
- Access Audit
- Interpretation Plan

## 1.3 Consultations on the Plan

The Heritage Lottery Fund also provided funding to assist the Trust to draw together these and other research findings, to consult with stakeholders and to produce the final Conservation Management Plan. A consultation draft was issued in early 2005 and during that year a range of consultations were held including public meetings, questionnaires and discussions with agencies. The plan was finally approved and adopted by the Berry Head Forum in January 2007.

## 2. Description of Berry Head

### 2.1 Summary description

Berry Head is a substantial promontory protecting the southern approaches to Tor Bay, on the south coast of Devon, adjacent to the town of Brixham. The headland is almost entirely formed of Devonian Limestone with some Red Sandstone dykes and is bounded on its eastern and southern flanks by steep cliffs, rising in parts to 200ft (60 m). The northern flank has been much altered by quarrying, whilst the western border is a mix of mature (secondary) woodland and pasture. Much of the fairly level plateau and less steep flanks consists of a variable mosaic of limestone grassland and scrub. The site falls within the South Devon Area of Outstanding Natural Beauty.



*Aerial view of Berry Head*

A raised beach, wave cut platforms, offshore stacks and marine caves contribute to the site's complex geomorphology. Caves exposed by the quarrying provide an important regional record of sea level change and serve as both winter hibernacula and breeding site for a colony of Greater Horseshoe bats. The limestone parent material and high degree of exposure has produced thin "rendzina" type soils, supporting an important assemblage of flora. Many significant lower plant species also benefit from the microclimate. Scrub areas across the head provide nesting and feeding opportunities for migrant and resident bird species, including Cirl

Bunting and Lesser and Common Whitethroat. Both sea and quarry cliffs support nesting seabirds, the cliffs below the Old Redoubt hosting around 500 pairs of Guillemot, which represents the most significant colony on the south coast.

As a result of its high quality biodiversity and earth heritage Berry Head is designated as a Site of Special Scientific Interest (designated 1952) and forms part of the Berry Head to Sharkham Point National Nature Reserve (designated 2001). This in turn forms part of the South Hams candidate Special Area of Conservation (designated 2001) under the European Habitats Directive. The Guillemot colony is also protected as an Area of Special Protection under the European Birds Directive (designated 1981).

Two Napoleonic War forts dominate the site, a reminder of the strategic role played by the promontory through the ages, their ramparts and dry moats now very much part of the natural history of the site. Finds from a series of excavations indicate the site has a history of occupation dating back to the Neolithic era. The two forts and a nearby gun battery are scheduled as Ancient Monuments (one fort scheduled 1950, extended in 2000).

A network of footpaths (including the South West Coast Path) provides access for the 135,000 visitors that enjoy the site each year. The majority of visitors come mainly for a walk, often accompanied by a dog, to enjoy the views, with sea angling, bird watching, rock climbing, botany and kite flying also popular. A café, car park, toilets and two Visitor Centres represent the formal visitor facilities.

### 2.2 Archaeology

Much of the following is extracted from the Exeter Museums Archaeological Field Unit's Survey of Berry Head (Pye and Slater, 1990).

#### 2.2.1 Site status

The redoubt walls and several internal structures of Fort 3 were scheduled as an Ancient



Monument (No.245, Devon) in 1950. In 2000 the whole of Fort 3 and all of Fort 1, together with Hardy's Battery, were also scheduled. Other structures, including the Guardhouse in Fort 3, are Listed Buildings (Grade 2).

Berry Head is described by Pye and Slater as "one of the most complete surviving examples of purpose-built Napoleonic fortifications in South-West England".

### 2.2.2 Early history

There is evidence of an Iron Age promontory fort on the headland, but this was probably destroyed when the Napoleonic forts were constructed. A scatter of Bronze Age and Romano-British material has been found across the headland, and there are remnants of a strip field system to the west of the site, suggesting the area was farmed communally in the medieval period. Further information on this subject can be found in the Site Database.

### 2.2.3 Napoleonic remains

Due to its location on the south-western approaches to Torbay, and the use of the latter as an important naval anchorage in the wars against France in the late 18<sup>th</sup> and early 19<sup>th</sup> centuries, Berry Head was selected as a site for batteries to defend the anchorage.

The first batteries on Berry Head were established in 1779/1780 during the American War of Independence, but these were decommissioned at the end of the war in 1783.

With the outbreak of war against France in 1793, the gun batteries were reactivated and two garrisoned redoubts were constructed to protect the batteries against land attack. The Board of Ordnance purchased 120 acres of the promontory in 1794 and construction of the redoubt walls began in 1795. The plans consisted of a defensive line across the neck of the promontory (Fort 3) to protect the gun batteries positioned at the tip of the headland. The landward approach to Fort 3 was to be protected by redoubts to the south and

south-west (Forts 1 and 2), but only Forts 1 and 3 were ultimately built.

Construction work continued for several years and, although the main redoubts and ancillary buildings were completed by 1804 work continued on various alterations up to 1809. The garrison hospital (now the Berry Head Hotel) was only built between 1809-10.

After the end of the war in 1815, the batteries and prefabricated wooden barracks were dismantled in 1817. The main stone buildings remained standing and the whole site remained government property until 1886, ready to be re-activated should the need arise.

A rifle range was established at some time between 1865 and 1886, with the butts being positioned to the north-east of the entrance to Fort 1.



*Cannon in one of the fort embrasures*

### 2.2.3 20<sup>th</sup> Century features

During the Second World War anti-aircraft guns were sited in Fort 3, together with a Royal Observer Corps post (constructed 1942). The latter survives.

In 1960 an underground ROC Monitoring Post was constructed adjacent to the WWII post. The purpose of this was to monitor conditions in the event of nuclear war, and the post remained active until 1991.

#### 2.2.4 Other features

Quarrying has formed a major part of Berry Head's history. Limestone was quarried from at least the mid-18<sup>th</sup> century and this continued throughout the construction and occupancy of the forts, probably providing much of the necessary stone for their construction. Quarrying was restricted from 1828 because it was beginning to undermine the fortifications, but accelerated again once the headland returned to private ownership and, by 1969, when quarrying did finally cease, much of Fort 3 had in fact been removed.

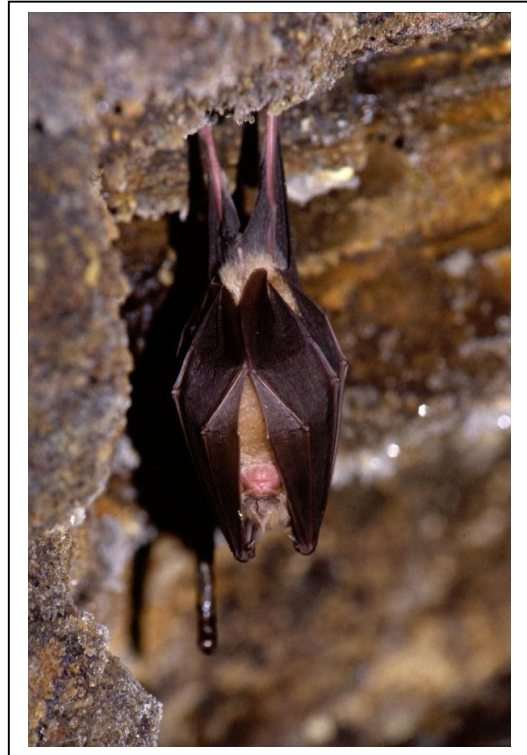
### **2.3 Biodiversity and earth heritage**

#### 2.3.1 Site status

Berry Head is designated as a Site of Special Scientific Interest (designated 1952) and forms part of the Berry Head to Sharkham Point National Nature Reserve (designated 2001). This in turn forms part of the South Hams candidate Special Area of Conservation (designated 2000) under the European Habitats Directive. The Guillemot colony is also protected as an Area of Special Protection under the European Birds Directive (designated 1981).

#### 2.3.2 Bat populations

The inner quarry contains a network of caves, some of which are used by several bat species, the most notable being Greater horseshoe bats *Rhinolophus ferrumequinum*. This species has faced a rapid population decline in the UK and only between 4000 and 6000 individuals are now believed to survive, all of these being in the South-West of England. Berry Head is a relatively small colony, numbering only around 100 bats, and the lack of good foraging habitat nearby, together with a poor micro-climate within the main maternity roost, makes this one of the most vulnerable colonies in the country.



*A Greater Horseshoe Bat at rest*

#### 2.3.3 Botanical features

Berry Head's thin and free-draining soils are colonised by a range of plants able to tolerate alkaline, desiccated environments. These include 9 nationally rare plants, numerous nationally scarce plants and one possibly unique plant sub-community.

The areas of open grassland and broken cliff support rich and diverse plant communities characteristic of limestone. Species present include the rare white rock-rose *Helianthemum appenninum*, Portland spurge *Euphorbia portlandica*, rock sea-lavender *Limonium binervosum*, Goldilocks aster *Aster linosyris* and rock stonecrop *Sedum forsterianum*. Areas of short turf also support the rare honewort *Trinia glauca*, small hare's-ear *Bupleurum baldense* and small restharrow *Ononis reclinata*. Several species with a restricted distribution in Devon occur, including wild cabbage *Brassica oleracea*, autumn squill *Scilla autumnalis* and bee orchid *Ophrys apifera*.

Some areas on the plateau support a flora characteristic of acidic conditions. Gorse *Ulex*

*europaeus* and western gorse *U. gallii* occur with heather *Calluna vulgaris* and bell heather *Erica cinerea*. Bramble *Rubus fruticosus* and bracken *Pteridium aquilinum* are present in patches and sycamore *Acer pseudoplatanus* and ash *Fraxinus excelsior* grow in sheltered places.

#### 2.3.4 Guillemot colony

The cliffs below Fort 1 provide a safe breeding site for a colony of Guillemots, which is the largest colony on the Channel coast and also the UK's most southerly colony. Guillemots are present in huge numbers in northern areas such as the Hebrides and the Berry Head colony, which numbers approximately 1000 birds, does not stand comparison. But its southerly location makes this an important sub-station and indicator of the health of the Channel waters.

Data is gathered each year on the productivity of the colony and this is passed to the JNCC as part of its national survey.

#### 2.3.5 Other bird species

One of the other key bird species present is the Cirl bunting, a Red Data Book species that has experienced massive population decline, reaching a low point in the 1980s of as little as 200 pairs. Numbers have since recovered to around 1000 pairs, but these remain limited largely to the South Devon coast. Occasional birds are seen at Berry Head and singing males indicate that breeding may be occurring on site.

Other birds of nature conservation concern breeding on site include Lesser and Common Whitethroat, whilst Berry Head is an important landfall and departure point for migrants such as Wheatears. Rare migrants are regularly seen and the headland is also an important site for sea-watching.

#### 2.3.6 Invertebrate species

The 2004 Invertebrate report concluded that:

- 21 key invertebrate species have been recorded from Berry Head, making this site of outstanding importance for invertebrate conservation.

- The macro-moth fauna is especially diverse, and includes populations of two Red Data Book species, the Feathered Gothic and Bloxworth Snout.
- The RDB hoverfly *Chrysotoxum elegans* also occurs at this site.
- Ten of the key invertebrate species are associated with south-facing maritime grassland with patches of bare ground, making this much the most important habitat feature for invertebrates at Berry Head.
- Closed sward maritime grassland, scrubby grassland, rock outcrops, heathland and calcareous seepages also support populations of key invertebrates.

#### 2.3.7 Earth heritage features

Berry Head is composed of poorly bedded crinoidal limestones and massive reef limestones and has been folded and faulted extensively. The limestones are cut by numerous Permo-Triassic sandstone dykes and associated calcite veins. The morphology of the Head is dominated by two very extensive marine erosion platforms, one of these forming the top of the headland at an altitude of 57m OD and dating back to the Tertiary period, the other being a submerged cliff at around -40m OD off the end of Berry Head. Smaller marine erosion platforms of a later period can be found around the Head, that at 8.5 OD near Shoalstone beach featuring a raised beach comprising cobble deposits interpreted as a storm beach deposited around or above the contemporary high-water mark.

The extensive cave system (around 50 different caves have been mapped) includes characteristic features such as irregular passage networks, solution pockets on the walls and roof pockets that show they formed by solution in a subwater-table environment, probably at the point where freshwater from above mixed with saline groundwater. Their morphology is very similar to the

Blue Holes of the Bahamas and they are the only known type of this cave formation known in Britain.

[Taken from a paper by Proctor CJ and Smart PL in the *Journal of Quaternary Science* (1991) 6 (3).]

## 2.4 Landscape

### 2.4.1 Site status

Berry Head forms the northern boundary of the South Devon Area of Outstanding Natural Beauty and forms part of a stretch of coastline designated as a Coastal Preservation Area (Devon County Council).

### 2.4.2 Main landscape features

The following section is extracted from the 2004 Landscape report.

“The Devon Landscape, An Appraisal of Devon’s Landscape” (Devon County Council, 2002) lists the key characteristics of the South Devon Coastal Plateaux. Berry Head is part of the most eastern plateau located between Brixham and the Dart Estuary, which is described as follows:

- Relatively flat coastal plateaux cut by narrow, steep combs which are sometimes wooded.
- Arable or mixed farming landscape with exposed character of windswept, stunted trees.
- Distinctive geological coastal features.
- Historic coastal features – lighthouses, daymarks, coastguard cottages, forts, wrecks.
- No through roads creating ‘cut-off’ character.
- Popular recreation locations.

Paraphrasing from this appraisal, the plateaux tend to be divided into medium to large sized fields, with field boundaries mostly consisting of hedges but stone walls using local hard schists are found in some locations (including Berry Head). Trees are relatively rare on the plateaux but there are examples of hedgerow trees which are wind-beaten and emphasise the coastal character. It is the coast which defines and characterises the various elements of this plateaux zone and gives it its distinctive character. The natural and man-

made coastal features are particularly impressive, which, together with the wide sea views and lack of visible development, have resulted in the area being popular for recreation. Road access, particularly to the coastline itself, remains poor and consequently it is possible to experience a sense of isolation and remoteness along parts of the coast, except perhaps in high summer when high visitor numbers and narrow winding roads, such as the road to Berry Head from Brixham, can give rise to traffic congestion at busy locations. The character of the plateaux is further defined by the sense of an ‘end-of-the-line’ feel resulting from the geographical form of the peninsulas, which impart a secluded and somewhat cut-off feel to the plateaux.

This impressive coastline is a gem both in County and national terms. Its integrity in landscape terms is well preserved, and such is its importance that its retention must be a high priority. Of importance is the need to retain a sympathetic appearance to areas of amenity land; a retention of the open appearance of the plateaux; maintenance and repair of the field boundaries in traditional style; and the maximisation of ecological habitats.



*People enjoying the views from the headland*

With specific regard to Berry Head, the park reflects these characteristics and future aspirations very closely. The main focus of the park is an impressive limestone headland some 65 metres high on which the Napoleonic North Fort, a coastguard lookout and lighthouse are located. The northern side of this headland has been extensively quarried for limestone and some of the northern parts of the fort have been lost.



Today, a straight stone wall adjacent to the fort and a chain link fence to the west of this delineate the top of the quarry, below which the quarry walls fall almost vertically to close to sea level. The hardstanding and concrete loading quays for the limestone are still in place between the quarry and the sea, while the quarry floor has been vegetated by scrub and grass.

To the south, a secondary fort (The Old Redoubt), built to protect the main fort from landward attack, is located adjacent to the clifftop and, together with an area of open chalk grassland and thorn scrub, forms the southern seaward boundary of the site. The area between the two forts consists of an exposed sea cliff-top plateau with a landcover of grazed grass and dense scrub (mostly blackthorn, hawthorn and gorse but self-sown sycamore trees are frequent). On the seaward side of the plateau, the ground generally slopes steeply down towards the top of the sea cliffs and is vegetated with grass and scrub, or becomes bare rock where very steep or adjacent to the sea. Inland of this maritime plateau, there is an area of open, grazed meadow adjacent to the car park which is used as an amenity area by visitors for dogwalking, picnics, kite flying and similar pursuits. This open area is visually enclosed by an area of scrub to the south, a band of scrub to the east on the landward edge of the maritime plateau, and an area of broadleaf woodland edged by scrub to the north and west. The topography gently rises up to a high point near the radar installation before dropping off into a moderately steep wooded combe on the north-west side of the park, down which a continuation of the approach road to the park leads down to the Berry Head Hotel and into the eastern edge of Brixham.

## **2.5 Social history, land use and context**

Brixham Heritage Museum has published the results of its research into how human beings have used Berry Head over the centuries. The full report is included in the Site Database (see Appendix G) and part of the following description is taken from this research.

### i) Agriculture

Berry Head has, superficially, been strongly shaped by its military and industrial past, but its flora and fauna has been much more strongly influenced by the fluctuations of farming. When the promontory was adopted by Iron Age groups as a defensible place, it was probably already an open landscape, the woodland that covered so much of the rest of the countryside being stunted by the thin soils and salt spray. The land would have been easy to clear and early farmers would have quickly colonised places such as this (Wall's Hill, across the Bay in Torquay, had a similar use).

Agriculture and the headland's use as common land was then the main influence on Berry Head. Livestock would have grazed the head and gorse, bracken and other scrub would have been cleared for use as fodder, bedding and fuel. This constant activity would have maintained its open feel and in these conditions the rare plants that survive today would have flourished.

During the Napoleonic Wars scrub clearance would have featured strongly, to keep a clear field of fire across the headland, and livestock would probably have been encouraged to graze for the same reason.

Its agricultural use seems to have continued right up until the 1970's, with photographs showing stock fences and even an arable field below Fort 1. However this use was certainly declining during the post WWII period and scrub began to gain a stronger hold. Only at the end of the 20<sup>th</sup> century did agriculture return, as a direct conservation measure.

### ii) Army life

Brixham Museum has carried out considerable research into garrison life at Berry Head during the late eighteenth and early nineteenth centuries. The garrison on Berry Head was up to 1500 strong but varied greatly in size and composition as different militias passed through. Conditions were not satisfactory, with many soldiers complaining of the sub-standard accommodation,

and disease (and death from disease) was not uncommon. On a happier note, there were 103 marriages conducted at St. Mary's Parish Church, Brixham between 1795 and 1815, for soldiers from the garrison, although only a relatively small number (29) (28.2%) involved local women.



*A re-enactment group at Berry Head*

Given the proximity of the Forts to the important fishery in Brixham, it came as no surprise when over 1,896 fish bones were recovered during the 1998 – 2004 excavations of the military food refuse deposits at Berry Head. The archaeological evidence clearly demonstrated that fish had featured strongly in the diet at the Berry Head barracks, with hake the predominant species eaten

With the decommissioning of the forts in 1817 the site was placed on a care and maintenance basis, in the charge of a retired soldier living in the old guardhouse in Fort 3 – an arrangement that continued up to 1886. Blewitt [1832] presents a picture of a somewhat desolate headland, which at that time he noted was occupied by “An old veteran [Corporal Sutton] [who] resides in the [former guardhouse] and cultivates his potatoes and cabbages among the ruins. The only other living beings here are the quarrymen and a few sheep and wild birds.”

#### ii) “Brixham’s playground”

Brixham is of course a huge influence on Berry Head and there has been a close relationship between the town and the headland for

generations. Many must have found employment there during the construction and servicing of the forts; many found fuel and fodder on the common.

Although the Brixham fishery undoubtedly benefited from supplying the large number of troops, the departure of the garrison after 1817 appears to have held little economic consequence for the town. The fishery continued to thrive and expand, along with the human population of Brixham. However, for those local tradesmen, farmers, and innkeepers who had depended on the garrison for a proportion of their business, there must have been some degree of financial loss.

During the nineteenth century two cottages were built on Berry Head Common and occupied by various working families, mainly associated with working at Berry Head House or in agriculture. These cottages were demolished in the early twentieth century but their foundations remain.

Evidence from local records during the first decade of the twentieth century indicates its growing popularity during this time as a recreational and visitor attraction. Fetes, picnics and even dancing were organised there and it was promoted as the principal place of interest for Brixham.

In the 20<sup>th</sup> century, as the town has grown, Berry Head has become the largest remaining area of Public Open Space available to townspeople within easy walking distance. It is truly a place of re-creation, where people come to escape the pressures of the modern world and reconnect with nature.

#### iii) Conservation in the 20<sup>th</sup> century

The coast from Berry Head to Froward Point was designated a Site of Special Scientific Interest as early as 1952. However quarrying at Berry Head, which had taken place since the 17<sup>th</sup> century, developed on a much larger scale in the 1950s and an application was made to extend the quarry in the late ‘50s. This was fought by the Nature Conservancy Council at a public inquiry in 1959 and was rejected. Also in 1959 the South Devon

Area of Outstanding Natural Beauty, which includes Berry Head, was declared.

The newly-created Torbay County Borough purchased the headland in 1969 and in 1970 designated it a Country Park, one of the first in England following the 1968 Countryside Act. The quarry ceased to operate from this point and the machinery was eventually removed.

Problems had begun to mount on Berry Head in the post-WWII period with the growth of tourism in Torbay as the headland became a popular viewpoint. There was no control of any kind and cars were able to drive over the common and park at will, with predictable erosion problems. The Guillemot colony came under increasing pressure, in part from pleasure boats approaching the cliffs and firing guns to frighten the birds for the amusement of tourists, partly from the exploits of rock-climbers who in the late 1960s developed some of Britain's most taxing routes up the main breeding cliff, and partly from people throwing stones over the cliff to frighten the birds. The effect of these pressures was to severely limit the breeding success of the Guillemots.

The plight of the guillemot colony at Berry Head was first noticed by members of the Devon Bird Watching and Preservation Society (DBWPS) during the 1970's. DBWPS launched a campaign to protect the colony, initially by providing voluntary wardens during the breeding season. A leaflet was produced explaining the problem to boat owners and, with the support of the Brixham Harbour Master this was quite effective. The DBWPS felt that more could be done and urged the local authority to implement statutory controls to prevent disturbance of the colony, campaigning at a national level for the colony to be specially protected.

As a result, in 1984, the Old Redoubt, adjoining cliffs and the area of sea adjacent, were declared an Area of Special Protection under the Wildlife and Countryside Act 1981. This made it an offence to disturb the colony during the period 1<sup>st</sup> March to 1<sup>st</sup> August and effectively made it illegal

to bring boats close to the cliffs or to climb on them during the breeding season.

With the site under deliberate management as a Country Park some of the worst problems were addressed: a car park was created and a Visitor Centre; various damaging activities were banned. However the management approach was very much that of the traditional park-keeper. Despite official recognition of the nature conservation and landscape importance of the site there was little practical management to enhance nature conservation features.



*The car park and 1970's Visitor Centre*

With the appointment of a Countryside Ranger in 1984 the situation improved and since then the site has grown in stature in nature conservation terms. For the first time proper recording and survey work took place and voluntary groups have been encouraged to assist in this work. The Devon Bird Watching and Preservation Society, the Royal Society for the Protection of Birds, the local branch of the Botanical Society of the British Isles and the Devon Bat Group have been particularly active. In 1989, in partnership with the RSPB a CCTV camera was installed on the cliff face overlooking the Guillemot colony with a live link to the Visitor Centre enabling visitors to gain close-up views of these remarkable birds for the first time.

Meanwhile the Torbay Local Plan was increasingly taking account of the conservation importance of Berry Head and successive plans developed policies appropriate to the site.

In 1999 Torbay Council leased Berry Head, along with 1200 acres of Torbay’s principal farmland, woodland, country parks and nature reserves, to the newly-formed Torbay Coast and Countryside Trust under a 60-year lease. The Trust is an independent conservation charity established by the Council to safeguard its key environmental assets.

In 2000 English Nature designated Berry Head, Durl Head and Sharkham Point as a National Nature Reserve and the Trust as an approved body to manage the NNR. In 2001 the NNR, along with other sites in the South Hams, was designated as part of the South Devon candidate Special Area of Conservation, under the European Habitats Directive.

## 2.6 Management information

This section describes the current management and use of Berry Head.

### 2.6.1 Context

Berry Head is one of the main recreational spaces for the residents of Brixham (population c.17,500), Torbay (population 130,000) and South Devon. It is Torbay’s most important open space in terms of the quality of its heritage combined with the number of people that visit it. It is also an important tourist attraction (in a 2003 South West Tourism survey, 12% of tourists interviewed in Torbay had visited Berry Head). It forms part of a suite of nature reserves, farms and Country Parks managed by Torbay Coast and Countryside Trust, covering an area of nearly 1800 acres within Torbay.

The South West Coast Path, Britain’s longest National Trail, passes through Berry Head, linking it to Brixham Harbour to the west and Sharkham Point to the south. Sharkham Point and much of the land lying between it and Berry Head is designated as SSSI and those parts of this area in the Trust’s management are also designated NNR and cSAC (see plan X). This narrow corridor of land is under intense pressure in terms of development and recreation.

### 2.6.2 Use

The current use of the site is as a Country Park. The designation of National Nature Reserve has focused increased attention on its nature conservation needs, whilst the continuing deterioration of the Napoleonic structures has stimulated concern. However the prevailing attitude amongst visitors, as discussed below in section 4, is more aligned to the kind of robust recreational environment one finds in a Country Park, rather than the reality of the nature reserve and heritage site that it is.

### 2.6.3 Policies and Plans

Because of its many designations Berry Head features in many existing strategies and plans, and is affected by a wide range of policies. These are spelt out in more detail in Appendix F. The most significant are:

- **Torbay Local Plan** – restricts development within the AONB and in the vicinity of the SSSI and cSAC; recognises Berry Head’s recreational role
- **Torbay Heritage Strategy, Greenspace Strategy, Cultural Strategy** – recognise Berry Head’s high heritage value and place it as a priority for action
- **South Devon AONB Management Plan** – views Berry Head as a gateway site to the wider AONB
- **Torbay Biodiversity Action Plan** – focuses action on calcareous grassland restoration
- **South West Coast Path Strategy** – aims to improve the condition of the path and its coastal corridor
- A **Countryside Stewardship** agreement covers the site, under which conservation grazing and other measures such as scrub management are required and funded
- **English Riviera Geopark Management Plan** – identifies Berry Head as a Gateway Site for the Geopark



In addition Torbay Coast and Countryside Trust has several policies and plans in place that affect the site and its management. These include:

- Environmental Policy
- Equal Opportunities Policy
- Access Policy
- Education Plan
- Child Protection Policy

#### 2.6.4 Consents

Consents are required for many management works. These include:

- Ancient Monument consent – for any disturbance of the ground or the structures within the scheduled areas
- Listed Building consent – for any works affecting a Listed Building
- Planning consent – for any development or alteration coming under planning legislation
- Natural England consent – for any work that may affect the nature conservation value of the site
- TCCT consent – for any special events or unusual recreational activities on site
- Torbay Council consent – under TCCT's lease the Council's consent is required for major alterations

#### 2.6.5 Management structure

The site is owned by Torbay Council and was leased to Torbay Coast and Countryside Trust on 1 December 1999 for 60 years. The lease passes all responsibility for repairs and all liabilities to TCCT, but there remains close liaison with the Council through the Trust Liaison Group. This advisory group ensures good communication.

The Trust employs staff at Berry Head (currently one National Nature Reserve Manager, one Ranger, one seasonal Ranger (April – September) and various numbers of trainee Rangers, who are based in The Bungalow. Other staff that are based at the Trust's headquarters at Cockington Court, Torquay also have an input to the site, eg the Operations Manager, Education Manager and Estate Team. The Trust's Director takes overall responsibility for the management of the site and

he reports to a Board of Directors, the charity Trustees, who have strategic responsibility for the Trust and all its works.

The Trustees meet quarterly, whilst the Trust's management team meets monthly to co-ordinate work.

The Berry Head Forum is an advisory body of stakeholders that includes representatives of a wide range of organisations. Its membership is detailed in Appendix C. It meets quarterly and has had a strong input to this Plan.

The Friends of Berry Head is a grassroots user group formed in 2005 to encourage better communication with and involvement by regular visitors to the site.



#### 2.6.6 Current management practice

The management of the site in terms of practical, day-to-day work, consists of the following tasks:

- Routine patrolling, litter-picking, monitoring of car parks, liaison with visitors
- Staffing of the Visitor Centre, open 7 days a week from Easter to October half term
- Running occasional events, eg guided walks, school visits
- Supervising regular volunteer days (held twice weekly) and occasional volunteers / trainees / work placements working on specific tasks

- Checking livestock – goats grazing the cliff compartment year-round and cattle grazing the plateau compartment and Landscope field from April to September. This work is carried out under the Countryside Stewardship Scheme agreement.
- Habitat management work, eg cutting scrub and bracken, hay-making, controlling ivy on the ramparts
- Clearing paths
- Minor repairs to fences, gates and stiles

### 2.6.7 Interpretation

A full description of the existing interpretation was provided in the 2004 Interpretation Plan, a copy of which is held in the Database of Resources.

The main interpretive activity is through the Visitor Centre, but this is visited by only 1 in 7 visitors (approx. 20,000 visitors per year). The centre contains exhibits about the heritage of Berry Head and a small range of relevant leaflets. There is an exhibit in the Artillery Store on the headland, about the site's geology, history and natural history. There is also some material in the café.



*One of the old, faded signs, since removed*

There were until recently several interpretive signs on site describing the heritage. These were removed in 2006 as they were so faded as to be illegible. Some were replaced in 2007.

Guided walks and other interpretive events (eg natural history workshops, children's activities) are held throughout the year, with bat walks being especially popular.

Approximately 800 school children visited the site in 2004-05 on a guided visit, typically looking at the Guillemot colony and the other habitats of Berry Head.

A site newsletter, *Headlines*, is produced occasionally and positioned on posts around the site. The Trust's website contains information on Berry Head.

### 2.6.8 Community involvement

Historically community involvement has been rather low key, with volunteer input being the main link with the community. The creation of the Berry Head Forum and the Friends of Berry Head has extended the site's interaction with the community markedly and there is still further potential in developing the role of the Forum and wider community involvement. The Community Liaison Officer currently in post is making good progress on this front and it is important that this work is continued in the future.

### **2.7 Gaps in our knowledge**

There remain considerable gaps in our technical understanding of the site that are relevant to the site's management. These gaps include:

- The development and use of the forts and their associated buildings
- The use of the site in the late 19<sup>th</sup> and early 20<sup>th</sup> century
- The flight paths and forage areas of the Greater horseshoe bats, specifically within and immediately adjacent to Berry Head
- The response of the rarest plant species to grazing, trampling and eutrophication

These areas would benefit from more detailed research and the last two should be built into the site's monitoring programme.

### 3. Assessment of significance

From the description above it can be seen that Berry Head is a highly significant place in heritage terms. Indeed, it has been described as one of Torbay's most important heritage assets, along with Torre Abbey, because of the quality and diversity of its designations. It is also important to local people, who use it often on a daily basis, and for tourists who are drawn to its impressive scale and views.

This section describes the many different values that people and agencies place on various aspects of Berry Head. It draws on the statutory designations and on informal values expressed by stakeholders and people interviewed during the 2004 research.

#### Berry Head's designations in context

Berry Head is one of a network of 215 National Nature Reserves in England, 10 of these being in Devon, the closest being Dawlish Warren and Yarner Wood in Teignbridge and Slapton Ley in the South Hams.

The South Devon candidate SAC is one of 219 such designations in the UK, which are in turn part of the Natura 2000 network extending across Europe, representing the most important habitats in the EC.

Berry Head is also a Site of Special Scientific Interest. There are over 4000 SSSIs in the UK covering 7% of the land surface. There are 448 SSSIs in Devon and 12 in Torbay, including Hope's Nose to Wall's Hill (another calcareous grassland and geological site that includes a scheduled Ancient Monument), Saltern Cove and Lummaton Quarry.

The Napoleonic forts are part of a network of surviving defences along the south coast of England, with substantial remains at Plymouth and Portsmouth.

The South Devon Area of Outstanding Natural Beauty is one of 37 such areas in England, with 5 in Devon, including the Blackdown Hills, Tamar Valley and East and North Devon Coasts.

#### How do people value it?

The results of the research indicate that, as a crude generalisation, whilst statutory agencies value Berry Head especially highly for its archaeology, biodiversity and landscape, local residents value it particularly as a recreational space and for its landscape. There are obviously many shades of opinion here: the agencies are well aware of people's recreational needs; and very many people delight in the heritage of the site. But the findings from the research do show that the significance of the heritage is relatively little appreciated by those who visit the site most regularly.

That said, people tend to wax lyrical when they describe their feelings about Berry Head. It inspires feelings of closeness to nature and to God, or feelings of awe at the small scale of human kind in the scheme of things. It is a place to contemplate the infinite!

It is also a natural space where children, families and pets can exercise and enjoy the fresh air. It is a place to meet friends and socialise, a place to sit and eat or drink, to take a packed lunch and sunbathe, to fly a kite or kick a ball.

These uses are important and need to be accommodated – but the heritage of the site must at the same time be conserved for the benefit of future generations, and for the benefit of present generations. The archaeology and biodiversity are of such importance on a regional, national and international scale, that compromises must be found that allow this heritage to be maintained in excellent condition.

The past has seen many rises and falls in the heritage condition and recreational use of Berry Head. At its worst, in the 1950's, the headland was being slowly eaten away by quarrying; in the 1960's growing tourism led to severe erosion of

the site. Since those days some effective conservation measures have been put in place, but it seems that the average visitor is no more aware of the heritage than may have been the case 40 years ago.

As the discussion of vulnerability below (Chapter 4) shows, the trends in heritage condition are currently not favourable and the archaeology, biodiversity and landscape of the site are all in need of increased conservation. These conservation needs must be met, and people's recreational needs can at the same time be improved, through improved education and community involvement measures. This is the challenge for Berry Head.



*Valerian forcing apart the walls of the Forts*

## **4. Vulnerability and other issues**

This chapter sets out the issues facing the heritage of Berry Head, the problems that need to be solved to find a long-term sustainable future for it, and suggested solutions in broad terms. The issues have been the subject of much discussion by the Berry Head Forum (see Appendix D for its conclusions reached in 2002) and research by a number of bodies over recent decades. The research includes archaeological, biodiversity and landscape surveys and assessments by professional surveyors and these are included in

the Site Database. In addition the public consultations carried out in 2004 are very relevant and a summary of the findings from that work are presented in Appendix E.

### **4.1 Archaeology**

The historic structures of the Napoleonic forts are the main subject of concern in archaeological terms. Their condition was assessed by the Exeter Museums Archaeological Field Unit in 1990 and again by Stratton and Holborow in 2003. The generic issues are:

#### i) Invasive plant growth

The growth of plants, especially Ivy and Red Valerian, on the walls is causing damage. The roots of these species are literally pushing structures over. The solution is to remove the plants, treat the stumps with a herbicide and re-point as necessary to prevent erosion by water. The invertebrate survey of 2004 showed that the removal of plants from the walls of the structures would not seriously affect invertebrate populations on site.

#### ii) Erosion by weather

Gradual erosion of mortar by rain and frost is inevitable, but will eventually lead to long term damage to structures. The solution is to maintain mortared joints in good condition by re-pointing where necessary. This must be done with a lime-based mortar using a sand mix that matches as closely as possible the material used in the original construction. In 2004 a trial re-pointing was carried out to assess materials, timescales and costs.

#### iii) Erosion by people

People are causing damage to some structures by climbing over them. The solution is to increase people's awareness of the vulnerability of the buildings (see below). In one location the solution is to remove fallen rubble that people are using to gain access to the walls. This work has to be carried out under full archaeological excavation conditions.



iv) Modern interventions

The original functions of some buildings are obscured by modern uses or other factors. For example, Fort No.1 is now virtually hidden by scrub, the drawbridge entrances to the forts have been lost, and the Guardhouse is now used as a café. The car park is a major intervention which damages the setting of Fort No.1. The solution is to make the original functions more apparent and / or to remove damaging features, through interpretation or physical works.

v) Public awareness

The 2004 consultations show that the majority of visitors do not appreciate the significance of Berry Head's archaeological heritage. It is instructive that the same situation existed in the 1980's - the Exeter Museums study states:

“most visitors ... come for informal recreation, for the views, or out of interest in the bird life of the Head. It is at present hard for the average visitor to obtain a clear picture of the history of the fortifications, and their importance in regional and national terms is not apparent” (S.C. Timms, 1989).

It is a high priority for the archaeological heritage of the site to improve people's awareness of the historic structures, in part to reduce any damaging activity and in part to improve people's enjoyment of their visit. Improving awareness entails a wide-ranging interpretation programme and this is detailed below. However the landscape survey shows a need to reduce the clutter of signs on the site and any new signs need to be designed to avoid damage to the archaeology.

vi) Reconstruction

The 1990 Pye report recommended reconstructing the drawbridges that once gave access to Forts 1 and 3. This would help to bring the forts to life and reinvigorate local people's attitude towards the remains, as well as providing a significant attraction to visitors from further afield. However reconstruction of this nature can be seen as damaging to the archaeological understanding of a

site and therefore a careful approach to this issue is required.

vii) Buried archaeology

The foundations of several buildings in Fort No.3, which are at or just below ground level, are mostly obscured by grass. In 1990 Pye recommended exposing these in some areas but current thinking, which has been confirmed by English Heritage, is that the remains are best conserved by being covered as they may otherwise become vulnerable to long-term erosion. However there is an opportunity to expose some sections, if this is done alongside an appropriate long term conservation regime.

There have been several finds at Berry Head and as a result it is a popular site for metal-detecting. This is not permitted except under licence from the Department of Culture, Media and Sport, and most metal-detectors realize this. Raising the profile of the site's archaeology will help reduce illegal metal-detecting.

The Victorian cottages recently excavated by Brixham Heritage Museum have been re-covered but there is an opportunity to expose these and interpret them, to illustrate another period in Berry Head's history. A proper programme of conservation of the exposed remains would be necessary.



*The WW2 Observatory*

viii) 20<sup>th</sup> century structures

The WW2 Observatory is in poor condition and its roof has fallen in. This is recommended for repair. The Cold War bunker is in reasonable

condition but lacks interpretation and is surrounded by an intrusive chain-link fence, which is recommended for removal.

Other structures that are of historic interest merit interpretation, namely the Lighthouse and Coastguard Station. The Quarry building is in a derelict condition and needs to be demolished or at least made safe. The DVOR beacon is a major structure with existing adequate interpretation in the car park. The Bungalow and Visitor Centre are both important public and operational facilities. The toilets adjacent to the Visitor Centre are in very poor condition.

## **4.2 Biodiversity and Earth Heritage**

The nature conservation importance of Berry Head has been recognized since at least the 1950's and as a result there is a great deal of evidence of biodiversity trends.

### **i) Greater Horseshoe bats**

The bat colony in the Inner Quarry is well-protected from public disturbance thanks to grilles on the cave entrances installed in 2000-01. The Inner Quarry is itself a no-access zone, although there are no signs to communicate this to the public, only a locked gate.

The main concern for the colony is that productivity levels (ie the number of births) are believed to be low compared to other GHB colonies in the south-west of England. This is based on the late mean birth date compared to other colonies, with Berry Head apparently being 10 days later than the norm. This results in many fewer juveniles surviving their first winter. The reasons for this later mean birth date are thought to be two-fold: firstly that conditions in the cave are sub-optimal in terms of temperature; and second that the availability of good foraging habitat is limited.

An additional concern is that the rock-face within which the bat colony is located is unstable and there is a risk that the caves could collapse.

A number of steps have been taken in recent years to address these issues, with support from English Nature and DEFRA's Countryside Stewardship Scheme. The rock-face has been stabilized as far as is possible; temperature monitors have been placed in the caves to establish the temperature regime; and habitats on and around Berry Head have been improved, in the main through the re-introduction of cattle-grazed pastures.

The data on productivity shows that since these measures were introduced bat numbers have at least been stable, though any population effects are likely to take several more years to become apparent. There remains a trend of habitat change in the countryside adjacent to Berry Head with a loss of cattle-grazed pasture, increasing scrub invasion and pressures for development. A priority is therefore to regain cattle-grazed pasture wherever possible and to optimize the quality and extent of cattle-grazing on Berry Head itself. This focuses attention on the land adjacent to Berry Head, where land use is critical. There is a desire to extend the site into this "buffer zone" if opportunity allows.

The temperature regime in the cave is difficult to improve but at other similar sites heaters have been installed with great benefits to productivity rates.

There is a negative attitude towards grazing amongst some visitors to the site, the reasons including a fear of cattle, a concern about dogs worrying livestock, the loss of amenity areas and the visual impact of fencing. Fencing is also a detractor in the 2004 Landscape Report. Any new grazing regime needs to address public concerns and ensure that the impact of fencing on the landscape is minimised.

### **ii) Calcareous grassland**

The trends in terms of the variety of species present and their numbers show that the quality of Berry Head's calcareous grassland is declining. There are three key issues causing this. One is the reduction in grazing during the 20<sup>th</sup> century, from both agriculture and rabbits, which has resulted in

the rapid spread of scrub and trees across the site. Another is erosion by walkers and vehicles. The third is eutrophication (ie enrichment) of the soil caused by dog faeces. Each of these issues is dealt with in turn below:

- *Scrub invasion*

Prior to the Second World War the headland was probably grazed extensively and pictures taken during the war show that as a result scrub levels were constrained. Post-war the Head continued to be grazed but at a lower level and, ultimately, grazing ceased in the 1970's. There was as a result a gradual increase in the extent and maturity of the scrub. Dealing with the resulting loss of good-quality calcareous grassland became a conservation priority in the 1980's and 1990's, and at first invasive scrub was managed by hand or tool-cutting. The resources available were limited and the steeper slopes could not be dealt with, so the impact was small and scrub continued to become more dominant. In 2003 a small flock of goats was introduced to a part of the site as a trial and this was evaluated in the 2004 Grazing Report. The approach was seen to be a success and it was recommended that grazing be extended over a larger area with higher numbers of stock and that trees and scrub should also continue to be removed by hand to complement the grazing regime.

- *Erosion*

Most visitors keep to paths and the trampling effect on calcareous grassland is therefore limited to a few locations where people follow "desire lines" across areas without a path. One solution is to install a path where this is appropriate, that will channel the impact onto a protected surface, thus reducing the pressure on the surrounding vegetation. An alternative is to use other techniques to remove people's desire to follow a particular route, eg barriers or installing more attractive alternatives. Vehicle erosion is caused mainly by joy-riders accessing the site at night and a solution is to ensure that unauthorized

vehicles cannot access the site at such times and to install earth banks, bollards or stones in suitable locations.



*A goat on Berry head's cliffs*

- *Dog-fouling*

Many dog-owners make use of the dog-bins on the site and are resentful of those who do not follow suit. The public consultation of 2004 showed that this is one of the highest priorities for action amongst site users. Dog faeces not only damages plant communities but also people's enjoyment and human health. A complete solution is probably unrealistic but there are well-proven methods of reducing this problem to a minimum. Additional dog-bins, pro-active policing and prosecution of offenders are effective measures.

A key concept used by managers of heritage sites is the "carrying capacity" of the site, ie how many visitors can it absorb without suffering damage? The worrying declines in calcareous grassland biodiversity at Berry Head appear to indicate that current visitor numbers are **in excess** of the carrying capacity. However it is likely that that these declines are caused more by the way that

people use the site, than by actual numbers. Given the low levels of awareness of the heritage displayed by visitors, it is rational to conclude that people pressure can be reduced without reducing actual numbers of visitors.

#### iii) Guillemot colony

The colony is closely monitored and was of course the initial main conservation priority for Berry Head. Protection measures introduced in the 1980's have worked well and numbers are stable. The main pressure on the colony (apart from those outside of the site management's control, such as oil pollution and decline in fish stocks) is disturbance, either by boats or rock-climbers. Awareness of the status of the colony needs to be maintained at a high level with the relevant bodies (the British Mountaineering Council and Torbay Harbour Authority).

#### iv) Cirl buntings

Cirl buntings use the site both for foraging and breeding but there are opportunities to enhance the habitats either on site or on nearby farmland for this species, primarily by providing a winter stubble area. This needs to be carefully designed so that it does not conflict with the need to extend grazed pasture for the Greater Horseshoe bats.

#### v) Scrub habitats

Although the scrub invading the site is damaging to calcareous grassland, it does provide good breeding habitat for many rare bird species. The intention with scrub management is therefore to retain in some areas a mosaic of sheltered clearings in the scrub which allows for high densities of breeding birds, high numbers of invertebrates enjoying the sunny, sheltered conditions and good diversity of calcareous flora.

#### vi) Heathland

The heathland compartment is suffering from domination by gorse, with insufficient grazing pressure to encourage the small amount of remaining heather. The Grazing Report recommends intensive clearance of the gorse by mechanical means, followed by the introduction

of a small number of Exmoor ponies, which will also range across the current cattle-grazed area.

#### vii) Invertebrates

The 2004 invertebrate survey showed that the key invertebrate species of the site are associated with south-facing maritime grassland with patches of bare ground, making this much the most important habitat feature for invertebrates at Berry Head. Conservation of this habitat is therefore a priority and this is entirely in harmony with the objectives for calcareous grassland.

#### viii) Earth heritage

There are relatively few threats to the Earth Science of Berry Head. However there is need for care and close monitoring of the situation. Issues include:

- Filling-in of the caves.

Some of the systems are eroding fairly rapidly under the action of the sea and the holes in the Quarry floor thus created are a potential hazard to the public. The temptation is to fill these holes in with rubble as they appear but, now that the importance of the caves is known, this practice has been stopped. Instead a policy of "managed retreat" has been adopted for the Quarry floor and the caves will be left to erode without further intervention.

- Development

Development of the Quarry for commercial purposes could obscure valuable features. Existing policies in the Local Plan as well as the site's numerous statutory designations make such development extremely unlikely.

### **4.3 Landscape**

The 2004 Landscape Report was the first professional study of Berry Head's landscape, but people have addressed landscape issues in various ways for many years. The quarry extension was refused in the 1950's partly on landscape grounds, development of buildings has been restricted and uncontrolled parking on the Head was stopped in



the 1960's. However the 2004 report identified many areas where action is needed and it would seem that landscape issues have not received proper attention in the recent past.

#### 4.3.1 The main issues

The majority of features that detract from the natural beauty, character and appeal of the site have been introduced relatively recently, some of them intruding harshly on the landscape and visual amenity of the site. In descending order of intrusiveness, these are:

##### i) The car park

The car park adjacent to the site entrance and Fort 1, specifically the often considerable numbers of cars present, the relatively narrow but long expanse of tarmac surfacing, the pay and display signs and ticket machine and several urban type road signs. The position of the car park underneath the ramparts of Fort 1 detracts from the setting of this important part of the site's heritage.



*View of the car park*

The car park is also a significant factor in forming visitors' first impressions of the site and their expectations regarding how the site should be used. In this case, the bluntly functional character of the car park does not convey the impression that this is a sensitive site of high nature conservation and heritage value but rather that it is a robust amenity facility designed for intensive public use.

##### ii) Roads and paths

There is a substantial internal network of tarmac roads and paths which are relatively wide and visually dominant, particularly the main route from the car park to the North Fort, including a large tarmac area outside the cafe. Apart from the visual intrusion caused, this tends to lead a large proportion of visitors in a predefined route from the car park directly to the end of the North Fort headland and back without encouraging exploration and use of the more peripheral areas of the park and therefore limits some visitors' experience of what the park has to offer. Clearly some visitors may wish to simply walk to the end of the headland and back and some control of walking routes is required to prevent erosion. In addition vehicular access is required to the café, coastguard lookout and lighthouse but it is suggested that measures to reduce the dominance and visual intrusion of these routes should be considered.

##### iii) Site furniture

Damaging features include: inappropriate fencing, barriers, seating and signage: old, unattractive chain link fencing with concrete posts around the perimeter of the site adjacent to cliffs; unattractive and redundant fencing around the Cold War bunker on the headland; stock fencing in general but particularly adjacent to the entrance to the Old Redoubt; steel tube and concrete post barrier adjacent to the entrance to the North Fort; the timber bollards in the open meadow areas adjacent to the car park and alongside the road to the Ranger's Office; old seating of varying types; faded interpretation boards and triangular urban type road signs. All of these detract from the feeling of natural beauty, openness and wildness that many visitors hold most valuable about Berry Head.

##### iv) Invasive vegetation

This includes self-set sycamore trees growing in the maritime plateau zone and other scrub which is obscuring views of the walls of both forts, valerian on the fort walls and bramble and ivy on sections of the stone boundary wall near the car

park.

v) Eroded areas of grassland

This is mentioned in connection with Calcareous grassland (4.2.ii above); in particular the area adjacent to the entrance to the North Fort.

There are also many opportunities to build on the site's strengths and positive characteristics, by accentuating the open and remote feel of the landscape, enhancing awareness of the layers of heritage of the site and encouraging access to parts of the site that are currently less visited (eg the Quarry).



Just as there is a nature conservation need to secure appropriate management of the land adjacent to Berry Head, so there is a landscape need. Whilst planning policies successfully restrict inappropriate development in this area there are risks to the landscape quality from inappropriate land management, eg allowing scrub to dominate the small field systems. There is therefore a desire to secure ownership or management agreements over this buffer zone.

The solutions to the above are largely straightforward and either enhance or do not compromise other objectives, with the exception of the car park and stock fencing. These issues are therefore examined in more detail below.

4.3.2 The car park

The ideal solution for the car park is to relocate it, away from Fort 1 in a less damaging landscape

setting. Options for a new location are very limited because of the many heritage designations affecting the site and the new location would probably have to be outside the current boundary of the site, on its western edge. This is still within the Area of Outstanding Natural Beauty and still within the foraging zone of the Greater horseshoe bats, so landscape and nature conservation impacts – and benefits – will have to be carefully weighed.

Its relocation will also make access to the site more difficult for some users, in that walking distances will be greater. Access is one of the key issues for the site (see below) and the positioning and design of car parking facilities needs to be undertaken with great care to ensure that people can readily access the site without undue difficulty.

4.3.3 Stock fencing

Stock fencing is necessary to allow grazing, which is in turn necessary for nature conservation reasons. The challenge is to devise a grazing regime that reduces fencing to the minimum whilst preventing livestock escaping.

The 2004 Grazing report recommends dividing the site into 3 simple compartments, taking advantage of the fort walls as much as possible and disguising fence-lines within scrub lines wherever possible. There will remain some fencing that is clearly in view, but the current goat fence will be removed.

**4.4 Recreation**

Providing recreation for people is one of Berry Head's main functions. The pressure that people bring to bear on the heritage that they come to enjoy has to be properly understood and the effects mitigated if we are to achieve a sustainable future for the site.

The 2004 research looked at the key recreation issues and concluded:

i) Walkers

Whilst some visitors simply relax in the picnic area the majority of first-time visitors walk on the tarmac road and surfaced footpaths from the car park to the lighthouse because it is the most straightforward route. Approximately 75% of visitors follow this route. Many do not understand how far and how long the walk from the car park to the headland is. Many perceive the walk to the headland to be further and more arduous than they can cope with, and on their return find that it was well within their capabilities. For this reason walk distances (in minutes) from one part of the site to another should be included in information signs or leaflets.

The quality of visit for first-time visitors would be improved by providing a single footpath circuit around the site, taking in a greater diversity of landscapes and heritage. This circuit is shown on the Proposals Plan and would provide a return route from Fort 3, via the DVOR and remains of the Victorian cottages.

Visitors find it difficult to find the South West Coast Path towards St Mary's Bay. There is also confusion over the correct route of the Coast Path around Fort 1 (whether it cuts inland to the car park or skirts the moat and ramparts) and this needs to be clarified.

There are some locations where informal paths could be formalized, either to protect calcareous grassland from damage or to protect the archaeology.

ii) Traffic

Approximately 50% of visitors to Berry Head arrive by car, (see Access, Audience Development and Interpretation Plan, Appendix A). This generates approximately 50,000 vehicle movements to and from the site per year (based on the number of car park tickets sold, and taking account of non-payers / season tickets).

The impact of traffic is three-fold: firstly on the roads approaching the site; secondly in the car park; and thirdly on the roads within the site.

- *Approach roads*

The narrow country lanes approaching Berry Head help to generate a feeling of remoteness which is important. However these roads are frequently congested and this tends to generate feelings of frustration, even anger, which are not conducive to the experience we are trying to establish. The public consultation was strongly in favour of putting a one-way traffic-flow in place. However the advice of the Police was that this could increase speeds on access roads and the Berry Head Forum agreed that the one-way system was not desirable.

- *Car park*

As discussed above (4.3.2) relocating the car park would help reduce the impact of traffic on the landscape and on people's enjoyment of the site. On the other hand a longer walking distance from the car park to the headland could pose a barrier to access for some visitors.

Regular visitors arriving by car complain that the current car park charges are too high and that many drivers avoid paying early in the day. One proposal (being implemented in 2006) is to introduce reduced car parking charges for short stay visits, which would also encourage current non payers to pay the charge.

- *Roads within the site*

Vehicles need to drive across the site for several reasons. These include: disabled drivers or drivers with disabled passengers accessing the Quarry for sea-angling or the café; deliveries to the café; the tenants of the café, who also live there, and their friends and relatives; the Coastguard; Trinity House. All other vehicles are banned in order to preserve Berry Head as a tranquil, unspoilt area, so far as this is possible.

A key issue is that any vehicle can access the site once the Ranger staff have gone home and as a result there is a great deal of illegal vehicle use out of hours. This damages people's enjoyment as well as the calcareous grassland. A system that maintains a locked barrier on to the site but enables the café tenants to lead a normal life needs to be installed. In the past locks left on gates at night have been vandalised by sea-anglers and so the support of this community for any measures needs to be won.

iii) Dogs

Dog-fouling has been discussed above (4.2.ii) and was one of the priority issues raised by site users. Measures proposed to resolve the problem include stronger enforcement measures, the provision of additional dog-bins and a ready supply of "poop-scoops" on site. Litter is also identified as a key priority by users and similar measures are required to tackle this problem.

People are also concerned about their dogs worrying livestock and this concern could increase once sheep / goats / ponies and / or cattle are roaming more widely across the site. Selecting stock that is resilient to dogs is important, as are strong awareness-raising measures for visitors. Dogs roaming the site out of their owners' control are in any case a threat not only to livestock but also to wildlife and other visitors.

iv) Amenity area

The close-mown grass area beside the car park is popular with people for picnics, kite-flying and ball games. This facility needs to be retained if possible, and / or reproduced wherever the car park is located. This is a further reason why direct management or ownership of the buffer zone around Berry Head is desirable, as it will allow the creation of recreational space to reduce pressure on the reserve.

v) Sea anglers

There are several responsible sea angling clubs whose members use the Quarry; there is a small minority of irresponsible people that fish from the Quarry but cause problems for other people. These include non-disabled anglers driving through the site and anglers leaving litter in the Quarry. Closer work is needed with the established clubs to resolve these problems.

vi) Miscellaneous

As a Country Park Berry Head is often seen as a place where all kinds of recreation can freely take place and indeed this is largely true. However the criterion of "peaceful enjoyment of the countryside" is used to rule out some uses, such as the flying of powered model aircraft. Also ruled out by virtue of planning designations are commercial enterprises that conflict with the tranquility of the site, although appropriate uses, such as a camping barn, can be envisaged.

**4.5 Access, Audience Development and Interpretation**

Providing good quality access, both physical and intellectual, to the heritage of Berry Head is a key priority, partly because people are interested in their heritage and want to be involved with it; and partly to raise awareness of the fragility of that heritage and thereby secure its protection in the long term.



*Bringing history to life*

This is a significant area of work in its own right and it is therefore dealt with in a separate **Access,**



### **Audience Development and Interpretation**

**Plan.** This Plan is integrated with the Conservation Management Plan but does also stand as a coherent document in its own right.

The full Plan is found at Appendix A.

### **4.6 Organisations and Resources**

The range of issues highlighted above shows that there is a great deal of work to be done at Berry Head if a sustainable future is to be secured for the site. This section discusses the capacity of the organisations concerned with Berry Head to take this work forward.

**Torbay Coast and Countryside Trust** has a good track record in nature conservation, grazing management, recreation management, interpretation, education and community involvement. It has less experience in building conservation, disability access and traffic management but is able to access these skills through its professional advisors and the Berry Head Forum.

**The Berry Head Forum** has developed to become a broad-ranging partnership that is capable of providing a high level of stakeholder involvement in the site from statutory agencies, community groups and specialist organisations. Through this forum TCCT has access to a wide range of views and skills. The relatively newly-formed “Friends of Berry Head” group represents daily users of the site and has a seat on the Forum. This group help maintain good links with the people who visit Berry Head most often.

**Torbay Council and other statutory agencies** have a very strong policy commitment to Berry Head, because of its high heritage value. Resources in terms of staff time and some financial resources are available to assist the site’s development.

### **4.7 Conclusions**

The discussion of vulnerability and the key issues affecting Berry Head has generated a fascinating mixture of actions required. There are some areas where “people pressure” is damaging the heritage, some where “natural pressures” are causing damage. There are also some activities that damage other people’s enjoyment of the site rather than the heritage. These “people-on-people pressures” also need to be managed so that the site’s character is maintained for future generations.

One of the key findings of the research has been that people tend to use Berry Head as if it were simply a Country Park, which one imagines to be a fairly robust environment that can withstand high levels of recreation. In fact, of course, Berry Head is a highly sensitive environment that is in need of greater protection and management in order to conserve its special features.

The task of this management plan is to establish a commonly-agreed way to untangle the complex strands of heritage and public enjoyment and weave a clear direction for a sustainable future for Berry Head. In the 2004 public consultation, when asked the question “How do you think Berry Head should develop in the future?” most people said: “*as a place of tranquility and nature*” and in the 2005 consultation every respondent agreed that the over-riding priority for Berry Head is to hand it on to future generations in good condition. These should be the touchstones for determining our future management of the site, and it is clear that there is an opportunity to achieve this goal and make a significant difference to the long term conservation of Berry Head.

## **5. Conservation and management policies**

### **5.1 Our Strategic Principles**

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The following underlying principles for this management plan were agreed by the Berry Head Forum following the completion of the 2004 Research. They were further consulted on in the 2005 consultation phase and were supported by all respondents.

1. Berry Head's heritage must be handed on to future generations in good condition.
2. Berry Head must remain as peaceful and natural as possible.
3. Subject to the above, Berry Head must be accessible to everyone and provide good quality facilities for people's enjoyment and learning.

### **5.2 Our Strategic Aims**

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1. To protect and enhance the archaeology, biodiversity and landscape of Berry Head
2. To improve people's access to the heritage of Berry Head
3. To strengthen links with community and education groups and encourage local participation in interpreting, managing and conserving Berry Head

### **5.3 Our Management Principles**

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#### **5.3.1. Archaeology**

The archaeology of the site needs to be stabilised and further deterioration prevented, normally by pointing or capping structures to reduce water penetration. Reconstruction is not generally to be recommended, but the drawbridge entrances to the forts are an exception and reconstruction of these iconic features will enhance public engagement. Buried archaeology is best preserved by being left buried, but if a detailed conservation plan is agreed then exposure of some sections may be acceptable.

#### **5.3.2 Nature conservation**

The colony of Greater Horseshoe Bats is the over-riding priority for the site and grazing by cattle is necessary to protect this species. Calcareous grassland is the second priority and scrub management through grazing and clearance are the required tools. However a scrub mosaic is required for the conservation of a wider range of fauna and flora, so a balance must be struck.

#### **5.3.3 Landscape**

Retaining the wild character of Berry Head is the aim, whilst providing the necessary facilities for public enjoyment of the site. Removing scrub is a part of this, to expose the original Napoleonic and agricultural landscape, but once again a judicious hand is necessary.

### 5.3.4 Recreation

Access to and enjoyment of the heritage of Berry Head needs considerable management if people are to do so without causing damage. Whilst the quality and integrity of the heritage must come first, with imagination and effort access can be improved and a happy marriage can be achieved. Better visitor facilities are needed to encourage access, anti-social activities need to be controlled and an environment created that fosters enjoyment of the countryside.

### 5.3.5 Access and Interpretation

Upgrading interpretation about the heritage and involving people in the decision-making, management and care of Berry Head is a high priority. Facilities need to be designed to sit well in the historic and natural environment, whilst being effective in communicating their messages. A more open and consultative management style is needed to encourage people to engage with the site and take part in decision-making and management.

## 5.4 Our Management Aims and Objectives

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<b>1. Archaeology</b>	
<b>1.1</b>	<b>Conserve the Napoleonic archaeology of Berry Head in a stable condition</b>
1.1.1	Carry out a schedule of repairs including removal and herbicide treatment of invasive plants, re-pointing of walls and excavations of fallen material where appropriate to prevent public access to sensitive structures
<b>1.2</b>	<b>Restore elements of the Napoleonic archaeology where appropriate</b>
1.2.1	Restore the drawbridge entrances to Forts 1 and 3.
<b>1.3</b>	<b>Protect buried archaeology</b>
1.3.1	Ensure that metal detecting is fully controlled
1.3.2	Expose the foundations of a barrack building in Fort 3 for interpretive reasons, once a conservation plan for the exposed remains has been agreed with English Heritage
<b>1.4</b>	<b>Conserve other 19C and 20C archaeological features</b>
1.4.1	Repair the roof and walls of the WWII ROC post
1.4.2	Expose and conserve the remains of the Victorian cottages for interpretive reasons, once a conservation plan for the exposed remains has been agreed with English Heritage

<b>2. Nature conservation</b>	
<b>2.1</b>	<b>Improve the viability of the colony of Greater horseshoe bats</b>
2.1.1	Maintain and extend cattle grazing close to the nursery roost and elsewhere on the peninsula
2.1.2	Enhance the temperature regime in the nursery cave
2.1.3	Further stabilise the rock face forming the cave
<b>2.2</b>	<b>Protect the Guillemot colony from disturbance</b>
2.2.1	Liaise with the BMC and climbing press to improve awareness of restrictions on rock climbing
2.2.2	Liaise with the Torbay harbourmaster and other groups to improve awareness of restrictions on boat access to the cliffs
2.2.3	Install improved signing at the top and base of the cliff
<b>2.3</b>	<b>Improve the quality and extent of calcareous grassland</b>
2.3.1	Extend grazing across the cliff slopes
2.3.2	Continue to manage scrub by hand to assist in the rapid improvement of the habitat
2.3.3	Establish new surfaced footpath routes to reduce pressure on eroded areas of grassland, providing there is no damage caused thereby to archaeological heritage
2.3.4	Prevent unauthorised vehicles accessing the site
2.3.5	Reduce dog-fouling across the site
<b>2.4</b>	<b>Maintain a mosaic of scrub and grassland in some areas</b>
2.4.1	Carry out clearance by hand of scrub to create a mosaic, especially in areas away from the coastal slopes.
<b>2.5</b>	<b>Provide Cirl bunting feeding habitat in the vicinity</b>
2.5.1	Work with neighbouring landowners to provide winter feeding stations and winter stubbles for Cirl buntings.
<b>2.6</b>	<b>Improve the quality of the heathland</b>
2.6.1	Carry out mechanical cutting of gorse, followed by grazing by Exmoor ponies and cattle, to assist the regeneration of heather.
<b>2.7</b>	<b>Allow the continuing natural erosion of the marine caves</b>
2.7.1	Allow swallow holes to develop in the quarry floor and ensure public safety in the vicinity.



<b>3. Landscape</b>	
<b>3.1</b>	<b>Retain and enhance the open character of the calcareous grassland on the maritime plateau adjacent to the forts</b>
3.1.1	Introduce scrub clearance and grazing regime; ensure fencing is well-screened
<b>3.2</b>	<b>Reduce the adverse visual impact and improve the appearance of areas of amenity land and facilities to better reflect the natural landscape character of the Park</b>
3.2.1	Landscape the surroundings of the car park to reduce its landscape impact
3.2.2	Remove eyesores and unsightly fences, signs, seats
3.2.3	Reduce the width of roadways
<b>3.3</b>	<b>Reinforce the sense of remoteness and the park as a place to experience nature and the elements by minimising the impacts of vehicles within the park.</b>
3.3.1	See 4.1 and 5.3 below
<b>3.4</b>	<b>Return the landscape setting of the forts to one approximating the setting in which they were built.</b>
3.4.1	Clear scrub off slopes whilst retaining suitable refuges for migrant and breeding birds, and reveal ramparts.
<b>3.5</b>	<b>Prevent further damage to the landscape character</b>
3.5.1	Evaluate and minimise the landscape impact of all future works, especially site furniture, including signs, fences and benches.
<b>4. Recreation</b>	
<b>4.1</b>	<b>Improve conditions for walkers</b>
4.1.1	Improve footpath circuits and waymarking
4.1.2	Improve controls on vehicle traffic within the site; install automatic access control bollard on road from car park onto site and issue permits to legitimate users
4.1.3	Reinforce other roadway edges to ensure illegal driving on site is not possible
4.1.4	Involve tenants, other land owners, sea-angling and disabled groups in reducing vehicle access problems
<b>4.2</b>	<b>Reduce dog-fouling and encourage better control of dogs</b>
4.2.1	Implement awareness-raising measures of the impacts of dog-fouling
4.2.2	Install additional dog bins and provide poop-scoops
4.2.3	Implement stronger and more consistent enforcement measures
4.2.4	Implement awareness-raising measures to encourage closer control of dogs

<b>4.3</b>	<b>Maintain amenity areas</b>
4.3.1	Retain current amenity area adjacent to car park for informal recreation; relocate or redesign picnic tables to reduce landscape impact
<b>4.5</b>	<b>Improve conditions in the Quarry for anglers</b>
4.5.1	Work with angling clubs to reduce litter and improve access for anglers of all abilities
<b>4.6</b>	<b>Protect the peacefulness of the site</b>
4.6.1	Monitor activities and control inappropriate recreation

## 5. Access, Audience Development and Interpretation Action Plan

This section of the plan is broken down firstly by each audience type. There are five priority audiences, as follows:

- 1) Existing site users
- 2) People without a car
- 3) Young people aged under 30 and young families
- 4) People with disabilities
- 5) School and Youth groups

The second section of this part of the plan covers generic issues relating to audience development not specified in the individual audience development plans.

### Part One: Individual Audience Development Plans

	<b>Existing site users</b>
<b>Nature of the audience</b>	<p>Frequent / regular visitors; often visiting to exercise dogs; some knowledge of the heritage but with gaps; not well aware of site management issues; view site mainly as a Country Park.</p> <p>Occasional visitors on a day trip from home or on holiday; often in family groups. Relatively low knowledge of heritage and site management.</p> <p><b>NB:</b> Our priority is to target our regular audience but our occasional visitors will benefit in similar ways.</p>
<b>Target for Year 3</b>	<p><b>The proportion of visitors that feel they know something about the site's heritage and management</b></p> <p>Baseline 2004: 42% (heritage); 22% (management)</p> <p>Target: 80% (heritage); 50% (management)</p> <p><b>The proportion of visitors using the Visitor Centre</b></p> <p>Baseline 2004: 15%</p>

	Target: 40%
<b>How we will reach them and involve them</b>	<ul style="list-style-type: none"> <li>• Principally through the Friends of Berry Head, which represents this audience.</li> <li>• Also through a site newsletter and events aimed specifically at this audience.</li> </ul>
<b>What we will offer them</b>	<ul style="list-style-type: none"> <li>• Easy access to information and interpretation</li> <li>• Better experience on site</li> <li>• More opportunities to get involved</li> </ul>
<b>How we will achieve our target</b>	<ul style="list-style-type: none"> <li>• Implement interpretation improvements – new interpretation panels and leaflets; Guillemot-watching hide; audio trail; Visitor Centre exhibition and location</li> <li>• Continue to support and develop the role of the Friends group</li> <li>• Organise audience-specific events, eg wildlife workshops; sponsored dog-walk to raise funds for further activity</li> <li>• Organise a wide range of events in partnership with other organisations, eg Brixham Heritage Museum, RSPB, which will be of interest to this audience as well as the wider public.</li> <li>• Set up opportunities to get involved in management of the site, eg through monitoring or reporting wildlife sightings; physical habitat management</li> </ul>
<b>How and with whom we will deliver these actions</b>	<ul style="list-style-type: none"> <li>• Our Community Outreach Officer will work with the Friends to develop specific programmes and enlist their help where possible.</li> <li>• The capital investment required will be delivered by the Trust and partners under the overall Future Heritage programme</li> </ul>
<b>The benefits to this audience</b>	<ul style="list-style-type: none"> <li>• Greater appreciation of the heritage</li> <li>• New opportunities for volunteering and learning</li> <li>• Greater enjoyment of the site</li> <li>• Stronger social network and engagement</li> </ul>
<b>Timetable for the work</b>	<ul style="list-style-type: none"> <li>• Continue to support Friends - Ongoing</li> <li>• Promote programme of activities - Ongoing</li> <li>• Implement Future Heritage – Y1-2</li> </ul>
<b>How we will measure success</b>	<ul style="list-style-type: none"> <li>• Interviews with visitors</li> <li>• Feedback from Friends</li> <li>• Counts of users of Visitor Centre</li> </ul>

<p><b>How we will maintain this work and keep the audience after the project finishes</b></p>	<ul style="list-style-type: none"> <li>• Continued employment of Community Outreach Officer and support for Friends</li> <li>• Maintenance of facilities to a high standard</li> </ul>
	<p><b>People without a car</b></p>
<p><b>Nature of the audience</b></p>	<p>Rely on public transport, lifts from friends or walking to access Berry Head. Includes people who do not currently visit the site because of the access difficulties. May have disabilities.</p>
<p><b>Target for Year 3</b></p>	<p>The proportion of visitors from households that do not own a car                  Baseline 2004: 12%                  Target: 18%</p>
<p><b>How we will reach them and involve them</b></p>	<p>Work with partners such as the Brixham Amenity Society and Residents Association; Disability Groups; Torbay Council Public Transport section. Set up a meeting for interested people to discuss the problem and potential solutions.</p>
<p><b>What we will offer them</b></p>	<p>Easier access to the site                  Reasons to want to visit the site</p>
<p><b>How we will achieve our target</b></p>	<ul style="list-style-type: none"> <li>• Develop better footpaths and links to bus stops</li> <li>• Improve information available on how to access the site without a car, through leaflets, PR, all marketing activities, off site signing and maps</li> <li>• Design events around public transport timetables and offer dedicated minibus services to specific events</li> <li>• Offer collection service for volunteers from Town Centre</li> </ul>
<p><b>How and with whom we will deliver these actions</b></p>	<p>Work with partners such as:                  Brixham Amenity Society and Residents Association; Disability Groups; Torbay Council Public Transport section; Public transport operators; Brixham Tourist Information Centre; Brixham Library; and private landowners whose land we need to use for footpaths.</p>
<p><b>The benefits to this audience</b></p>	<ul style="list-style-type: none"> <li>• Increased involvement with the site and new, safe routes to get there.</li> <li>• Better access to the heritage</li> <li>• Healthy living</li> </ul>
<p><b>Timetable for the work</b></p>	<ul style="list-style-type: none"> <li>• Consult and involve partners – Y1</li> <li>• Implement physical improvements – Y1 – 2</li> <li>• Collection service - Ongoing</li> </ul>
<p><b>How we will measure success</b></p>	<p>Interviews with visitors</p>



<p><b>How we will maintain this work and keep the audience after the project finishes</b></p>	<ul style="list-style-type: none"> <li>Continued employment of Community Outreach Officer and ongoing liaison with partners</li> <li>Maintain links with partners and other projects</li> </ul>
	<p><b>Young people under 30; young families</b></p>
<p><b>Nature of the audience</b></p>	<p>Unengaged with the site; have young children; lead active, busy lives</p>
<p><b>Target for Year 3</b></p>	<p>Baseline: 5% of visitors are aged under 30 Target: 10% of visitors aged under 30</p>
<p><b>How we will reach them and involve them</b></p>	<ul style="list-style-type: none"> <li>Work with partners to research this audience's needs in more detail</li> <li>Develop detailed plans in consultation with these partners</li> <li>Work with Youth Groups to deliver the Future Heritage programme</li> </ul>
<p><b>What we will offer them</b></p>	<ul style="list-style-type: none"> <li>Accessible, bite-size interpretation of the heritage</li> <li>Clear interpretive themes that relate to their experience</li> <li>Family-friendly facilities, events, activities</li> <li>Improved café and toilets</li> <li>Clear directions around the site</li> <li>Pushchair-friendly paths</li> <li>New ways to get involved with the site on placements, as volunteers or carrying our specific projects</li> </ul>
<p><b>How we will achieve our target</b></p>	<ul style="list-style-type: none"> <li>Provide modern interpretation technology</li> <li>Marketing campaign aimed at this audience, including design of website</li> <li>Better tailored, more accessible interpretation targeted at this age group; and at their young children</li> <li>Targeted events and activities, some for young children</li> <li>Improve café and toilets</li> <li>Reduce dog-fouling and other anti-social behaviour</li> <li>Improved car park environment; clear signing; improved paths</li> </ul>
<p><b>How and with whom we will deliver these actions</b></p>	<ul style="list-style-type: none"> <li>Key partners are Sure Start and other user groups; Extended Schools; Torbay Youth Forum; Youth Groups</li> <li>We will provide a new events programme delivered with partners where relevant and through site staff and volunteers</li> <li>The capital investment required will be delivered by the Trust and partners</li> </ul>

	under the overall Future Heritage programme
<b>The benefits to this audience</b>	<ul style="list-style-type: none"> <li>• Easier to engage with their local heritage</li> <li>• Take part in activities for the whole family</li> <li>• Learn new skills and work as part of a team</li> <li>• Healthy living and exercise</li> </ul>
<b>Timetable for the work</b>	<ul style="list-style-type: none"> <li>• Begin to develop partnerships (Y1)</li> <li>• Implement Future Heritage (Y2-3)</li> <li>• Ongoing programme of activities (Y3 onwards)</li> </ul>
<b>How we will measure success</b>	<ul style="list-style-type: none"> <li>• Feedback from those attending events</li> <li>• Customer satisfaction surveys</li> <li>• Feedback forms</li> <li>• Direct observation</li> </ul>
<b>How we will maintain this work and keep the audience after the project finishes</b>	<ul style="list-style-type: none"> <li>• Continued employment of Community Outreach Officer and ongoing marketing, events organization etc.</li> <li>• Maintain links with partners and other projects</li> <li>• Maintenance of facilities to a high standard</li> </ul>
	<b>People with disabilities</b>
<b>Nature of the audience</b>	People with physical and mental disabilities with a very wide variety of needs in terms of access.
<b>Target for Year 3</b>	Provision of high quality facilities for visitors of all abilities Baseline: Not provided Target: Fully provided
<b>How we will reach them and involve them</b>	<ul style="list-style-type: none"> <li>• Develop closer links with relevant partners, ie Brixham Does Care; Access to Community Education; Cheshire Homes; Torbay Environment Access Meeting; Friends of Berry Head</li> <li>• Invite partners to develop detailed plans with us</li> <li>• Involve partners in implementation and testing of facilities</li> </ul>
<b>What we will offer them</b>	<ul style="list-style-type: none"> <li>• Ready access to the heritage of the site, both physical and intellectual, wherever practicable</li> </ul>
<b>How we will achieve our target</b>	<ul style="list-style-type: none"> <li>• Improve paths, gates, seating, car parking, toilets and the café to enable easy access</li> </ul>

	<ul style="list-style-type: none"> <li>• Install an audio trail, accessible exhibition materials and alternative interpretive media</li> <li>• Provide tailored events and activities for group visits to suit specific needs</li> <li>• Carry out marketing and liaise with partners to promote the improvements to the site to this audience</li> </ul>
<b>How and with whom we will deliver these actions</b>	<ul style="list-style-type: none"> <li>• Work with relevant partners, ie Brixham Does Care; Access to Community Education; Cheshire Homes; Torbay Environment Access Meeting; Friends of Berry Head</li> <li>• The capital investment required will be delivered by the Trust and partners under the overall Future Heritage programme</li> </ul>
<b>The benefits to this audience</b>	<ul style="list-style-type: none"> <li>• improved access to the heritage</li> <li>• access to better information about the site prior to making a visit</li> </ul>
<b>Timetable for the work</b>	<ul style="list-style-type: none"> <li>• Develop closer working relationships with partners (Ongoing)</li> <li>• Implementation of all actions (Y1-2)</li> </ul>
<b>How we will measure success</b>	<ul style="list-style-type: none"> <li>• carry out a full Access Audit</li> <li>• Visitor interviews and feedback forms</li> </ul>
<b>How we will maintain this work and keep the audience after the project finishes</b>	<ul style="list-style-type: none"> <li>• Continued employment of Community Outreach Officer and ongoing marketing, events organization etc.</li> <li>• Maintain links with partners and other projects</li> <li>• Maintenance of facilities to a high standard</li> </ul>
	<b>School and Youth Groups</b>
<b>Nature of the audience</b>	Local Torbay schools and youth groups; schools visiting Torbay from outside the area. Undertaking field study work often linked to curricula in history, science, geography. Some outdoor activity groups.
<b>Target for Year 3</b>	<p>The number of organised groups (including schools and community groups) from Brixham using the site.</p> <p>Baseline 2006: 28 Target: 42</p> <p>The proportion of organised groups rating their visit good or excellent</p> <p>Baseline 2006: 78% Target: 96%</p>
<b>How we will reach them and involve them</b>	Liaise with schools and colleges already using the site and others in Torbay not currently accessing the site; also with Children's Services; Grenville House; consult all of these and draw up action plan accordingly.

<p><b>What we will offer them</b></p>	<ul style="list-style-type: none"> <li>• curriculum linked activities tailored to different key stages and subjects</li> <li>• all resources and activities to carry out before, during and after a visit</li> <li>• choice of Ranger-led activities</li> <li>• improved access to heritage</li> <li>• full risk assessments and quality control</li> </ul>
<p><b>How we will achieve our target</b></p>	<ul style="list-style-type: none"> <li>• Provide a new dedicated space for use by school groups on site</li> <li>• Develop new activities in liaison with teachers in local schools, Children’s Services, Coastlands network and Grenville House and improve contacts with educational establishments</li> <li>• The Community Outreach Officer will lead groups, supported by the Trust’s wider education team and volunteers</li> <li>• Expand current programmes and undertake marketing to local educational establishments</li> </ul>
<p><b>How and with whom we will deliver these actions</b></p>	<ul style="list-style-type: none"> <li>• Build on existing partnerships through our work at other Trust sites and experience of the Education team.</li> <li>• Engage with partners (as above) and deliver programmes</li> </ul>
<p><b>The benefits to this audience</b></p>	<ul style="list-style-type: none"> <li>• Greater awareness and enjoyment of the site</li> <li>• Better learning opportunities linked to the national curriculum</li> <li>• help develop whole school community and links to their surroundings</li> <li>• Personal development through experiential learning</li> </ul>
<p><b>Timetable for the work</b></p>	<ul style="list-style-type: none"> <li>• Employ Community Outreach Officer (Y1)</li> <li>• Develop activities with partners (Ongoing)</li> <li>• Deliver programmes (Y1 onwards)</li> </ul>
<p><b>How we will measure success</b></p>	<ul style="list-style-type: none"> <li>• Number of group bookings</li> <li>• Number of Torbay groups visiting</li> <li>• Satisfaction surveys</li> <li>• Range of activities available</li> </ul>
<p><b>How we will maintain this work and keep the audience after the project finishes</b></p>	<ul style="list-style-type: none"> <li>• Continued employment of Community Outreach Officer and ongoing marketing and development of activities</li> <li>• Maintain links with partners and other projects (eg Warren Barn Outdoor Activity Centre, Cockington)</li> </ul>



<b>Part Two: Generic Audience Development and Interpretation Plans</b>	
	<b>Upgrade information and interpretation on-site and develop new channels of communication with site users</b>
5.2.1	Develop a co-ordinated Interpretive Plan based on the 2004 Imagemakers Plan to focus on the key messages and media to be employed.
5.2.2	Ensure the Visitor Centre and staff are effective in raising visitor awareness, and in welcoming and involving people in the site
5.2.3	Develop new printed materials interpreting the site
5.2.4	Replace interpretive signs
5.2.6	Replace directional signs
	<b>Make the site appear more welcoming and deal with conflicts between user groups</b>
5.3.1	Relocate Visitor Centre to current Café building and integrate the two facilities.
5.3.2	Modernise frontage of existing Visitor Centre and convert to dedicated space for upgraded toilets / workshop / training space with simple interpretation message on exterior.
5.3.3	Develop landscape-sensitive methods of presenting information, eg audio trail, numbered trails, CCTV links to wildlife habitats and archaeological features
	<b>Improve links with learning groups and community organizations (other than schools)</b>
5.4.1	Organise a series of workshops and classes for adult and family learners
5.4.2	Support the Berry Head Forum in guiding the management and strategic direction of the site.
5.4.3	Support the Friends of Berry Head in representing the interests of regular visitors
5.4.4	Maintain existing support for volunteers and develop new opportunities for volunteering and community action
	<b>Improve information available to potential visitors</b>
5.5.1	Work with the Tourist Board to provide good information in Tourist Information Centres
5.5.2	Work with transport operators to increase awareness of Berry Head
5.5.3	Improve information available on TCCT website
	<b>Develop a wider range and number of events held on site</b>
5.6.1	Develop events that help to bring the heritage of the site to life, eg re-enactments
5.6.2	Use the site to stage theatrical and other cultural events appropriate to the heritage

<b>6. Organisation and Resources</b>	
<b>6.1</b>	<b>Protect the area surrounding the site</b>
6.1.1	Seek to acquire ownership of, or management agreements over, land adjoining Berry Head.
6.1.2	Work with the local authority to develop appropriate land use policies in the emerging Local Development Framework
<b>6.2</b>	<b>Encourage greater community involvement in the site</b>
6.2.1	Maintain and support the Berry Head Forum in guiding the management and strategic direction of the site.
6.2.2	Support the Friends Group in representing the interests of regular visitors
6.2.3	Maintain existing support for volunteers and develop new opportunities for volunteering and community action
<b>6.3</b>	<b>Provide training for staff and colleagues to assist in monitoring and delivering this management plan.</b>
6.3.1	Develop a Training Plan and use this to develop staff and volunteer skills and capacity
<b>6.4</b>	<b>Provide resources to maintain the site to a high standard</b>
6.4.1	Carry out an ongoing maintenance plan and provide annual budgets
<b>6.5</b>	<b>Locate sufficient resources to carry out major development works</b>
6.5.2	Bid for funding to implement this plan.
<b>7. Monitoring and review</b>	
<b>7.1</b>	<b>Monitor the condition of habitats, landscapes and structures</b>
7.1.1	Develop a comprehensive biodiversity monitoring plan
7.1.2	Undertake annual condition surveys of all structures
7.1.3	Undertake annual landscape review to ensure modern interventions are minimised
<b>7.2</b>	<b>Monitor visitor numbers and perceptions</b>
7.2.1	Carry out annual surveys of visitors by individual interview
7.2.2	Undertake counts and monitor recreational activities
7.2.3	Ensure organised groups and attendees at events receive satisfaction survey forms
<b>7.3</b>	<b>Review the Action Plans</b>
7.3.1	Report to the Berry Head Forum on progress with the Action Plans on a quarterly basis and update the Plans annually.

## **6. Adopting, delivering, monitoring and reviewing the plan**

### **6.1 How the plan will be used**

This plan will initially be adopted by the Berry Head Forum and the Torbay Coast and Countryside Trust. It will be overseen and delivered by the Trust, working in close conjunction with the Berry Head Forum to ensure quality, effective co-ordination and community involvement. The partnerships, organisations and agencies listed above will naturally play essential roles in their respective fields.

### **6.2 10-year Maintenance plan**

A 10-year Maintenance Plan is to be drawn up following adoption of this plan.

### **6.3 Monitoring and Review**

The monitoring schedules detailed in sections 7.1 and 7.2 above will be carried out and the results reported to the Berry Head Forum as in section 7.3. Action plans will be reviewed as a result of this process and adapted as necessary.

The Conservation Management Plan itself contains principles and policies that have been developed for the long term. It will be subject to 5-yearly review.

<b>7. Appendices</b>
A - Access, Audience Development and Interpretation Plan
B – Site Plans
C - Membership of the Berry Head Forum
D – Issues paper, Berry Head Forum, 2002
E – Summary of Public Consultations, 2004
F – Details of Policies and Plans affecting Berry Head
G - Database of Resources and Information

**APPENDIX A**

**BERRY HEAD  
ACCESS, AUDIENCE DEVELOPMENT and  
INTERPRETATION PLAN**



 Supported by the  
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TORBAY  
COAST AND  
COUNTRYSIDE  
TRUST

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## 1. Background and Context

### 1.1 Background

The Berry Head Conservation Management Plan is the master plan for Berry Head National Nature Reserve, Country Park and Scheduled Monument. This **Access, Audience Development and Interpretation Plan** is nested within and fully integrated with the Conservation Management Plan but also stands alone as a coherent piece of work. By necessity it duplicates some of the descriptive elements found in the Management Plan, including the following scene-setting sections.

### 1.2 Site Description

Berry Head is a substantial promontory protecting the southern approaches to Tor Bay, on the south coast of Devon, adjacent to the town of Brixham. The headland is almost entirely formed of Devonian Limestone with some Red Sandstone dykes and is bounded on its eastern and southern flanks by steep cliffs, rising in parts to 200ft (60 m). The northern flank has been much altered by quarrying, whilst the western border is a mix of mature (secondary) woodland and pasture. Much of the fairly level plateau and less steep flanks consists of a variable mosaic of limestone grassland and scrub. The site falls within the South Devon Area of Outstanding Natural Beauty.

A raised beach, wave cut platforms, offshore stacks and marine caves contribute to the site's complex geomorphology. Caves exposed by the quarrying provide an important regional record of sea level change and serve as both winter hibernacula and breeding site for a colony of Greater Horseshoe bats. The limestone parent material and high degree of exposure has produced thin "rendzina" type soils, supporting an important assemblage of flora. Many significant lower plant species also benefit from

the microclimate. Scrub areas across the head provide nesting and feeding opportunities for migrant and resident bird species, including Cirl Bunting and Lesser and Common Whitethroat. Both sea and quarry cliffs support nesting seabirds, the cliffs below the Old Redoubt hosting around 500 pairs of Guillemot, which represents the most significant colony on the south coast.

As a result of its high quality biodiversity and earth heritage Berry Head is designated as a Site of Special Scientific Interest (designated 1952) and forms part of the Berry Head to Sharkham Point National Nature Reserve (designated 2001). This in turn forms part of the South Hams candidate Special Area of Conservation (designated 2001) under the European Habitats Directive. The Guillemot colony is also protected as an Area of Special Protection under the European Birds Directive (designated 1981).

Two Napoleonic War forts dominate the site, a reminder of the strategic role played by the promontory through the ages, their ramparts and dry moats now very much part of the natural history of the site. Finds from a series of excavations indicate the site has a history of occupation dating back to the Neolithic era. The two forts and a nearby gun battery are scheduled as Ancient Monuments (one fort scheduled 1950, extended in 2000).

A network of footpaths (including the South West Coast Path) provides access for the 135,000 visitors that enjoy the site each year. The majority of visitors come mainly for a walk, often accompanied by a dog, to enjoy the views, with sea angling, bird watching, rock climbing, botany and kite flying also popular. A café, car park, toilets and two Visitor Centres represent the formal visitor facilities.

### 1.3 Management information

The site is owned by Torbay Council and was leased to Torbay Coast and Countryside Trust on 1 December 1999 for 60 years. The lease passes all responsibility for repairs and all liabilities to TCCT, but there remains close liaison with the Council through the Trust Liaison Group. This advisory group ensures good communication.

The Trust employs staff at Berry Head (currently one National Nature Reserve Manager, one Ranger, one seasonal Ranger (April – September) and two trainee Rangers, who are based in The Bungalow. Other staff that are based at the Trust's headquarters at Cockington Court, Torquay also have an input to the site, eg the Operations Manager, Education Manager and Estate Team. The Trust's Director takes overall responsibility for the management of the site and he reports to a Board of Directors, the charity Trustees, who have strategic responsibility for the Trust and all its works.

The Trustees meet quarterly, whilst the Trust's management team meets monthly to co-ordinate work.

The Berry Head Forum is an advisory body of stakeholders that includes representatives of a wide range of organisations. Its membership is detailed in Appendix B. It meets quarterly and has had a strong input to this Plan.

The Friends of Berry Head is a grassroots user group formed in 2005 to encourage better communication with and involvement by regular visitors to the site.

### 1.4 Context and Use

Berry Head is one of the main recreational spaces for the residents of Brixham (population c.17,500), Torbay (population 130,000) and South Devon. It is Torbay's most important open space in terms of the quality of its heritage

combined with the number of people that visit it. It is also an important tourist attraction (in a 2003 South West Tourism survey, 12% of tourists interviewed in Torbay had visited Berry Head). It forms part of a suite of nature reserves, farms and Country Parks managed by Torbay Coast and Countryside Trust, covering an area of nearly 1700 acres within Torbay.

The South West Coast Path, Britain's longest National Trail, passes through Berry Head, linking it to Brixham Harbour to the west and Sharkham Point to the south.

The current use of the site is as a Country Park. The designation of National Nature Reserve has focused increased attention on its nature conservation needs, whilst the continuing deterioration of the Napoleonic structures has stimulated concern. However the prevailing attitude amongst visitors is more aligned to the kind of robust recreational environment one finds in a Country Park, rather than the reality of the nature reserve and heritage site that it is.

## 2. Rationale

The focus of this Plan is on people and the way they access the heritage of Berry Head. It would have been possible to write three separate plans to cover each of the topics of Access, Audience Development and Interpretation, but this would have resulted in duplication and unnecessary complexity.

People engage with heritage in many different ways: directly with physical places and objects through their senses; using information or stimuli accessed on site or off site to better understand or enjoy the physical places or objects (for example exploring information about the site through literature, exhibitions, the internet or other media); or enjoying experiences

prompted by the site by whatever means (eg personal recall, or conversations with others).

The task of this plan, in terms of Access, Audience Development and Interpretation, is to understand:

- how people currently engage (or fail to engage) with Berry Head, and
- how we can improve on the quality, nature or extent of that engagement.

The tools we have at our disposal to improve on the quality of engagement are very varied, but boil down to three main techniques. One is to change the way we communicate with people; another is to change the physical environment; and the other is to change the way we work with individuals and organisations.

These three types of improvements cut across Access issues, Audience Development issues and Interpretation issues. This is why we have chosen to integrate the three Plans together and develop a holistic action plan for the site.

### **3. Access Policy Framework**

Providing access to services and facilities to people with disabilities is, since the introduction of the Disability Discrimination Act in 1995, a duty of all organisations.

In response to this the Trust has adopted an Access Policy (see Appendix F of the Conservation Management Plan). Also relevant are the Trust's Equal Opportunities Policy and Education Policy and Strategy, also included in Appendix F. The overall thrust of these policies is to focus attention on the need to improve access across the Trust's work and commit the whole organisation to delivering these policies.

The Trust has as a result established an officer Disability Working Group to focus on improving the Trust's services and facilities. The Group monitors a programme of access improvements, organises training for all staff in disability issues and has developed strong links with Access to Community Education (ACE), based at Brixham Community College, to advise and support the Trust in implementing changes. The Trust also engages with the Torbay Environment Access Meeting (TEAM) which is organised by Torbay Council to bring together a wide range of groups and agencies concerned with accessibility issues in Torbay.

The Trust is committed to improving access to its services and facilities so far as is possible given the nature of the physical environment and the resources available. At Berry Head there are indeed many opportunities to improve on what we do, and these opportunities are outlined below.



*Volunteer group, resting*

Also relevant are the Torbay Community Plan, the Torbay Heritage Strategy, the Torbay Cultural Strategy and the Torbay Greenspace Strategy, all of which seek to increase the number and diversity of people accessing heritage and green spaces in Torbay and involve local communities in the direct management of and decision-making in these spaces.

## 4. Research Findings

The research into Berry Head undertaken for the Conservation Management Plan in 2003-04 included an Access Audit, Audience questionnaires, analysis of visitor activities and an Interpretation Audit. The complete results of this research are included in the Site Database and summaries of the findings are included here.

### 4.1 Access Audit

A detailed audit of access at Berry Head was undertaken in August 2004 by Access and Design. The full report is available on request.

The audit found that in general the site has a number of positive attributes in terms of access for disabled people, including relatively level paths, designated parking areas for disabled drivers close to the café and sea-angling area, the provision of an electric buggy for hire and the presence of staff to assist people with disabilities. However there were several areas where improvements could be made to enhance access and in some cases to comply with the Disability Discrimination Act.

#### i) Car park

- Provide access to the picnic tables in the overflow car park, or provide picnic tables in an accessible location.

#### ii) Visitor Centre

- Review the design of the entire Visitor Centre to make it more welcoming
- Consider alternatives to the use of A-board signage.
- Provide an induction loop / text telephone at the 'Reception' desk.
- Consider alternatives to the use of the desk as a writing surface for wheelchair users.
- Measure levels of lighting and provide additional fittings as required to comply

with the recommended levels of illumination in the CIBSE Code.

- Ensure there is adequate space between all exhibits for wheelchair access.
- Review the interpretative text on the exhibits to ensure that they can be easily and properly viewed by all visitors.

#### iii) Visitor Centre toilets

- Provide new door to male toilet with appropriate signage.
- Provide grab rails in cubicle of female toilet to assist ambulant disabled people.
- Provide new signage to the door to the disabled toilet.
- Adjust ironmongery / provide new indicator bolt to disabled toilet
- Carry out minor amendments to layout and fittings of disabled toilet
- Consider the enlargement of the disabled person's toilet

#### iv) Signs

- Carry out a site-wide review of the signage with the aim of providing appropriate directional signage to guide visitors to the main physical and natural features of the site.

#### v) Paths

- Review width, surfaces and gradients and take reasonable steps to improve accessibility

#### vi) Gates

- Review opening widths and widen where possible to permit wheelchair access

#### vii) Seating

- All seating should where reasonable be accessible to disabled people in terms of closeness to paths, and the availability of a firm and level 'parking' area for a wheelchair.

- Seats should be provided with arms to assist people to raise and lower themselves from the seat.

viii) Forts

- Improve physical access to Fort No.1
- Improve physical access to the ramparts of Fort No.3 by constructing a path

ix) Artillery Store

- Investigate options to provide a surfaced path to the building
- Provide level access at the entrance to the building.
- Reconsider the interpretative texts on the displays to ensure that they can be easily and properly viewed by all visitors.

x) Cafe

- Investigate options for the provision of a satisfactory long-term solution to providing access to the Principal Entrance of the building
- Provide level access at the entrance to the building.
- Carry out a building-wide review of the signage with the aim of providing appropriate signage.

xi) Café toilets

- Provide colour scheme with more contrast at the next maintenance cycle.
- Provide a disabled person's toilet

xii) Coastguard Station

- Provide improved physical access to the Coastguard Station and the Lighthouse by way of a surfaced path.

In addition the 2004 Recreation and Access report studied general access issues for visitors who do not arrive by car. It concluded that:

- Public transport access to Berry Head is currently limited to a single hourly service to Victoria Road, which is approximately 600m from the Visitor Centre. Many questionnaire respondents expressed a wish to see improved links to the site.
- Given the narrow access roads it would not be feasible to run a regular bus service directly to Berry Head. However, minibus access from Brixham Harbour should be feasible and could be implemented on a similar basis to the shuttle service at Cockington Court, which is run on a commercial basis by Dial-a-Bus. This would probably not be viable as a year-round service, but could be provided during peak season (July and August) and as part of themed 'open days', where there might be, for example, guided walks and other activities at the site.
- The existing bus service could be better promoted as a means of reaching Berry Head, including, for example, signing from the bus stop to the site. It should be noted, however, that this would still involve a fairly long walk for visitors, particularly those who are less able bodied. It is recommended that this should be implemented irrespective of whether an alternative TCCT service is possible.
- Information should be made available on the Torquay – Brixham ferry in both literature and announcement form informing travellers about Berry Head and giving directions on how to walk to the site.
- A plasma screen or notice/information board should be installed in the centre of Brixham advertising Berry Head, explaining the historical and ecological importance and giving directions on how to walk to the site.

- Waymarked footpaths from Breakwater Beach to Berry Head via the Berry Head Hotel and from Landscope Holiday Park should be installed.

#### 4.2 Interpretation Audit

A survey of the interpretive provision at Berry Head was undertaken in 2004 by Imagemakers as part of the Interpretation Strategy. The following analysis of the existing interpretation is taken from their report, a full copy of which is available on request or can be downloaded from [www.countryside-trust.org.uk/berryhead](http://www.countryside-trust.org.uk/berryhead).

The report assesses the results of consultations with users and non-users and interviews stakeholders, finding that the majority of visitors are not engaging with the heritage of Berry Head. The report states that:

“whilst the majority of visitors are aware of its special designations, many are unaware of its natural significance and cultural heritage and are not engaged or inspired to want to find out more. Local people, many of whom use the site regularly, have snippets of knowledge but admit that there are many gaps in their understanding, particularly about the geology, history, flora and fauna and management of the site. Less frequent visitors, including those on holiday, want more information to be provided to help them understand Berry Head better”.

The following responses were recorded during face-to-face interviews for the Recreation and Access Report and indicate the level of awareness of the special qualities of the site:

- *78% stated that they knew ‘little or nothing’ about how the site was managed*
- *73% said they knew ‘little or nothing’ about the geology and geological features of the site*
- *59% knew ‘little or nothing’ about Berry Head’s history and wildlife on site*
- *58% knew ‘little or nothing’ about the landscape*

Only limited responses were obtained from the postal questionnaire of residents that had not visited the site but all stated that they were not sure what Berry Head had to offer or how to get there.

The report analyses the intellectual access issues for a visitor arriving at the site for the first time. These include:

- Fort No.1 is screened by the car park and by scrub. The potential stunning impact of the fort for visitors arriving at the site is lost.
- The Visitor Centre is cramped and uninviting.
- Having arrived, parked and paid, visitors are then left wondering what to do and which way they should go. It is not obvious what the site has to offer and most visitors set out to follow the tarmac road directly to the headland. They are not encouraged to explore other areas of the park and therefore the experience of some visitors is limited.
- Interpretation signs are succeeding in delivering relevant messages at key locations, but the existing panels are not meeting the required criteria for



interpretation, ie not relating to the audience and not presenting text or images in an easy to understand, stimulating way. Additionally, the displays do not meet the requirements of the Disability Discrimination Act 1995.

- There is a mix of styles with displays having been phased in over a number of years and their condition, with the exception of the displays in the Artillery Store, is generally poor. The displays in the Artillery Store, whilst interesting with good imagery, do not present information in a way that can be read and understood by all ages and abilities.
- A proliferation of signage, mostly instructive, is now cluttering the site, offending the senses and engendering negative, rather than positive feelings
- Other than the name over the door and a small display of artefacts inside, there is little to indicate the significance of the Café as the former Guardhouse.
- There is no interpretation of the Coastguard and Lighthouse buildings.
- Most school groups visiting Berry Head are self-led and only a few make contact with the wardens before visiting.
- In addition the 2004 Recreation and Access report noted that there is insufficient information available about the site from other sources (eg Tourist Information Centres)

The report also notes that there is a strong sense of community and pride of place within Brixham and the surrounding area, with some very active local special interest groups. These groups offer excellent opportunities for engaging local people in the process of celebrating their community and landscape through interpretation.

An additional piece of data is that the number of people using the Visitor Centre is approximately 20,000 per year (21,070 in 2004;

18,428 in 2005). This represents only around 15% of the estimated total visitor numbers to the site.

The report concludes that the opportunity exists to take a ‘clean sweep’ approach and develop co-ordinated interpretation, using a range of media appropriate to the site, that will establish Berry Head as an exciting visitor attraction and learning resource.

Key action points included in the Interpretation Strategy are summarised as follows:

- a) The identity of the site and what it has to offer needs to be clearly established immediately on arrival. A visitor centre should continue to provide the mainstay of information that visitors require and provide a focal point for interaction between the wardens and visitors.



*Youth group step-building*

- b) The current visitor centre is restricted in its use and its location at the rear of the

- car park is not satisfactory. A new visitor centre should be established as part of the recommended new car parking arrangements.
- c) The current visitor centre should be used as an education room. Links with the national curriculum and local teachers should be developed by TCCT's Education team to provide on and off-site educational resources.
  - d) The current displays and site signage do not meet appropriate interpretive quality standards and should be removed.
  - e) New interpretive displays and signage should be developed as part of an Interpretation Plan. Visitors have overwhelmingly requested information to help them understand the flora and fauna, geology, landscape, built and cultural heritage and management of the site. Interpretation should be used to present factual, positive messages to demonstrate how animals and humans can co-exist on Berry Head. Permanent display panels on the headland should be restricted to the forts and a single orientation panel. Labelling of buildings should be low-key and discreet.
  - f) A temporary panel and viewing hide should be installed during the Guillemot breeding season to help interpret the colony.
  - g) An audio trail should be developed and CCTV coverage should be extended to include the Greater horseshoe bat cave.
  - h) A circular walking route should be adopted and waymarked simply with numbered orientation posts (this waymarking will link with subject specific leaflets).
- i) Built structures on the site should be tidied up and refurbished appropriately, and interpreted. This should include working with the owners of the café to theme the property appropriately for its setting and heritage.
  - j) The current programme of events should be developed and more widely promoted. All events and activities should be evaluated for their quality of experience and integrated within the planned interpretation to ensure continuity and value. Work with Brixham Heritage Museum, specialist groups, Trinity House, The Maritime and Coastguard Agency and others to hold open days and events.
  - k) A new generic leaflet should be produced including a map of the site and general information. A co-ordinated suite of specific interest leaflets should be developed linked to low-key orientation points around the site. A 16-page booklet could also be developed as a significant souvenir of the site, perhaps in conjunction with Brixham Heritage Museum.
  - l) The Berry Head internet pages should be reviewed and developed.
  - m) New interpretation should involve local people in its implementation and provide them with opportunities to participate in recording the heritage of Berry Head and daily events eg sightings, new arrivals etc.
  - n) Interpretation should include information for special-interest

recreational users of the site and for the wardens to provide up to date information about sightings, weather conditions etc. TCCT should work with special interest groups to create opportunities for others to develop skills and awareness of activities relevant to Berry Head. Hands on informal workshops and demonstration events would form part of a programme of life-long learning opportunities

### 4.3 Questionnaires

People were interviewed or completed questionnaires in a wide variety of circumstances during the 2004 research. The findings of this work are included in the Recreation and Access Report submitted by Halcrow as part of the development of the Conservation Management Plan, and a full copy is available on request or can be downloaded from [www.countryside-trust.org.uk/berryhead](http://www.countryside-trust.org.uk/berryhead). The findings have also been summarised in a table format that condenses the very detailed responses into a more digestible form, which can be found in Appendix E of the Conservation Management Plan.



*Visitors viewing the Guillemot colony*

The surveys consisted of:

- a postal questionnaire delivered to 1000 households within 1 mile of Berry Head (196 responses).
- face-to-face interviews with users of the site (151 interviews)
- face-to-face interviews with people in the centre of Brixham (39 interviews)

The findings are summarised in the Halcrow report as follows:

- The site is predominately used for gentle walks, relaxing and for enjoying views.
- Views are the favourite part of the site
- People think Berry Head should be a place of open space and fresh air, of peace and quiet, nature and wildlife and the history and forts
- Some parts of the site are not visited, this is mainly because visitors are unable to find them and information on site is inadequate.
- Few people have any real knowledge of the wildlife and historical importance of the site.
- Little is known about how and why the site is managed in a particular way which causes conflicts between the local residents and TCCT.
- Even after a visit to the site many still go away with little knowledge or understanding.
- Information should focus on wildlife and history and should be in the form of off site information, on site information boards and guide maps to follow
- Whilst many simply relax in the picnic area the majority of visitors just walk on the tarmac road surfaced footpaths from the car park to the lighthouse because it is the most straightforward route. Many do not understand how far and how long the walk from the car park to the headland is.

Many perceive the walk to the headland to be further and more arduous than they can cope with, and on their return find it was well within their capabilities.

- Around half of visitors arrive at the site by car, the remainder either walk or cycle.
- A one way traffic system would in many people's view improve access for visitors
- There is currently no public transport provision to the site but there was a great deal of interest in some kind of shuttle bus service from Brixham town centre.

Further analysis of these issues, as shown in Appendix E of the Conservation Management Plan, generates the following priorities for action (in no particular order):

1. Reduce car park charges
2. Establish one-way traffic
3. Establish a bus service
4. Improve people's awareness of how the site is managed
5. Provide more information on site and off site
6. Hold more events and talks
7. Tackle dog fouling and litter
8. Remove fences

#### **4.4 Other Consultations**

In the course of developing the Interpretation Strategy, Imagemakers consulted with a range of key stakeholders and these are incorporated in their report. Subsequently the Trust has consulted on the findings of the 2004 research through the Berry Head Forum, the Friends of Berry Head, public meetings, further questionnaires and specific discussions with user groups such as ACE and TEAM, to refine the

proposals. These consultations have helped shape the priorities and the Action Plans presented below.

#### **4.5 Other Data**

As part of the research phase, data from other sources was gathered to assess the nature of the local population resident in Brixham and the nature of the visiting audience. The Torbay Tourism Survey 2003, conducted by South West Tourism, provides a detailed breakdown of the general visitor audience in Torbay. The 2001 Census data for Brixham provides another useful insight. In addition the research carried out by Halcrow in 2004 and described above includes some general information about the current audience.

#### **4.6 The nature of our audience**

From the data search and our own research, it is possible to build up a picture of the audience currently using Berry Head.

##### 4.6.1 Questionnaire data

The first part of the picture is generated from the questionnaires and interviews conducted during 2004. With 386 responses, this gives a good idea of the people who are coming to Berry Head, although this does naturally have to be qualified by the usual caveats regarding surveys and the difficulty of capturing data on groups that are unlikely to respond to surveys. In addition the following figures are amalgamated from three different data sources, namely postal questionnaires (196 responses), on site interviews (151 responses) and off-site interviews (39 responses). These skew the figures somewhat and where this is significant the variance is noted.

<b>Residence of respondents</b>	
Brixham resident	65%
Holiday-maker	35%

<b>Age</b>	<b>% of responses</b>
Under 30	5%
30 - 50	18%
50 - 60	17%
Over 60	35%
No response	25%

<b>Frequency of visit</b>		<b>% of responses</b>	
Daily		15%	
Weekly		21%	
Monthly		17%	
Once or twice a year		18%	
Only once before		12%	
Summer-time only		8%	
Do not visit		9%	
<b>Mode of travel</b>	<b>% of all responses</b>	<b>% of site interviews</b>	<b>% postal responses</b>
Car	51%	72%	36%
Walk	48%	28%	62%
Cycle	1%	-	2%

<b>Car ownership</b>	<b>% of respondents</b>	<b>% in Brixham (from census figures)</b>
No	12%	26%
Yes	79%	74%
No response	9%	-

From these figures it appears that younger people under 30 years of age are not attracted to Berry Head and that a proportion of the local population that is less economically active is also not accessing the site.

#### 4.6.2 Local residents – Census data

Local residents comprise over 90% of visitors during the period November – March and, even in the peak tourism months of July and August, local residents comprise between 20 and 30% of visitors.

The 2001 Census data for Brixham shows that the population of the town is nearly 17,500. Almost 25% of this population is classed as suffering from a limiting long-term illness (compared to 18.1% for the South-West region). This is in the context that Torbay suffers some of the worst deprivation in the region, with around 6,000 of Torbay's 135,000 residents living in the top 20% most deprived wards in England (although these wards are not in Brixham). Earnings in Torbay are 68% of the national average and the proportion of the population claiming Disability Living Allowance, Incapacity Benefit and Income Support are all significantly higher than the national average.

The proportion of ethnic minorities living in Torbay is 1.3% and in Brixham only 0.85%, compared to the South-West figure of 2.3% and the national figure of 9.08%.

The local population is also unbalanced in terms of its age structure. In comparison with national figures there are significantly fewer younger people in Torbay (especially in the range 20 – 40) and more older people (aged 55 and over), and these figures are exaggerated yet further in Brixham compared to the rest of Torbay.

Local residents tend to be very frequent visitors: the on-site interviews and postal surveys showed that 55% visit at least once a week and of these 40% visit daily. The main reasons for a visit are to enjoy the scenery, sit and relax, and to walk the dog.

#### 4.6.3 Schools, colleges and educational groups

In the year April 2004 – March 2005 22 primary schools visited Berry Head for an organized activity, with around 800 schoolchildren involved. Activities included learning about the natural history and archaeology of Berry Head, orienteering and seashore studies on the nearby Shoalstone beach. In addition to this activity, a good partnership with the nearby Grenville House Outdoor Education Centre, which provides residential activity weeks for schools, sees around 200 groups a year using Berry Head for a range of outdoor activities including abseiling on a rock-face in the Quarry, orienteering and problem solving.

#### TCCT Education visits 2004-05

No. primary school visits	22
No. of secondary school / college visits	3
No. of youth group visits	2

No. of community group visits	1
No. of Torbay schools visits	26
Total no. of group visits	28
Youth group children	52
School students	798
Total no. of participants	850

Other groups include Duke of Edinburgh Award students, groups organized by the Brixham Youth Enquiry Service, Brixham Does Care, Kielder Resource Centre, Access to Community Education and South Devon Conservation Volunteers.

49 people also attended training courses during the year in skills such as dry stone walling, hedgelaying and mammal identification.

#### 4.6.4 Volunteers

Volunteers are involved mainly in carrying out practical tasks but also in surveying, staffing the Visitor Centre and supporting events. Two practical task days are held each week and these are well-attended. During the period April 2005 – March 2006 24 different people volunteered at Berry Head, working 2183 volunteer hours in total. These volunteers are almost all Brixham residents.

#### 4.6.5 Holiday-makers

These are either day visitors traveling out from home for the day, or tourists staying in the area for a period. The interviews on site indicate that 78% of these visitors arrive by car and for most the purpose of their visit was to take a walk and enjoy the views.

The questionnaires showed that the majority of visitors, including local residents, did not perceive Berry Head as a heritage site and this may well be contributing towards the creeping erosion of its heritage value, as well as representing a lost opportunity to increase



people's enjoyment and understanding of the site.

The 2003 Torbay Tourism Survey found that Berry Head had been visited by 12% of all tourists (ranking 8<sup>th</sup> in the list of "attractions" visited). The same survey identifies "Walking the coast path" as the third most popular activity, with shopping and going to the beach taking first and second places respectively.

The 2003 Tourism Survey found that, as a sweeping generalisation, Torbay tourists tend to stay in holiday accommodation as opposed to making a day visit (87% of visitors compared to 43% for all resorts); come from social grades C2, D and E (62% compared to all UK destinations figure of 42%); are older (63% are over 60) and are normally in adult groups (only 13% are in family groups). The trend over time in Torbay tourists is towards older and less affluent people which is of concern to the industry because it implies that tourism in Torbay may not ultimately be economically sustainable.

#### 4.6.6 Total visitor numbers

How many people visit Berry Head each year? From analysis of car park ticket receipts at Berry Head we know that a total of 21,200 car park tickets were sold in 2005. Assuming that the average occupancy of each vehicle is 2.5; that approx. 10% of vehicles do not purchase a ticket; and that approx. 10% of vehicles have purchased a season ticket – then we conclude that the total number of people arriving by car at Berry Head was 67,500 in the calendar year 2005. As shown above, it is difficult to pinpoint the proportion of people arriving at the site by car, as local residents are much more likely to walk than holiday-makers, but a reasonable assumption is that approximately 50% of visitors have traveled by car. In this case the total visitor number is in the region of 135,000 per year.

#### 4.6.7 Who are not our current audience?

The picture emerging from the above is that, as one would expect, Berry Head is well-visited by people living within the vicinity. However if you do not own a car and you are not very mobile, the site is hard to access and it is clear that non-car owners are under-represented. Also markedly absent are younger people aged under 30.

In terms of intellectual access the evidence is that people do not easily access information about the heritage of Berry Head and this barrier is limiting our audience to those who are prepared to work hard to understand the site, for example by attending an event or reading information in the Visitor Centre. This audience is likely to be highly literate, already quite knowledgeable about heritage in general and prepared to seek information out, and in many ways this is the audience that needs least help. By comparison, people who lack a high level of literacy and who have not had much interest in heritage previously are not being given very many prompts and encouragements to engage with Berry Head.

Physical access to parts of the site is difficult and this does limit the audience to an extent. However this is balanced by a good network of paths giving relatively easy access for wheelchair users and those with mobility problems. As a result Berry Head is well used by this audience. However the lack of any facilities to assist those with visual, aural or other disability does create a barrier preventing this audience from better engaging with the site.

## 5. Conclusions

The data collated above indicates that Berry Head is a dearly-loved local landmark and open space, an important tourist attraction and a rather misunderstood heritage icon. There are clearly many significant barriers to be overcome in terms of improving access to the site's heritage and this section attempts to identify these barriers and assess their relative priority.

### 5.1 The barriers to access

As discussed in Section 2 above, the barriers to access conglomerate around three main themes: communication media; the physical environment; and cultural and organisational barriers. The following table addresses each of these barriers in turn and synthesizes the results of the research described in section 4.

<b>Barriers to access</b>		
<b>1. Communication barriers</b>		
1.1	On-site information and interpretation signs	Faded and out-of-date signs; illegible signs; poor colour contrasts; content and style of written information unsuitable; variety of designs; clutter of signs; some not DDA compliant; authoritarian signs; no labelling of the function of various structures.
1.2	Directional signs	Circular route not indicated; distances not indicated; various parts of site not indicated
1.3	Visitor Centre	Poor location in relation to car park; unwelcoming design; interpretation within not DDA compliant.
1.4	Car Park	Unwelcoming design and appearance
1.5	Leaflets	Only one general leaflet is available and is not DDA compliant
1.6	Events and courses	A good range of events and courses is provided but audience could be more diverse.
1.7	Website	Pages are of limited appeal and are not DDA compliant
1.8	Other communication media	No other media, eg induction-loop, text telephone or Braille text are available.
1.9	Off-site information	Little information provided off-site, eg in Brixham harbour, local hotels and holiday camps. Hard to find information about public transport to the site, including use of ferries from Torquay / Paignton.

<b>2. Physical barriers</b>		
2.1	Paths (within the site)	Too narrow and with poor surfaces in some locations.
2.2	Picnic tables	No wheelchair access possible
2.3	Visitor Centre	Lighting levels are not sufficient; wheelchair access is awkward
2.4	Toilets (VC)	Doors and other furniture not in good condition; disabled toilet is cramped; colour scheme is poor
2.5	Gates	Too narrow for wheelchair access in places
2.6	Seating	Some are difficult to access and use due to design
2.7	Cafe	Principal entrance is too narrow and has a step; toilets colour scheme is poor
2.8	Public transport	There is no public transport directly to the site; the closest bus stop is 600 metres away and even this is not well promoted.
2.9	Paths (to the site)	Conflicts with cars on some main pedestrian access routes. No waymarked route from centre of Brixham.
2.10	Dog-fouling	Significant in some places
2.11	Livestock	Felt by some to be a barrier, eg fear of cattle
2.12	Education facilities	Lack of dedicated facilities for school groups is a barrier to involvement by schools.
<b>3. Organisational, cultural and financial barriers</b>		
3.1	Car park charges	Felt to be too high by many visitors.
3.2	Lack of information about the heritage and on the way the site is managed	Many people do not understand why the site is managed in a particular way, partly because they do not perceive its heritage value or the steps required to protect the heritage.
3.3	Enforcement culture	Staff are required to enforce byelaws (such as preventing vehicles from driving onto the site), and this can be a barrier to people engaging with staff on more positive fronts.
3.4	Partnerships	Some good partnerships exist but there is scope for extending these, dependent on staff resources to nurture strong partnerships.

3.5	Staff, volunteer and Trustee awareness	Staff, volunteers and Trustees need further specialist training in access and disability-related issues and community involvement.
3.6	“Nature Reserve” staff culture	Perception of Berry Head being managed as a protected site where people are not welcome.
3.7	Lack of awareness of the site by non-users	Non-users feel the site has nothing to offer them, or simply know nothing about the site.

## 5.2 Why improve access?

It is clear from the list of barriers identified above that Berry Head is poorly understood by many visitors, that many visitors would like to understand more and that many people do not visit the site at all. We need to respond, partly to meet this demand for knowledge and partly to meet our responsibility as site managers to make Berry Head as accessible as possible to the community.

There is another reason for improving access to Berry Head’s heritage, and this is in order to protect it. The Conservation Management Plan identifies the ways in which Berry Head’s most fragile heritage assets are suffering gradual erosion and decline in condition, partly because of natural processes and partly because of human activities. In both cases we have a responsibility as site managers to take action and these actions can have consequences for people, for example restricting public access to certain areas. Removing the generic barriers to access that have been identified will help make these measures more successful, because people will understand why action is necessary and will be more likely to support our efforts.

## 5.3 What are the priorities?

In section 5.1 above a number of improvements to the site are identified, ranging from physical access improvements to upgrading interpretation

and communications. These are not sorted into priorities and an overall assessment of the access and audience development needs of the site is required, so that the complex task of implementing the necessary changes can be carried out logically.

In the Conservation Management Plan the conclusion was drawn that the decline in condition of Berry Head’s heritage, which is partly caused by pressures from visitors, can be addressed by improving management of the existing numbers of visitors rather than by reducing visitor numbers. Several measures were proposed that would reduce the impact of visitors – for example by surfacing paths across eroded grassland. This implied that Berry Head can achieve a sustainable balance between visitor numbers and the long-term health of its heritage, which is our overall aim.

In access and audience terms this means that the **initial priority** is to focus on the current audience and ensure that their understanding and enjoyment of Berry Head is improved. This, combined with practical access improvements and conservation measures, will also ensure that inadvertent damage to the heritage is reduced. Once this has been achieved we can move on to expanding our audience in numerical terms.

It is disappointing that so many of our visitors say that they have not really learnt anything about the heritage of the site. Deepening their

experience, providing opportunities to explore further, and revealing new aspects and ways of enjoying the site is the first priority.

Also disappointing is the relatively low number of school and community groups making organized visits to the site (around 50% of numbers visiting comparable other Trust sites in Torbay). Improving the site's facilities and provision of activities for school groups is a priority.

We must also reach out to other groups that are currently under-represented. The priority under-represented audiences are, as noted above: households without a car that find it difficult to get to Berry Head; households that have no knowledge of what Berry Head is because of a lack of information; younger people aged under 30 and young families; and people with disabilities. These groups will be the priorities for audience development work.

Therefore a phased approach is recommended: firstly a programme to raise awareness amongst visitors to the site and improve the facilities available, including ensuring that the site is better suited for people with disabilities. Once these works have been carried out and we know that the site is ready to accept new audiences (and will provide a satisfying experience for them), then our second phase will be to reach out to the under-represented audiences. This needs to be done with care, to ensure that the site is robust enough to absorb the additional visitors.

Of course, any work that makes Berry Head a better place to visit is likely to quite quickly result in increased numbers of people visiting the site, some of whom will doubtless come from under-represented audiences. Likewise some of

the works required to improve access for people with disabilities, which are a priority in any case, will have the same effect. This is to be welcomed, but it puts a premium on the need to make the site's heritage more robust at an early stage. There can be no precise boundaries between existing and future audiences and the "phasing" outlined above will not be totally clear-cut in its impacts.

## **6. Strategy and Objectives**

This section brings together the thinking outlined above to expound the overall purpose of our work in terms of Access, Audience Development and Interpretation; set priorities in a coherent framework; and indicate targets and overall timescales. This information is then taken to the next level of detail in the Action Plans set out in the main body of the Conservation Management Plan, where their relationship with the other conservation and recreation works planned for Berry Head can be properly understood.

### **6.1 Management Principles**

The following principles have been agreed for Berry Head:

1. Berry Head's heritage must be handed on to future generations in good condition.
2. Berry Head must remain as peaceful and natural as possible.
3. Subject to the above, Berry Head must be accessible to everyone and provide good quality facilities for people's enjoyment and learning.

## 6.2 Strategic Aims

The following Strategic Aims have further been agreed:

1. To protect and enhance the archaeology, biodiversity and landscape of Berry Head
2. To improve people's access to the heritage of Berry Head
3. To strengthen links with community and education groups and encourage local participation in interpreting, managing and conserving Berry Head

## 6.3 Objectives

The particular emphasis of the Access, Audience Development and Interpretation Plans is, obviously, on the second and third of these Aims. Objectives for this work are as follows:

### Phase 1

1. Improve access for people with disabilities
2. Upgrade information and interpretation on-site and develop new channels of communication with site users
3. Make the site appear more welcoming and deal with conflicts between user groups

4. Improve links with schools, other learning groups and community groups of all kinds

### Phase 2

5. Develop a wider range and number of events held on site
6. Improve access for people travelling to Berry Head without use of a car
7. Promote Berry Head to under-represented groups
8. Provide training for staff and volunteers to assist in delivering and monitoring this management plan

## 6.4 Targets

This section describes the criteria to be used for measuring improvements achieved in the quality of people's access to Berry Head and the development of new and existing audiences, the targets for each of these and the means of capturing this data.

The target date is 3 years after commencement of the implementation phase of the Access and Audience Development Plan.



<b>Our Targets</b>			
<b>Criteria</b>	<b>Baseline (2004)</b>	<b>Target (after 3 years)</b>	<b>Data capture</b>
The proportion of visitors that feel they know something about the site's heritage and management	42% (wildlife, history, landscape) 22% (management)	80% (wildlife, history, landscape) 50% (management)	Interviews on site
The proportion of visitors rating the information provided as good or excellent	NA	75%	Interviews on site
The proportion of visitors using the Visitor Centre	15%	45%	Counts
The proportion of visitors arriving other than by car	50%	55%	Interviews on site
The proportion of visitors from households that do not own a car	12%	18%	Interviews on site
The proportion of visitors aged under 30	5%	10%	Interviews on site
Provision of high quality facilities for visitors of all abilities	Not provided	Fully provided	Access Audit
The number of organised groups (including schools and community groups) from Brixham using the site	28 (2006)	42	Records
The proportion of organised groups rating their visit good or excellent	78%	96%	Visit feedback surveys
The number of people attending events	472 (2006)	1200	Records
The proportion of people attending events rating the experience good or excellent	96%	98%	Event feedback surveys
The number of volunteers assisting with work on Berry Head	24 (2006)	60	Records
The number of volunteer hours worked	2180 (2006)	6000	Records

## 6.5 Partners

Achieving these targets will depend upon the support of some of the key stakeholders concerned with access and involving people in Brixham and the region. These include:

- Berry Head Forum
- Access to Community Education
- British Mountaineering Council
- Brixham Amenity Society and Residents Association
- Brixham Community College - Specialist Arts College and Extended School
- Brixham Heritage Museum
- Brixham Primary Schools
- Brixham Sea Anglers Association
- Brixham Town Council
- Brixham 21
- Brixham Ward Partnerships
- Brownie and Scout Groups
- Butterfly Conservation
- Coastlands Network (Outdoor Education Providers)
- Cheshire Homes
- Churston Ferrers Grammar School - Specialist Humanities status
- Devon Bird Watching and Preservation Society
- Dial-a-Bus
- Friends of Berry Head
- Grenville House Outdoor Activity Centre
- Natural England
- Paignton Community College
- Ramblers Association
- Royal Society for the Protection of Birds
- South West Coast Path Association
- Torbay Council Children's Services
- Torbay Council Public Transport section
- Torbay Cultural Partnership
- Torbay Development Agency (Brixham Tourist Information Centre)
- Torbay Environment Access Meeting
- Torbay Voluntary Service
- Torbay Youth Council

## **7. Access, Audience Development and Interpretation Action Plan**

This section is included in the Conservation Management Plan (p.29 above).

## **8. Monitoring and Evaluation of the Interpretation**

A number of evaluation techniques will be applied:

1. Focus group discussions to test reactions to proposed text, illustrations or interactives. In the case of on-site installations, these are best done on-site although there may be opportunities for testing at schools or in Brixham. This is the main technique used in front-end analysis and formative evaluation.
2. Behavioural observation using a checklist of relevant behaviour such as ‘reads label’, ‘talks to companion’, ‘lifts flap’, or ‘turns wheel’ to measure what proportion of visitors read or interact with the interpretation.
3. Behavioural observation using ‘stopping power’ and ‘holding time’ - numerical indices of an exhibit's effectiveness at drawing people's attention and holding their interest (i.e. the proportion of visitors who stop and look at a piece of interpretation; and their average dwell time).
4. Exit questionnaires to test what visitors have learnt and what they feel about the site and its stories.
5. Consultation with user groups and stakeholders.

The data from items 2, 3, 4 and 5 above will be used to assess any ongoing changes required to the interpretive material. This will be combined with annual review of progress in meeting audience development targets and will be the basis on which annual action plans are reviewed and developed.

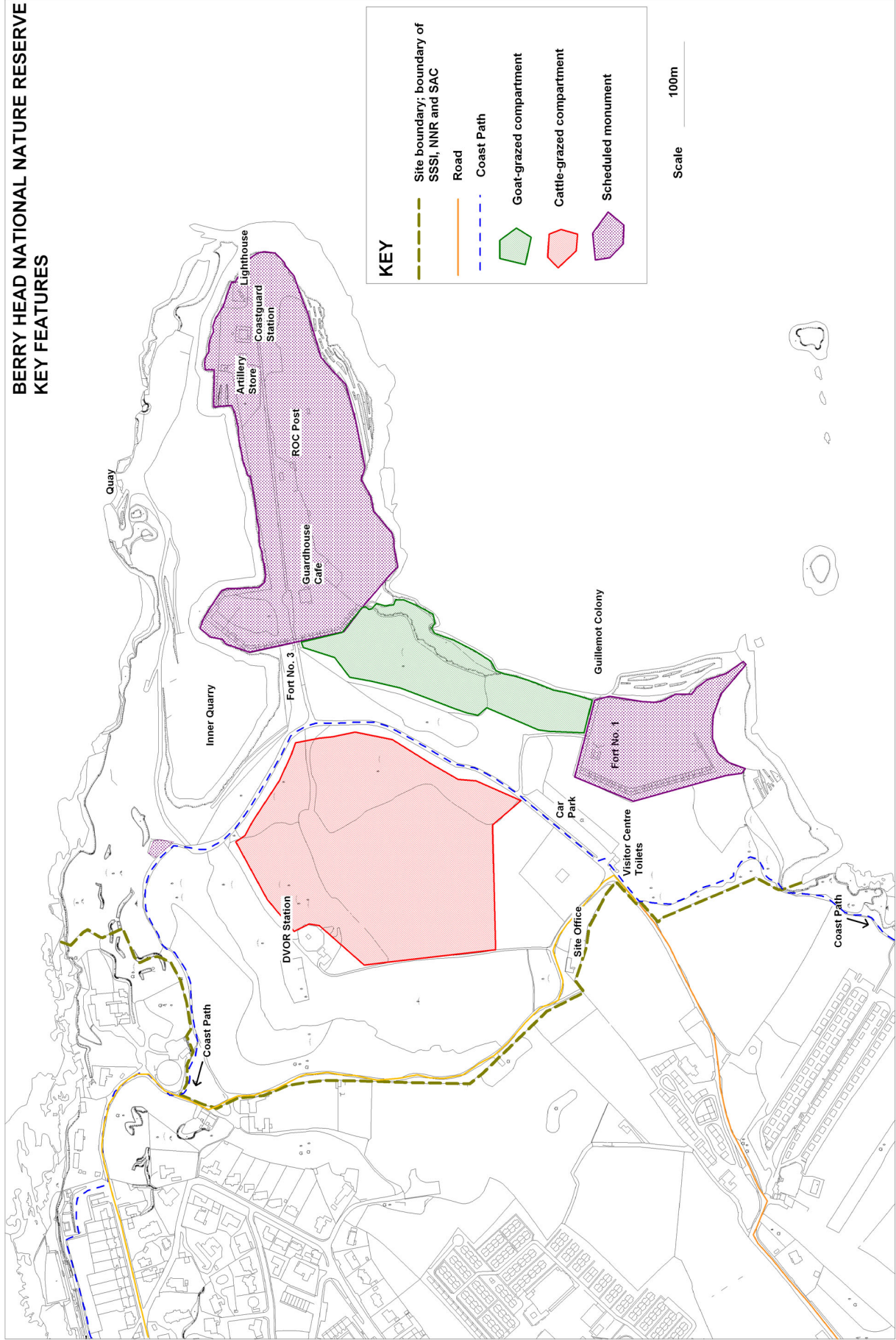


*2003 re-enactment*

**APPENDIX B**

**SITE PLAN**

# BERRY HEAD NATIONAL NATURE RESERVE KEY FEATURES



**KEY**

- Site boundary; boundary of SSSI, NNR and SAC
- Road
- - - Coast Path
- ▭ Goat-grazed compartment
- ▭ Cattle-grazed compartment
- ▭ Scheduled monument

Scale 100m

**APPENDIX C**

**MEMBERSHIP OF THE BERRY HEAD FORUM**

Access to Community Education
Berry Head Fort Café
The Berry Head Hotel
Brixham Amenity Society and Residents Association
Brixham Anglers Club
Brixham Town Council
Brixham Heritage Museum
Brixham Maritime Rescue Sub Centre
Butterfly Conservation
Devon Bird Watching & Preservation Society
Devon & Cornwall Constabulary
The Devonshire Association
English Heritage
The Friends of Berry Head
Grenville House Outdoor Education Centre
Landscope Holiday Camp
The National Trust
Natural England
The RSPB
South Devon Group of the Rambler's Association
South Hams Coast and Countryside Service
South West Coast Path Association
Torbay Coast and Countryside Trust
Torbay Council (Ward Councillors; Cultural Services; Environment Services)



**APPENDIX D****ISSUES PAPER, BERRY HEAD FORUM, 2002**

<b>Ref.</b>	<b>Issue</b>	<b>Comments</b>
1.	Traffic	Safety issue on back road – B.H.Hotel Restrict vehicles and extent of car parks – SWCPA Reduce pressure from cars – DBWPS
2.	Public access	Surface paths to reduce trampling impact on flora – B.H.Hotel Need to extend public access in some areas – BC; BASRA Need to restrict access in some zones – EN; SWCPA; DBWPS Coast path to follow cliff edge, no fences - SWCPA Need to explain why any restrictions are in place – SWCPA Need to assess carrying capacity of the site and impact of visitors on structures - EH Better facilities for birdwatchers would be welcome – DBWPS Dog fouling is a serious amenity concern – Cllr. Craig
3.	Emergency access	Site used for training and communications centre; need access for vehicles and helicopters – Coastguard
4.	Landscape	Keep uncluttered with notices / bollards etc. – SWCPA Keep interpretation signs to a minimum and integrate info. on boards – EN Keep high standards of amenity / upkeep – Cllr. Craig
5.	Built Heritage	Give higher priority to built heritage issues – BASRA; Fort conservation a high priority – EH; NT Reduce scrub to reveal views of fortifications – BxM Restore bridges to forts - BASRA
6.	Nature Conservation	Internationally important site – EN Role as a demonstration site – few NNRs have so many visitors combined with range of habitats – EN Trampling of vegetation a big issue – DevA; Dog fouling (eutrophication) also major issue – DevA Grazing management desirable - DevA Scrub management programme necessary – BC Control alien species at Sharkham point – BC Tighten up awareness of conservation regulations eg SPA – DBWPS Look to extend the fringe of the site / create buffer zones / influence neighbours - NT
7.	Visitor Education / Enjoyment	Visitor awareness is one of the main priorities / opportunities – EN Have to strike careful balance between facilities for visitors and conserving the asset – EH; EN Scope to extend educational facilities; 3500 youngsters use Grenville House – GH Lifelong Learning is a key opportunity – NT Avoid “Disneyfication” – SWCPA; Need more interpretation panels – BxM Reconstructions, eg of barracks, and re-enactments as done successfully in US are needed - BxM Link interpretation to other fortification sites along the coast - EH



<b>APPENDIX E</b>
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## SUMMARY OF PUBLIC CONSULTATIONS, 2004

Suggestions / Issues	Postal (196)	Interviews on-site (141)	Dog- walkers (10)	Interviews off-site (39)	Priorities (ie 3 out of 4)
<b>1. Access</b>					
<i>Reduce car park charges</i>	X	X	X	X	X
Create new car park in Quarry		X			
Existing car park location is fine			X		
Problems with joy-riders at night	X				
<i>Establish one-way traffic</i>	X	X	X	X	X
<i>Establish bus service</i>	X	X		X	X
Cycle facilities needed				X	
Negative about marked trails	X	X			
Improve footpaths within site		X	X		
Improve footpaths to the site			X		
Improve disabled access generally	X	X			
Improve signing to the site		X	X		
Improve safety on access roads			X		
Overgrown vegetation / paths		X			
<b>2. Knowledge</b>					
Low levels of awareness of heritage		X		X	
<b>Low levels of awareness of management</b>	X	X		X	X
<b>More info off site</b>	X	X	X	X	X
<b>More info boards on site</b>	X	X		X	X
More leaflets / site maps			X	X	
Improve VC and Artillery Store exhibits			X		
Negative about tour guides		X			
<i>More events and talks</i>	X	X	X		X
<b>3. Other facilities</b>					
Café open year round	X	X			
More seating	X	X			
<i>Tackle dog fouling</i>	X	X	X		X
Negative about Trust's management	X		X		
<i>Tackle litter</i>	X	X	X		X
Too many signs			X		
<i>Negative about fences</i>	X	X	X		X
Condition of toilets		X			
Negative about cows			X		
Dog free play area for kids			X		
<b>4. Vision for the future</b>					
Should stay as it is				X	
<b>Should develop as place of tranquility and nature</b>	X		X	X	X
Should develop as a place of open space and fresh air		X			

## APPENDIX F

### DETAILS OF POLICIES AND PLANS AFFECTING BERRY HEAD

#### General Plans and Strategies

- **Torbay Local Plan / Local Development Framework** – restricts development within the AONB and in the vicinity of the SSSI and cSAC; recognises Berry Head's recreational role
- **Torbay Heritage Strategy, Greenspace Strategy, Cultural Strategy** – recognise Berry Head's high heritage value and place it as a priority for action
- **South Devon AONB Management Plan** – views Berry Head as a gateway site to the wider AONB
- **Torbay Biodiversity Action Plan** – focuses action on calcareous grassland restoration as well as other priorities
- **South West Coast Path Strategy** – aims to improve the condition of the path and its coastal corridor
- **English Riviera Geopark Management Plan** – identifies Berry Head as a Gateway Site for the Geopark

#### TCCT Internal Policies

### Equal Opportunities Policy

Torbay Coast and Countryside Trust is committed to addressing equality issues in a positive and meaningful way. We intend to achieve best practice in the application of equality of opportunity in all our recruitment and employment practices. We are committed to ensuring that no employee or potential employee is treated less favourably than another on the grounds of:

gender or sexuality, marital status, responsibility for dependants, race, colour, nationality, ethnic or national origin, religion, disability or age, nor be disadvantaged by any condition or requirement which cannot be justified.

Individuals will be appointed, promoted and treated on the basis of objective criteria and personal merit. Recruitment and selection will be carried out on equality principles and processes will be developed to implement best practice.

All aspects of the recruitment process, the termination of employment and workforce statistics will be monitored to ensure effective implementation and monitoring of this policy.

All jobs will be advertised externally, except where a redundancy situation exists or there is a risk of redundancy or redeployment.

Employees will be protected from harassment and the Trust will provide an effective response to deal with perpetrators and support for complainants,

Throughout the operation of this Policy, the Trust aims to ensure that:

- the obligations imposed by Legislation and Codes of Practice are complied with;
- equal opportunity for selection, training and promotion is available for everyone: and
- employees are aware of their responsibilities and given information, advice, guidance and training

on carrying them out.

It is a condition of their employment that all Trust employees must adhere to this policy.

Our employment policies and practices will be kept under review to ensure that they are non-discriminatory and treat individuals equally and fairly.

## Child Protection Policy and Procedures

### 1. Introduction

TCCT is committed to providing a safe environment for all children who use Trust managed facilities or participate in Trust organised activities.

This policy seeks to:

- Protect such young people from harm, abuse or exploitation.
- Promote good practice and safeguard the Trust, its staff, organisations who hire or utilise its facilities and volunteers

This document should be read in conjunction with:

- Guidance for Safe Working Practice for the Protection of Children and Staff in Education Settings – The National Network of Investigation and Referral Support Co-ordinators
- Torbay Area Child Protection Committee Mutli-Agency Child Protection Procedures
- Trust Health and Safety Policy
- Trust Education Manual

### 2. Underpinning Principles

- The welfare of the child is paramount (Children Act 1989)
- To provide an environment in which children and young people feel safe, secure, valued and respected, feel confident and know how to approach adults if they are in difficulties
- To ensure that all Trust staff and volunteers are aware of the need to safeguard children and of their responsibilities
- The Trust should have clear procedures that all staff and volunteers understand and follow
- All staff and volunteers who have access to children have been checked as to their suitability
- All staff interacting with children should undergo suitable training

### 3. Procedures

#### 3.1 Designated Staff

The Trust has a designated Trustee and a designated member of staff responsible for child protection. There is also a member of staff designated at each main Trust site who will act in the Designated Person's absence.

#### 3.2 Training

All Trust staff interacting with children are provided with opportunities to receive basic training in child protection issues.

#### 3.3 Duty of Care

Trust staff are accountable for the way in which they exercise authority; manage risk; use resources; and protect children from discrimination and avoidable harm. The Trust as an employer has a duty of care towards its employees under the Health and Safety at Work Act 1974 which requires it to provide a safe

working environment for staff and guidance about safe working practices. The Act also imposes a duty on employees to take care of themselves and anyone else who may be affected by their actions or failings.

### **3.4 Criminal Records Bureau**

All staff interacting with children must be CRB checked.

Where Trust volunteers are interacting with children they must be supervised at all times by a member of staff. If this is not possible it will be necessary to carry out a CRB check.

### **3.5 First Aid**

It is the responsibility of schools and visiting groups to ensure a qualified First Aider accompanies the group. If it is necessary to give first aid treatment, as far as possible staff should:

- Provide first aid treatment by a member of the same sex as the child, and
- Have a second member of staff present

### **3.6 Dress and appearance**

A person's dress and appearance are matters of personal choice and self expression. However staff should ensure that they are dressed decently, safely and appropriately for the tasks they undertake.

### **3.7 Managing Contact With Children**

- Staff should avoid being alone with a child
- Staff should avoid physical contact with children unless it is absolutely necessary e.g. the child is endangering him/herself or others. There may be occasions when a distressed child needs comfort and reassurance. This may include age-appropriate physical contact. Staff should remain self-aware at all times in order that their contact is not threatening, intrusive or subject to misinterpretation.
- Staff should use appropriate language at all times and not allow children to use inappropriate language unchallenged

### **3.8 Photography and Filming**

The Trust does not allow children to be photographed without the consent of their parents. A copy of the consent form is available in the Trust Manual.

### **3.9 Internet Use**

The Trust has a separate Internet Policy.

### **3.10 Dealing with concerns**

- The Social Services and Police have strict guidelines for the investigation of all physical and sexual assaults on children.
- It is not the responsibility of staff to decide whether or not child abuse is taking place. However, there is a responsibility to protect children by referring concerns, in the first instance to the designated member of staff or Line Manager. If neither is available the member of staff should contact Social Services. If there is an immediate need to protect the child from danger the Police must be advised immediately.
- In practice Trust staff will usually act in consultation with a group leader who should take the appropriate action.

### **3.11 Dealing With Disclosures**

- Remain calm
- Reassure the child that s/he has done the right thing
- Listen to the child rather than directly question him or her
- Avoid leading questions, use open questions e.g. who, what, where, when and avoid closed ones that answered with a yes or no
- Ensure that you record the account in the child's words and contact the designated member of staff or Line Manager immediately
- After an initial account, no further questioning should take place unless by police or social services

### **3.12 Dealing With Allegations Against Staff/Volunteers**

Should a member of staff or a volunteer become aware of an allegation against a colleague of an incident of child abuse taking place:

- Take the allegation seriously
- Report it to a more senior member of staff than the alleged abuser
- Maintain confidentiality and do not tell others who have no need to know
- Make a written record of any details of which you are aware

Social services will be notified immediately of any serious accusation/allegation made against a member of staff in order that the matter can be investigated externally. It is a matter for social services to decide as to whether or not a case is valid.

### **3.13 Confidentiality**

- Personal details of any child protection issue must never be discussed unless it is essential.
- In the first instance inform the designated member of staff responsible for child protection, who will in turn inform the relevant statutory authority. They will then contact the parents/guardians and conduct an investigation.
- Where a member of staff is the alleged perpetrator, implementing the Trust disciplinary procedures must be considered by the appropriate senior officer.

### **3.14 Dealing With the Media**

- Staff should not try to deal with the media individually but refer it to the appropriate manager.

### **3.15 Transporting Children**

- Trust staff should not transport children except in the Trust Minibus if they are suitable qualified.

## **4. Contacts**

Designated member of staff for Child Protection: Julian Carnell

Designated Trustee:

Torbay Social Services: 01803 208500

Devon & Cornwall Constabulary Child Protection Team Torbay: 01803 841359

NSPCC National Child Protection Helpline: 0808 800 5000

# **Environmental Policy**

## **1. Introduction**

Torbay Coast and Countryside Trust is committed to the conservation of the heritage and environment of Torbay and this is its over-riding charitable object. Its work is therefore intimately involved with environmental protection and enhancement. However, although the end product of this work is almost

invariably of net environmental benefit, the means employed may not be. This policy is designed to ensure that the Trust observes good environmental practice in all areas of its work.

## **2. Statement of Aims**

The Trust will work to ensure that in all areas of its work, including transport, use of chemicals, practice of recycling, purchasing policies, waste disposal and construction methods it adopts the best practicable current environmental practice.

## **3. Environmental Practice Committee**

The Trust has a staff committee that meets quarterly to review the Trust's environmental performance on the range of issues identified below. The committee makes recommendations and also ensures that all of the Trust's work is kept constantly under review.

## **4. Issues**

### 4.1 Transport

- Fuel consumption is one of the Trust's greatest environmental impacts. All of the Trust's vehicles have diesel engines. Future vehicle purchases will be made on the basis
- Staff mileage is carefully monitored and staff share cars when possible.

### 4.2 Use of chemicals

- The Trust makes relatively little use of chemicals in its land management and its policy is not to use chemicals except where absolutely necessary. The principal areas of chemical use are in the maintenance of the cricket square at Cockington and in the protection of young trees from weed competition. Chemicals used for these processes are stored in COSHH-compliant stores at Cockington Court and staff using chemicals are formally trained to national standards in their use.
- In building management the Trust uses paints, varnishes and timber treatment products. It plans to use environmentally-friendly paints in all future decoration projects.

### 4.3 Recycling

- The Trust's policy is to minimise its use of finite resources. This it achieves through its purchasing policies and operations management policies (see below). However some use of finite resources is inevitable and the Trust works to recycle waste products from these uses wherever possible. Examples include toner cartridges, plastics and glass.
- Recycling of renewable resources such as paper, wood and leaves is also practised throughout the Trust, with the ultimate goal of reducing the volume of degradable matter entering the waste stream.

### 4.4 Energy management

- The Trust aims to keep its energy use at a continually low level and to invest in energy-saving technology wherever possible. Its properties are lit with energy-saving bulbs and include roof insulation, toilets are fitted with water-saving devices and energy consumption is regularly reviewed.

### 4.5 Purchasing policy

- The Trust monitors its purchasing procedures and sources regularly and aims to purchase only goods and materials that have minimal environmental impact.
- The policy includes a ban on all tropical hardwoods.

### 4.6 Operations management

- In its day-to-day work the Trust aims to minimise its impact upon the environment by keeping close control over the volume of materials consumed (eg office paper, fuel).

# Access Policy

## Contents

1. Introduction to Improving Access
2. Differences between an Access Policy, Plan and Audit
3. Access Aims
4. Access to sites, services and facilities
5. Access to programmes and products
6. Training, recruitment and other processes
7. Consultation with users, non-users, staff and other stakeholders
8. Monitoring and Evaluation
9. The relationship of the access policy to other policies and plans

## 1. Introduction to Improving access

Improving access involves removing the barriers which prevent people gaining the maximum benefit from being involved with the local environment and heritage in Torbay. It means finding new solutions to the difficulties presented by:

- the location of sites;
- buildings;
- the ways in which the Trust provides information about heritage items; and
- the image the Trust presents to actual or potential visitors and users.

The barriers which limit access may be:

- Organizational
- social and cultural
- physical
- sensory
- intellectual or
- financial.

They may also refer to the Disability Discrimination Act (DDA) 1995 or the Race Relations (Amendment) Act (RR[A]A) 2000.

Thinking about how to improve access is a necessary first step to developing audiences. An important part of removing barriers to access involves consulting the communities who experience them. This is essential in identifying barriers and possible solutions, and in continuing to evaluate improvements.

## 2. Differences between an Access Policy, Plan and Audit

### 2.1 Access policy



An access policy is a top-level document which shows the Trust's commitment to the principles of improving access throughout the organisation. It will outline our main areas of responsibility and show how the aim of improving access relates to our organisational aims. It will outline the Trust's approach to removing barriers in all aspects of its activities and the ways in which we work to put the policy into actual practice.

## 2.2 Access plan

An access plan will show how you plan to put your policy into action. It is the first step towards improving access to your heritage site. It will of course include access for people with physical and sensory disabilities but its scope is much wider. It will cover all forms of access including organisational, physical, sensory, intellectual, financial, social and cultural.

## 2.3 Access audit

An access audit is generally used to refer to a detailed examination of the physical and sensory access arrangements to a physical site, including buildings, structures and landscape. As a result, the recommendations of an access audit will be a central part of your access plan. However, they will not be the only part.

A useful definition from the Centre for Accessible Environments says:

“The access audit of a building and its setting is the starting point for a planned programme of access improvements. Access auditing involves an inspection of a building or environment to appraise its accessibility – judged against predetermined criteria. The audit includes a report, which outlines the current situation and makes recommendations for improvement where necessary.” In general, access audits focus on physical, sensory and sometimes intellectual access to heritage sites. However, you can take the same approach to auditing organisational, social and cultural, or financial access. You can do this by reviewing your current access arrangements and identifying ways you can improve services or programmes. A central feature of an access audit involves consulting current and potential users of your heritage site to understand fully the barrier which limit or prevent access.

# 3. Access Aims

The Trust aims to increase access to the local environment and heritage by:

- breaking down the barriers to access;
- encouraging new groups of people to engage with heritage;
- increasing the number of people who are involved;
- improving people's experiences of visiting sites;
- improving the opportunities for people to enjoy the local environment and heritage;
- offering programmes and activities to meet people's needs and interests; or
- helping people get the most out of being involved with the local environment and heritage.

# 4. Access to sites, services and facilities

4.1 The Trust manages 1650 acres of prime countryside sites including two major Country Parks (Berry Head National Nature Reserve and Cockington), four farms, three Visitor Centres, 6 SSSIs and 45 kilometres of footpaths and horse-riding routes. We estimate that over 750,000 people visit our sites each year.

## 4.2 Access to sites

The Trust works to maintain and improve physical access to the sites in its care whilst balancing this with conservation and financial constraints. This means that not all land or structures managed by the Trust are open to the public. Some have limited access, for example through specific events such as a guided walk. Others are never accessible, for example, due to the need to protect a certain habitat or species.

#### 4.3 Charges

The Trust aims to continue its policy of not charging for access to its sites, recognizing that this is a financial barrier that discourages people. This includes major new projects such as Ocombe Farm and Berry Head Future Heritage which are based on significant grant funding.

#### 4.4 Car Parking

The Trust does charge for car parking as this is a vital source of income used to maintain services. It aims to set charges at a reasonable level which are currently significantly below those of Torbay Council. In tandem with this the Trust has a policy of supporting the public transport infra-structure that links people with its sites. An example of this is the partnership with Dial-a-Bus who run a bus service to Cockington and Ocombe. The Trust also offers Season Tickets for car parking to members.

#### 4.5 Physical Access

The Trust manages some 45 kilometres of footpaths, horse-riding routes and public rights of way. This includes the South West Coast Path through Torbay. The Trust aims to maintain these in good condition and implement a programme of improvements to ensure physical access where conditions and finances allow. In addition the Trust aims to offer specific facilities that aim to increase and improve access for disabled or less-abled people. Examples of the latter are the disabled scooters available at Cockington and Berry Head or the 2km boardwalk nature trail installed at Ocombe Farm.

#### 4.6 Visitor Centres

The Trust manages 4 Visitor Centres: Cockington Court; Ocombe Farm, the Seashore Centre at Goodrington Sands and Berry Head Visitor Centre. The Trust is working to remedy any access difficulties at these centers. The Trust endeavours to open its Visitor Centres as a minimum from Easter until September and for seven days a week when resources allow.

#### 4.7 Cockington Court

Cockington Court is the Trust's Head Office as well as a Craft Centre with various tenanted Craft Units. The nature of the Court building causes a number of access problems which are not easily solved given its status. Nevertheless the Trust aims to make the Court as fully accessible as possible and to make improvements as and when funding allows.

#### 4.8 Play Area

In 2004 a new Ark Play Area was created in Cockington Country Park with play equipment specifically designed to be accessible to disabled children. The Trust aims to encourage disabled and non-disabled children to use the play area together and to continue to maintain and improve the play area.

#### 4.9 Warren Barn

In 2007, having won funding from the Lottery, the Trust will convert Warren Barn in Cockington Country Park into a residential camping barn. The design of the conversion has tried to maximize physical access to the building within the constraints of planning guidance and the funding available. Specific disabled facilities are therefore included but are limited in terms of the number of users.

### 5. Access to programmes and products

#### 5.1 Events

The Trust runs a varied programme of events over the year designed to encourage local people and tourists to visit Trust sites and offer learning and leisure opportunities. The Trust tries to offer a variety of activities that will appeal to a wide cross-section of people. Charges are made for events but a concessionary rate is offered to Trust Members and those on benefits. Children are often free. The Trust tries to indicate in its publicity which events are suitable for disabled participants such as wheelchair users.

#### 5.2 Education work

The Trust has a very successful education programme with over 4000 pupils visiting Trust sites every year. The aims of the programme are to encourage appreciation of the local environment and heritage through site visits and activities and outreach work. Charges are made for visits on a per head basis but all the Trust

education work is heavily subsidized by the Trust, often through grant funding. The Trust aims to widen participation by disadvantaged groups in its education work, it does this by:

- promoting ranger led opportunities to local groups
- designing disabled friendly activities
- pursuing additional funding to support educational activities and facilities
- offering free site based activities as well as ranger led ones

### 5.3 Interpretation and Information

The Trust produces a wide range of interpretative materials and information about its activities and sites. It aims to make these as accessible as possible by:

Leaflets	- making large print versions available
	- making downloads available on the website
Website	- making a text only version available
	- updating the site regularly
	- Make sure the web site complies with web accessibility standards.
Interpretation Boards	- designed with the visually impaired in mind
Grassroots Magazine	- a free publication, widely distributed
Visitor Centre	- designed to address disability issues
Site Interpretation	- provide opportunities to experience the site using all of the senses – touch, sight, sound, smell and taste
	- designed to appeal to all ages and abilities
	- use audio-guides

### 5.4 Membership

The Trust has a successful membership scheme. The aim of the scheme is to encourage people to support the Trust and care for their local environment. There are a range of membership charges giving some choice and enabling individuals to join for a relatively low cost. Members receive a concession on Trust events and a number of members only events each year, as well as receiving each issue of Grassroots by post. Information on membership is available on the website, in a leaflet, in Grassroots and by telephone.

### 5.5 Volunteering

The Trust has developed a number of volunteering opportunities spread across its three main sites: Cockington, Seashore Centre and Berry Head. These divide into practical and non-practical and include:

- conservation
- horticulture
- staffing visitor centres
- office administration
- design and website

The Trust has a Volunteering Policy and a Volunteers' Handbook setting out the systems and procedures affecting volunteers. The Trust provides volunteers with equipment and clothing where necessary and pays travel expenses. The Trust aims to offer volunteering opportunities to all where practicable and where resources allow. The capacity to accommodate prospective volunteers with special needs is limited and depends on individual circumstances. Volunteering is promoted through Torbay Voluntary Service, Trust literature, the Trust website and through various organizations.

## 6. Training, recruitment and other processes

### 6.1 Staff Recruitment and Pay

The Trust has an Equal Opportunities Policy setting out its open approach to staff recruitment.

### 6.2 Staff training

All staff have their training needs identified through their Appraisals and are offered access to training where funding and work commitments allow.

### 6.3 Staff appraisal

The Trust has a system of staff appraisal wherein staff are appraised each year and offered the chance to feedback to their line managers. The aim of the system is to review progress, address any issues and set targets for the following year. The Trust also has a Disciplinary Procedure.

### 6.4 Media Relations and Enquiries

The Trust aims to treat all media organizations equally. Enquiries should be dealt with promptly and courteously with complaints being logged using the Complaints Form.

### 6.5 Trustees recruitment and support

The Trust has 10 Trustees. The recruitment process is by recommendation.

## 7. Consultation with users, non-users, staff and other stakeholders

### 7.1 Social Audit and consultations with stakeholders

In 2003 the Trust undertook to produce Social and Environmental Accounts and undergo an externally verified Social Audit. This process involved extensive consultations and data analysis, the results of which were published in a full report and summarized in an Annual Report for 2002-3. During 2003-4 further consultations were undertaken but a decision was taken not to carry out a full Social Audit in future years, but to maintain a core reporting framework for key indicators.

### 7.2 Annual Report and Accounts

Trust Accounts are published for the previous financial year which runs April to March.

## 8. Monitoring and Evaluation

Implementation of the Trust's Access Policy is the responsibility of all staff monitored by the Trust's Senior Management Team. The Policy will be ratified by the Trust's Trustees and reviewed annually.

## 9. The relationship of the access policy to other policies and plans

### 9.1 The Trust's overall objectives are:

- to promote the conservation, protection and improvement of the physical, natural and built environment and heritage of Torbay and surrounding area
- to provide facilities in the interests of social welfare for recreation and leisure time occupation
- and to promote environmental education.

The Trust works to 10-year Strategic Plan and an annual Business Plan.

### 9.2 Other relevant policies are:

- Equal Opportunities Policy
- Volunteering Policy
- Health and Safety Policy
- Disciplinary Procedure

### 9.3 Development of Access Audits and Access Plans

Implementation of the Trust's Access Policy will be strongly influenced by the development of Access Plans for key Trust sites and the carrying out of Access Audits. So far this has been carried out only for Berry

Head as part of the Future Heritage Project. It is envisaged that an Access plan will be developed for the Occombe Farm Project and in the longer term for Cockington Country Park.

## Education Policy

### 1. Education Policy Statement

One of the Trust's core activities – along with conservation and providing recreation facilities – is environmental education. By education we mean all activities that are designed to raise people's awareness and understanding of their environment and heritage, including events, interpretation panels, Visitor Centres, talks, courses, guided walks and publications as well as work with schools, colleges and other educational establishments. This work permeates the whole of the Trust and in one way or another every member of staff engages in educational activity at some point. The Trust has a good reputation for its educational work and feedback from users is positive.

In 2001 Torbay Coast and Countryside Trust committed to a Strategic Plan that set out its priorities for the next 10 years. This was a broad-brush statement of intent and it has since been updated with detailed programmes and specific targets.

#### Our Mission Statement:

**To protect land, conserve nature and strengthen the bonds between people and the natural world of Torbay**

The educational aspects of the Trust's work fall under the second Strategic Aim from the Trust's Strategic Plan:

**S2. To communicate the importance of the natural world and our heritage and to encourage people to protect and care for their environment.**

Under this banner, we aim to work in the following ways:

#### i) Reconnection

To provide people with experiences that reconnect them to the natural world or to the past

#### ii) Sustainability

To encourage people to take positive action – either in their own homes, at work or in their leisure time – to protect the environment and their heritage for future generations

#### iii) Equality

To make sure that all sectors of society, whatever their ability, have equal opportunity to understand and enjoy our heritage

The following sites are the central points for our educational work:

- Cockington Country Park
- The Seashore Centre
- Berry Head National Nature Reserve
- Occombe Organic Farm

## **2. Background Issues**

### Lifelong Learning

There is now widespread recognition and Government support for the concept of lifelong learning. The Trust supports this through its volunteering programme, its training opportunities, the events programme and the interpretation at its sites. Lifelong learning should underpin all our educational initiatives.

### Basic Skills

Now called Skills for Life, the Government estimates some 7 million adults have a basic skills need and large amounts of money are being devoted to the problem. The Trust has a role to play as an employer, a volunteer organisation and a learning provider. We are participating with the Family Clubs Project which is a basic skills initiative from Torbay Community Education. We need to train staff and develop our links with local providers.

### Education for Sustainable Development

Although the Government published an Education for Sustainable Development (ESD) Strategy, *Learning to Last (L2L)* in February 2003 the need for this stretches much further back past Rio and Agenda 21. The Trust as a conservation organisation is fundamentally concerned with sustainable development, sustainable lifestyles and educating local people on the issues. The Edge, Heartwoods, Involve, Organic Garden and Small Change projects all address aspects of education for sustainable development. We need to continue this work and extend it in the local communities and in our work with schools through various curriculum areas.

### Citizenship

Now a National Curriculum subject, Citizenship offers the opportunity to address the issues of sustainable development and conservation. We need to continue to offer schools “activity week” type activities such as team building and orienteering and extend this.

### DDA, physical and intellectual access

There are over 8.7 million disabled people in the UK with many different types of disabilities. The Trust needs to address organisational, physical, sensory, intellectual, social, cultural and financial barriers to access taking into account the Disability Discrimination Act 1995.

### Social Inclusion agenda

The need to build more inclusive communities is now driving Government policy and funding. Torbay has areas of extreme deprivation with the associated problems. The Trust needs to take these in to account when designing and implementing educational initiatives. We try to ensure that we work with a wide range of schools and address their needs, for example we secured a grant to help fund transport for the more disadvantaged.

### Vocational Training

The Trust offers vocational training through the Kingfisher Project which offers fulltime 9 month work placements and various volunteering opportunities which offer non-formal learning opportunities. We need to offer accredited learning to volunteers and develop progression routes internally and with other learning providers.

### Widening Participation

This is essentially about access to learning and progression routes outside of mainstream provision. The Trust can play an important role here as a non-traditional learning provider with good community links. We need to continue to develop our volunteering programme and our links with partner organisations.

### Volunteering

The importance of volunteering is increasingly being recognised by government and the education sector, with initiatives such as The Experience Corps and Millennium Volunteers. The Trust’s Involve Project focuses on trying to develop the link between volunteering and learning. We need to build on this to increase the Trust’s capacity to offer meaningful volunteering and learning opportunities.

The National Curriculum

The Trust already has a very successful school visits programme and a wildlife awareness project The Edge. We need to build on the Schools Booklet to extend our work across the curriculum into areas such as Geography, History, Citizenship. We also need to examine the potential of working more with secondary schools at GCSE and A Level.

Outdoor Education

This has become a difficult area for schools to participate in and manage. The Trust has some experience in experiential learning activities and maybe able to extend this work. The conversion of Warren Barn to a residential camping barn also offers the potential for increased activity.

**3. SWOT Analysis**

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>Primary schools visits</li> <li>The Edge Project</li> <li>Variety of habitats</li> <li>Staff knowledge of sites</li> <li>Staff flexibility</li> <li>Seashore Centre facilities</li> <li>The Gamekeeper’s Cottage</li> <li>Involve workshop programme</li> <li>Cockington Resource Centre</li> <li>Links with Learning Partnership</li> <li>DFES Science Pilot Project</li> <li>Events Programme</li> <li>Volunteering programme</li> <li>Ambios Kingfisher Programme</li> <li>New Schools Booklet</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>Integration of activities can be poor</li> <li>Berry Head lacks a base for groups</li> <li>Interpretation mixed</li> <li>Need to update Visitor Centres</li> <li>Income from educational activities does not cover costs</li> <li>Staff lack teacher training</li> <li>Some staff lack of time</li> <li>Inconsistent quality of volunteering opportunities</li> <li>No accredited learning for volunteers</li> <li>No accredited environmental courses</li> <li>Not enough links with other local learning providers</li> <li>Transport links to Trust sites can be weak</li> <li>Few links with LEA</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>Oocombe Farm Project</li> <li>Cockington Restoration Plan</li> <li>Berry Head HLF Project</li> <li>DFES project</li> <li>Adult learning</li> <li>Green tourism</li> <li>Warren Barn residential centre</li> <li>Wildlife Recording Project</li> <li>Work with local groups</li> <li>Website</li> <li>Develop wider Curriculum links</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>Lack of Funding</li> <li>Short term funding</li> <li>Disjointed initiatives by other orgs</li> <li>Turnover of staff</li> </ul>

The Trust’s current provision of education is generally delivered along geographical lines, with individual site managers taking responsibility for all delivery within their areas. This has some benefits, because education is readily integrated with the rest of that site’s management. The disadvantage is that education provision across the Trust is not consistent. We now need to co-ordinate our educational work more effectively so that we can meet the challenge of these projects and continue to deliver an excellent service as the service grows.





## 4. Audiences

The audience for learning includes:

- School children
- Teachers
- Youth and community groups
- Trust Members
- The local population in Torbay
- Tourists
- Adult learners
- Volunteers
- Individuals with special needs
- Consumers
- Families
- People suffering from a range of disadvantage

These are targeted through:

- On-site interpretation
- Publications
- Website
- Public events
- Group visits to sites
- Courses and workshops

This is discussed in more detail in the Trust Access Policy and Trust Education Manual.

## 5. Education Strategy

		<b>Action</b>	<b>Who</b>	<b>Timeline</b>	<b>Funding</b>
5.1		<b>Develop work with schools and colleges</b>			
	5.1.1	Promote service to schools	Ed Staff	Termly	Core
	5.1.2	Develop educational resources for staff, teachers and pupils	Ed Staff		Core
	5.1.3	Offer Staff CPD opportunities	JMC		Core
	5.1.4	Develop a residential Outdoor Education Centre at Warren Barn	JMC	Jan 06	NOF
	5.1.5	Develop Ocombe Organic Farm Education Centre	JMC	Nov 05	Defra
	5.1.6	Extend activities across curriculum areas	Ed Staff		na
5.2		<b>Develop Adult and Community Learning activities</b>			
	5.2.1	Implement Trainee scheme through Kingfisher Project	JC		Ambios
	5.2.2	Provide work placements and other work-based training programmes for individuals	Site Managers		na
	5.2.3	Provide accredited learning opportunities	4 Seasons?		
	5.2.4	Offer volunteer learning opportunities	Site Staff		Core
	5.2.5	Develop Wildlife Recording Project	NS		EN
	5.2.6	Continue programme of talks and slideshows	Ed Staff		
	5.2.7	Promote	KF		Core
5.3		<b>Improve Educational Infra-structure</b>			
	5.3.1	Develop comprehensive public access strategies for all sites	DA		na
	5.3.2	Develop Education Centre at Ocombe	JMC	Nov 05	Defra
	5.3.3	Improve facilities at Berry Head	DA	2006	HLF
	5.3.4	Maintain educational space at Cockington in Gamekeepers	LB		na
	5.3.5	Provide educational equipment at main sites	JMC		Core
	5.3.6	Develop residential centre at Warren barn	JMC	Jan 06	NOF
5.4		<b>Develop Visitor Centres</b>			
	5.4.1	Improve Drake House	NS		
	5.4.2	Improve Berry Head Visitor Centre	SA	2006	HLF
	5.4.3	Cockington Visitor Centre	SB		
	5.4.4	Ocombe	JMC	Nov 05	Defra
5.5		<b>Improve Signs and Publications</b>			
	5.5.1	Develop Site Interpretation Plans at Cockington, Berry Head and for the marine environment	DA		
	5.5.2	Review public signing and upgrade at all sites	JC		
	5.5.3	Promote walking and cycling through publication / distribution of maps and guides	JMC	Winter 05	TC
	5.5.4	Publish heritage guides to key sites	DA		HLF
	5.5.5	Develop website	KF, JMC		Defra
	5.5.6	Further develop educational content of Grassroots	KF		
5.6		<b>Events Programme</b>			

5.6.1	Organise a programme of educational and recreational events throughout the year	KF, Ed Staff		
5.6.2	Encourage others to hold events at our sites where these correspond with our aims	KF		
5.6.3	Staffing	JC		
5.6.4	Bookings System	JT		
5.8	<b>Develop Green Tourism</b>			
5.8.1	Encourage, directly provide and coordinate events and opportunities for tourists to explore and understand the heritage of Torbay	KF, DA		
5.8.2	Provide a Green Tourist Information Centre at Ocombe Farm	JMC		
5.8.3	Directly promote, and encourage other agencies to promote Torbay's heritage as a key element in the marketing of the area	DA		Heritage Forumn
5.8.4	Develop geological tours on foot and by boat , linked to the Torbay Geopark	DA		
5.9	<b>Improve Systems</b>			
5.9.1	Develop central bookings system	JMC	2006	
5.9.2	Develop marketing of educational activites	JMC		
5.9.3	Evaluate educational activities	JMC		

## 6. Monitoring and Evaluation

### Trust Educational Visits

#### April 2002 - End of March 2003

	Cockington	Seashore Centre	Berry Head	Totals
no. of primary schools visits	19	31	24	74
no. of secondary schools and colleges visits	3	0	0	3
no. of youth groups visits	11	5	0	16
no. of community groups (16yrs - adult) visits	4	2	3	9
no. of Torbay Schools visits	19	21	6	46
Total no. of group visits	37	38	27	102
Youth Group Children	197	92	0	289
Community Group Adults	78	32	67	177
School Adults	0	273	12	285
School Students	1142	1125	711	2978
Total no. of participants	1417	1522	790	3729

#### April 2003 - End of March 2004

no. of primary schools visits	27	44	26	97
no. of secondary schools and colleges visits	5	1	0	6
no. of youth groups visits	7	11	0	18
no. of community groups (16yrs - adult) visits	3	1	1	5
no. of Torbay Schools visits	22	22	7	51
Total no. of group visits	42	57	27	126

Berry Head Conservation Management Plan – 2007-2017

Youth Group Children	111	163	0	274
Community Group Adults	28	0	6	34
School Adults	2	0	5	7
School Students	1486	1675	784	3945
Total no. of participants	1627	1838	795	4260

As well as collecting the above data all visiting Groups are given a feedback form to fill in. Consultations have also been carried out in relation to the Warren Barn project, the Berry Head Future Heritage Project, the Heartwoods Project and the Involve Project. The results of these are reported on in the Trust's Annual Report and used to improve the service.

## APPENDIX G

### DATABASE OF RESOURCES AND INFORMATION

#### **Archaeology / History**

Scheduled Ancient Monument designation

Berry Head Fort, An Archaeological Assessment, (1989) Pye and Timms, Exeter Archaeological Field Unit

Berry Head Fort, An Archaeological Survey, (1990) Pye and Slater, Exeter Archeological Field Unit

The Artillery Store, Berry Head Northern Fort, An Archaeological Watching Brief (2001) Dr P Armitage, Brixham Heritage Museum.

#### **Biodiversity**

SSSI designation

Torbay Wildlife Survey (1991) Devon Wildlife Trust.

Torbay Biodiversity Action Plan

Dispersal and Foraging Behaviour of Greater Horseshoe Bats at Berry Head (1999 ) Dr. R. Stebbings

Butterfly Transect Reports, Devon Branch Butterfly Conservation Society.

Micro Lepidoptera Reports, B Heckford.

Moth Reports, B. Henwood, Entomologists Gazette

Submission of data for the Seabird numbers and breeding success annual published report since 1994, collated by Joint Nature Conservation Committee

Winter Attendance of Guillemots at breeding colonies, Berry Head, N. Smallbones, Torbay Coast and Countryside Trust.

Feeding Areas for The Berry Head Guillemot Colony, K. Partridge 1983 Devon Birds Journal.

#### **Geology**

Atlas of The Berry Head Caves. C. Proctor (1987)

Sea Level Related Caves on Berry Head, C. Proctor (1988) Cave Research Journal.

A dated cave sediment record of Pleistocene transgressions on Berry Head, Proctor CJ and Smart PL in the *Journal of Quaternary Science* (1991) 6 (3)

#### **Landscape**

DCC 2004 Landscape Report

South Devon Area of Outstanding Beauty Management Plan

#### **Other research**

Reports on Recreation, Landscape, Invertebrates, Grazing options, Access Audit and Interpretation, commissioned by TCCT and carried out by Halcrow Environmental Ltd. in 2003-04