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5616

Glamorgan Heritage Coast Interpretation Strategy

Stage 2 FINAL report

for

Creative Rural Communities
Vale of Glamorgan Council

PLB Consulting Ltd

November 2013

Quality Management Interpretation Strategy – FINAL Report

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Vale of Glamorgan Council

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1 Introduction

1.1 Introduction

This Stage 2 report builds on the preliminary report submitted earlier this year as well as significant client feedback received over the summer. It encompasses the preliminary report main sections, which involved research and site audits undertaken by the PLB team. All other preliminary reporting has been edited and included as appendices to this report. The report follows the sites from east to west.

1.2 The Glamorgan Heritage Coast

The Glamorgan Heritage Coast (GHC) is a 14-mile stretch of coastline on the South Wales coast running through the county boundaries of Glamorgan and Bridgend. The recently created 'All Wales Coast Path' runs through the GHC and this is a particularly picturesque section of it. The GHC was among the first stretches of coast in the UK to be designated as a heritage coast when it was selected as a pilot project in the early 1970's. The area includes the most southerly point in Wales and includes sites with geological, ecological, archaeological and historical significance. The Vale of Glamorgan Council wishes to develop the coast's potential as a 'slow tourism' destination.

The purpose of this commission is to provide recommendations to help deliver an integrated approach to the delivery of interpretation and information about the Glamorgan Heritage Coast using a variety of methods, both traditional and innovative.

The intended outcomes of this study and report are to:

- Raise awareness of the heritage coast among local people and visitors
- Enable visitors, residents and businesses to identify where they are
- Enable those visitors to understand the area's special qualities and distinct local identity
- Positively promote the heritage coast and differentiate it from others

Ensure that the recommendations enable the interpretation to:

- Convey a sense of arrival and welcome
- Provide a consistent narrative and a clear sense of place
- Include physical and virtual interpretation, orientation and gateway features

Recommendations will be made under a three-tier structure as follows:

- Tier 1 – Basic provision up to an implementation cost of £70,000
- Tier 2 – Basic provision plus piloting new approaches up to a maximum cost of £120,000
- Tier 3 – Blue Sky approaches over and above the budgets identified

1.3 Scope of the Framework

The interpretive framework described and presented here should guide and inform all interpretive and signage activity on each of the respective sites, both within this project phase and any future development that may build on the schemes presented here.

This might include:

- Key principles of approach to signage position and style
- The level of / amount of information provided in any written, audio or visual form
- The development of any trails, leaflets and guidebooks
- Audio and audio-visual presentations
- Virtual media
- Any guided tours and talks
- Interpretation, orientation or directional graphic panels and installations
- Interactive elements and hands-on activity
- Any graphic styling, typography or illustrations

The key sites included in this study are as follows:

(Please refer to the map of audited sites appended to this report)

- The Leys at Aberthaw
- Cwm-Colhugh / Llantwit Major
- Nash Point & Lighthouse
- Monknash
- Dunraven Bay and Gardens
- Heritage Coast Centre – Dunraven
- Ogmere beach and castle
- Merthyr Mawr
- Newton Burrows at Porthcawl

Additionally, sites in between and on the visitor route were visited, these include:

- Wick village
- St Brides
- Plough & Harrow public house
- East and West gateway sites
- Major and minor road junctions

2 Messages and Topics

2.1 Refined Interpretive Messages

2.1.1 Introduction

The process of addressing how the messages will be used along the coast needs to consider first how those messages will be applied, how they will be used on the ground, and how they will be perceived by the visitor. Therefore, there is a need to consider how the visitor (and that includes locals who are 'visiting' coastal sites), will visit the Glamorgan Heritage Coast.

They could be broken down into broad categories as follows:

- People who will wish to walk the length of the heritage coast and may engage with much of the interpretation on site
- People who will walk much or all of the heritage coast but not engage fully with interpretation at many or any sites
- People who will visit individual sites, maybe more than one but not all, and who will engage with much of the interpretation on site
- People who will visit individual sites, maybe more than one but not all, but may not engage fully with interpretation at many or any sites

We can say that, at each site, visitors will wish to know or understand about the following:

- That they are on the heritage coast
- What the significance of the heritage coast is and why it is designated
- What is special about the place they are in
- What are the key stories about the place they are in and what to look out for
- How to get along the heritage coast and find other sites

Messages will be used in a variety of media, from site wide promotional material to site-specific media and tools. As such, they will need to work in many different forms. How they are applied to, for example, an information leaflet that may be in a tourist information centre in Bristol, will be different to how they are applied to a site specific walking leaflet for Ogmore beach. Therefore, the messages and sub-messages will be subtly different in application to 'site wide' media and to 'site specific media'.

For 'site wide' media, there should be messages about the heritage coast as a whole, but with reference to some of the site-specific significances that give the GHC its special character.

See also the diagrams on drawing numbers 5616-015 and 016

For 'site specific' media, the messages and topics need to be pertinent to each site, but should still carry the overarching message for the GHC so that there is a complete story with a set of site-specific messages at every site. So, refining the messages and sub-messages proposed in the preliminary report, we would apply the overarching message to each site and then interpret that site's stories through the three sub-messages. As some sites have more stories about the habitats, or the geology, or the people, the leading sub-message presented will vary from site to site as demonstrated in the section on 'applying messages on the ground' below.

2.1.2 Revised messages

The refined overarching main message for the Glamorgan Heritage Coast:

A Dramatic and Spectacular Landscape

The breathtaking landscape and unique character of the Glamorgan Heritage Coast is shaped by the power and the attraction of the sea

At each site, this message encompasses the following cross-cutting aspects:

Diversity – lots of people have been coming to this part of Wales and settling here for thousands of years, living with, and alongside a wide variety of wildlife habitats, rare species, sea birds, butterflies and plants in amongst a diverse array of dramatic land forms

The Power of the Sea – enjoy the sea and its beaches and cliffs, and understand the power it has to shape and form the land, to create breathtaking and beautiful landforms, to attract and inspire, but also be aware of its power to create danger – take care

Care for the Coast – enjoy the coast, but understand the impact that you have on the landscape and its inhabitants with every visit. Respect the needs and wishes of the local communities and landowners. Support local businesses. Take away what you shouldn't leave and leave what you shouldn't take!

These are the key stories to be interpreted along the coast and which provide continuity and connections between all the sites. They will be explored further through topics as appropriate at individual sites where relevant. Whilst some topics – such as bio-diversity and landscape are relevant at every site, other messages may be stronger at a given site.

The main message would encompass the following sub-messages, each of which have particular relevance to individual sites:

1. This living coast has supported local communities for millennia –
'A Living, Active Coast'
2. Discover the diversity of coastal landscapes and habitats in one spectacular coastline –
'A Diverse and Ancient Coastline'

3. Explore this coast of discovery, adventure, myth and legend – *'Inspiration, Discovery and Adventure'*

The sub messages are expressed and expanded upon as follows:

1 - 'A Living Active Coast'

This living coast has supported local communities for millennia

- **Settlers and raiders** - people have been coming to this part of Wales and settling here for thousands of years
- **Ports and shipping** – the medieval ports, sea trade, exports and imports, warfare
- **The Coast today** - people still live by the coast today, but they also come for its recreational and heritage value including the beach, coast walks and activities such as fishing, boating and surfing

2 - 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- **The power of the sea** – to shape and form the land, to create breathtaking and beautiful land forms, to attract and inspire, to create danger - lighthouses, shipwrecks and foghorns.
- **Rocks and fossils** – the geology of the GHC, Blue Liassic, Carboniferous Limestone, stories in the stones, rock pooling, shore platforms, spectacular scenery and memorable views.
- **Landscape and bio-diversity** – a diverse array of dramatic land forms, imposing cliffs, sandy beaches, sand dunes, grassland and flatlands supporting an array of habitats, rare species, sea birds, butterflies and plants, agriculture, food and fishing.

3 - 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- **Inspiration of the coast** - The impact of settlement on this coast is found in the cultural legacy rather than the structures left behind. The International Festival of storytelling, arts & crafts, painting and drawing, sculpture and poets. Lolo Morganwg, The Eisteddfod. Lawrence of Arabia, Dr Who, The International School at St Donats, St Donats Arts Centre.
- **Legends and heroes** – battles, ghosts, Marie Flanders, White Lady of Ogmere, Matilda of the Night. Legend of Sir Bedivere and King Arthur, The Mabinogion, Folk Tales.
- **Pirates, smugglers, raiders and wreckers** - John O'Neil, Sir Harry Stradling, Colin Dolphyn, Henry Stradling, the watchtower, Cap Coch, William de Londres, the New Inn at Merthyr Mawr, Packmen, murders, Vikings, Irish Raids, Battle of Llantwit, Robbers Run.

2.2 Applying the messages ‘on the ground’ at each site

2.2.1 Aberthaw:

Overarching message for Aberthaw: ‘A Dramatic and Spectacular Landscape’

The breath-taking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Aberthaw: ‘A Living Active Coast’

This living coast has supported local communities for millennia

- **Settlers and raiders** - people have been coming to this part of Wales and settling here for thousands of years
 - Vikings here in 1032 – driven back to their galleys – ‘Robber’s Run’ – escape route
 - 12th and 13th century battles on the Bristol Channel
 - WWII machine gun / tank traps
- **Ports and shipping** – the medieval ports, sea trade, exports and imports, tobacco warehouse. Machine gun emplacements and tank traps
 - History of the port - the 16th century port and harbour / Import and export
 - Wool / food exports including butter, wine, salt, dried fruits, leather
 - Coal exports to France in the 16th and 17th centuries
 - Limestone and sheep exported / Pebble limekilns – 1888 (40 tonnes per day)
 - 17th century trade with the West Indies – sugar and tobacco
 - 1636 – Tobacco warehouse built
 - 1813 – new harbour built for a larger number of vessels at all tides
 - The port declined by the 1840’s
 - The railways took trade from the ports and Aberthaw ceased as a port by WWII
- **The Coast today** - people still live by the coast today, but they also come for its recreational and heritage value including the beach, coast walks and activities such as fishing, boating and surfing
 - Start / End of GHC

2.2.2 Llantwit Major / Cwm Colhugh:

Overarching message for Llantwit: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Llantwit: 'A Living Active Coast'

This living coast has supported local communities for millennia

- **Settlers and raiders** - people have been coming to this part of Wales and settling here for thousands of years
 - Iron age people began to arrive in 500 BC / Iron Age hill-forts
 - Visitors came here by sea as it was too difficult overland
 - Earth works appeared and there was trade with the Veneti tribe of Brittany
 - Roman Port / Roman Villa / The Irish Raids of AD367 and the downfall of the Roman Villa
 - St Illtyd's Monastery was dominant at Llantwit Major – it spread Christianity along the coast
 - St Illtyd (5th / 6th century Welsh Saint)
 - Battle at Llantwit in 1100 AD – Welshmen laid the land to waste / Battle of Llantwit, 1597
 - Defeat of the Irish pirate John O'Neil is celebrated on the 3rd May
- **Ports and shipping** – the medieval ports, sea trade, exports and imports
 - This once important port was lost in the storms of the 16th century
 - This affected other ports in the region despite a short term increase in activity
- **The Coast today** - people still live by the coast today, but they also come for its recreational and heritage value including the beach, coast walks and activities such as fishing, boating and surfing
 - Links to St Donats, Nash Point and Llantwit Major via walks and trails

Sub-message 2 for Llantwit: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- **Rocks and Fossils**
 - The importance of Limestone and the formation of Blue Lias (Jurassic part of coast)

2.2.3 Nash Point and Lighthouse:

Overarching message for Nash Point: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Nash Point: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- **The power of the sea** – to shape and form the land, to create breath-taking and beautiful land forms, to attract and inspire, to create danger - lighthouses, shipwrecks and foghorns
 - Two lighthouses built in 1832 because of dangerous coast
 - The only lighthouse in the UK to hold a wedding license
 - Strong tidal currents attract certain types of fish – cod in the winter / bass in the summer
 - Coastal erosion / precarious coastline / ship wrecking and ship wrecks
- **Rocks and fossils** – the geology of the GHC, Blue Liassic, Carboniferous Limestone, stories in the stones, rock pooling, shore platforms, spectacular scenery and memorable views
 - Blue Liassic rock formations
 - Shore Platforms and Limestone Cliffs and Shale (Liassic)
 - Sandbanks / Glacial Valley
- **Landscape and bio-diversity** – a diverse array of dramatic land forms, imposing cliffs, sandy beaches, sand dunes, grassland and flatlands supporting an array of habitats, rare species, sea birds, butterflies and plants, agriculture, food and fishing
 - Sea birds and bird watching - Herring Gulls, Black headed Gulls, Jackdaws, Rooks
 - Peregrine Falcons and House Martins
 - Coastal Flowers – Pink Thrift, Blue Rock Sea Lavender found on the edge of the cliff
 - Wild carrot and cabbage, Woolly Thistle / Rare Tuberous Thistle
 - Change in direction of the coast – becomes rougher to the west

2.2.4 Monknash:

Overarching message for Monknash: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Monknash: 'A Living Active Coast'

This living coast has supported local communities for millennia

- Settlers and raiders / ports and shipping / the coast today
 - One of the largest monastic farms in Glamorgan
 - Small limestone kilns
 - Ruins of a corn mill
 - Walks to Southerndown, Dunraven Bay, Nash Point

Sub-message 2 for Monknash: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- Landscape and bio-diversity
 - Rare bats
 - Nature Reserve
 - Rock strata

Sub-message 3 for Monknash: 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- Pirates, smugglers, raiders and wreckers
 - Bodies of shipwreck victims 'rescued' by monks and buried at the Grange
 - Old Grange Ghosts

2.2.5 Dunraven:

Overarching message for Dunraven: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Dunraven: 'A Living Active Coast'

This living coast has supported local communities for millennia

- **Settlers and raiders / ports and shipping / the coast today**
 - Dunraven Castle
 - Iron Age Hill-Fort
 - Residence of the Princes of Siluria
 - Long line sea fishing
 - Walks to Ogmore
 - Rock Pooling
 - Dunraven Garden and Deer Park

Sub-message 2 for Dunraven: 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- **Legends and heroes / raiders and wreckers**
 - The 'Blue Lady' ghost
 - The legend of Sir Bedivere and King Arthur
 - Iestyn ap Gwrgan – the last native prince of Glamorgan
 - The Mabinogion
 - Walter Vaughan – ship wrecker

Sub-message 3 for Dunraven: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- **Rocks and fossils**
 - Fossils

2.2.6 Dunraven – Heritage Coast centre:

Overarching message for the HC Centre: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

The Heritage Coast Centre would contain all sub-messages in equal 'billing'.

1 - 'A Living Active Coast'

This living coast has supported local communities for millennia

- **Settlers and raiders** - people have been coming to this part of Wales and settling here for thousands of years
- **Ports and shipping** – the medieval ports, sea trade, exports and imports, warfare
- **The Coast today** - people still live by the coast today, but also come for its recreational and heritage value including the beach, coast walks and activities such as fishing, boating and surfing

2 - 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- **The power of the sea** – to shape and form the land, to create breath-taking and beautiful land forms, to attract and inspire, to create danger - lighthouses, shipwrecks and foghorns.
- **Rocks and fossils** – the geology of the GHC, Blue Liassic, Carboniferous Limestone, stories in the stones, rock pooling, shore platforms, spectacular scenery and memorable views.
- **Landscape and bio-diversity** – a diverse array of dramatic land forms, imposing cliffs, sandy beaches, sand dunes, grassland and flatlands supporting an array of habitats, rare species, sea birds, butterflies and plants, agriculture, food and fishing

3 - 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- **Inspiration of the coast** - The impact of settlement on this coast is found in the cultural legacy rather than the structures left behind. The International Festival of storytelling, arts & crafts, painting and drawing, sculpture and poets. Lolo Morganwg, The Eisteddfod. Lawrence of Arabia, Dr Who, The International School at St Donats, St Donats Arts Centre.
- **Legends and heroes** – battles, ghosts, Marie Flanders, White Lady of Ogmere, Matilda of the Night. Legend of Sir Bedivere and King Arthur, The Mabinogion, Folk Tales.

- **Pirates, smugglers, raiders and wreckers** - John O'Neil, Sir Harry Stradling, Colin Dolphyn, Henry Stradling, the watchtower, Cap Coch, William de Londres, the New Inn at Merthyr Mawr, Packmen, murders, Vikings, Irish Raids, battle of Llantwit, Robbers Run.

2.2.7 Ogmore-by-Sea:

Overarching message for Ogmore: 'A Dramatic and Spectacular Landscape'

The breath-taking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Ogmore: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- Rocks and fossils / landscape and bio-diversity
 - Carboniferous Limestone examples can be seen
 - Buildings of Sutton stone from Ogmore Quarry
 - Rare Fritillary butterfly
 - Walks on the common

Sub-message 2 for Ogmore: 'A Living Active Coast'

This living coast has supported local communities for millennia

- Settlers and raiders / ports and shipping / the coast today
 - 16th century trade
 - Ogmore Castle (1106) and the Stepping stones
 - Ogmore Castle's connections to Dunraven castle through Arnold Butler
 - Walks to Southerndown and to Merthyr Mawr and the sand dunes

Sub-message 3 for Ogmore: 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- Legends and Heroes / pirates and smugglers
 - The 'White Lady of Ogmore'
 - Mari Flanders
 - Smuggling

2.2.8 Merthyr Mawr / Newton Burrows:

Overarching message for Merthyr Mawr: 'A Dramatic and Spectacular Landscape'

The breathtaking landscape and unique character of the Glamorgan Heritage Coast has always been shaped by the power and the attraction of the sea

- *Diversity – people, landscape, habitats, and species*
- *Power of the Sea – power to shape the land, create beauty, inspiration and danger*
- *Care for the Coast – understand your own impact on the landscape*

Sub-message 1 for Merthyr Mawr: 'A Diverse and Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

- The power of the sea / landscape and bio-diversity
 - One third of all Welsh Flower species are found here
 - Meadows and woodland
 - Sand dune rejuvenation / habitat
 - 2nd highest sand dunes in Europe
 - Merthyr Mawr – a natural stopping point
 - SAC / SSSI / SAM
 - Contrast in landscape to elsewhere on the coast
 - Rabbit warrens

Sub-message 2 for Merthyr Mawr: 'A Living Active Coast'

This living coast has supported local communities for millennia

- Settlers and raiders / ports and shipping / the coast today
 - The Medieval port of Porthcawl
 - 16th century coal exports
 - Walks to Ogmores Castle, Newton Bay, Candleston Castle, Merthyr Mawr
 - Start / end of the GHC

Sub-message 3 for Merthyr Mawr: 'Inspiration, Discovery and Adventure'

Explore this coast of discovery, adventure, myth and legend

- Inspiration / pirates and smugglers
 - Lawrence of Arabia filmed here
 - The New Inn and its Innkeeper – Cap Coch
 - Smuggling, packmen, murder

3 Interpretive Media

3.1 Introduction

The proposed interpretive media for the GHC has been arranged in three Tiers with sub-sections for Tier 1. This is as follows:

- Tier 1 – Basic provision up to a maximum budget of £70,000
- Tier 2 – Piloting new approaches up to a maximum budget of £50,000 (£120,000 combined)
- Tier 3 – Blue Sky thinking – no budget constraint

See also drawing numbers 5616 – 05 to 014

Each ‘tier’ is described in the following pages:

4 Media – Tier 1 (basic provision)

4.1 Introduction

The following is a brief description of the media proposed for 'Tier 1' across the GHC in order to begin to develop a design and specification for budgeting purposes. This refers only to tier 1 and so contains only media within the 'basic' category with the intention of meeting objectives within an overall budget of £70,000. See drawing numbers 5616-005 to 016

4.1.1 GHC wide media

- New GHC web site
- GHC map artwork
- Branded welcome and information point leaflet holders for local businesses (B&Bs and shops to be decided)
- Training for Heritage Coast Ambassadors
- GHC leaflet

4.1.2 Aberthaw

- New welcome sign on end of power station wall
- Renewal and relocation of GHC welcome and information board

4.1.3 Llantwit / Cwm Colhugh

- Renewal and relocation of GHC welcome and information board
- Renewal and relocation of cliff walk and information board

4.1.4 Nash Point

- Junction at Marcross – refresh painted sign on end of gable
- Add new GHC information onto back of existing signs at start of path

4.1.5 Monknash

- New GHC welcome and arrival point (with land owner)

4.1.6 Dunraven

- New welcome and orientation / info point at picnic area
- Renew graphics at beach – only safety messages here
- New external sign at Heritage Coast Centre
- Minor refresh to internal entrance area at HC Centre

4.1.7 Ogmore

- New GHC welcome and arrival point at beach car park
- New GHC welcome and arrival point at castle and stepping stones

4.1.8 Merthyr Mawr / Newton Burrows

- No proposal under Tier 1

4.2 GHC wide media

4.2.1 GHC Web site – provisional description

A web site dedicated to the Glamorgan Heritage Coast would be beneficial to raise awareness and promote the area to wider audiences. The current web provision has been audited and summarised separately (see appendix G), and this is a recommended outcome of that audit. The web site needs to be easily found whether it stands as its own site, or is part of the council site with its own URL. If it is the latter, then it is important that the GHC site is at the top of any searches made for it.

The web site should:

- provide a first port of call for potential visitors to get information about the GHC and specifically how to find it, access it, visit it, understand and enjoy it, (including information on the accessibility of the coast.)
- provide an overview of the GHC and what sites can be visited and what they offer as well as what facilities are available on site such as toilets, refreshments and information
- provide access to apps, QR codes and maps (printable PDFs) as these are developed, that can be used prior to a visit or can be downloaded to a smart phone / device and taken on site.
- provide links to social media such as Facebook & Twitter for updating and commenting on activities, walks, local news etc. relevant to the communities along the GHC.
- be a link to and from other relevant websites such as the Vale of Glamorgan Council, Bridgend Council, Wales Coast Path, National Trust and Cadw sites as relevant as well as any local history or ramblers groups for example.
- enable any audio tours of the GHC to be downloaded as mp3 files or listened to on line
- provide information on guided walks with the Rangers
- provide information about beach safety, tides and hazards etc.
- include dedicated section on the Vale of Glamorgan Rangers and what they do

Management:

- At this stage it is difficult to say who would be responsible for managing the site, though it is possible that this could be done commercially through a web managing company, or through the Heritage Coast Centre manager or the council's existing web manager. Consultation should be entered into with the council's IT department.

Interface

- To include design of all pages to link to the graphic styling and branding for the GHC

4.2.2 GHC map artwork

A refresh of the map for the whole of the Glamorgan Heritage Coast would be undertaken to use across all media. This would be a fresh and clear visitor map showing clearly the following features:

- The designated heritage coast
- The key visitor sites
- Car parks
- Toilets
- Information points
- Cafes / shops on the GHC
- Visitor / information centres
- Footpaths
- A 'you are here' point

This would be used in the following ways:

- On the GHC web site
- On site welcome / orientation point graphics
- As a digital map for downloads
- In any leaflets created

4.2.3 Tactile map

Under the GHC info signs, a larger tactile map possibly etched into slate or timber could be added under Tier 3. This would be an enlarged scale map of the coast identifying the principal features and destinations and could be supported by audio either in situ via a solar powered unit, wind unit or via the downloadable audio trail.

4.2.4 Individual site maps and edits

At individual sites a variation of the map would be required that changes the position of the 'you are here' locator. Additionally, a 'zoom in', to the local area for each of the main sites would be required to highlight specific features and attractions such as exact position of toilets, footpath connections to coast path, entrances to properties or private land boundaries for example.

4.2.5 Maps required

- Whole GHC site map
 - Aberthaw site map
 - Llantwit Major / Cwm Colhugh
 - Nash Point
 - Monknash
 - Dunraven Bay and Estate
 - Ogmores-by-Sea

- Ogmore Castle / Merthyr Mawr
- Newton Burrows

4.2.6 Branded leaflet dispensers

A branded leaflet dispenser would be designed and manufactured to be rolled out to local businesses such as shops, cafes, B&Bs, hotels, post offices, pubs, camp sites etc. The intention is that these assist local businesses to become 'ambassadors' for the coast and help to raise awareness of the heritage coast through the presence of the name, brand and map at 'point of sale'. Within the boundary of the GHC there are a number of these sorts of businesses that carry leaflets and other information about the local area and attractions within it. Currently they are likely to be stored within a variety of different leaflet rack styles and materials and will be in a variety of states of condition. The idea is that these are replaced with the new GHC branded units. This project provides an opportunity to unify the message about the GHC and to ensure that all visitors to the area as well as locals who visit these places and pick up leaflets will have the GHC in their thoughts.

The units would comprise of:

- An acrylic leaflet holder capable of holding an agreed number and sizes of leaflets such as A5, A4 folded, A4 open etc.
- A map of the GHC showing a simplified map of the whole area, the coast path and the key destinations in the area
- A branded front panel carrying the GHC logo and colours along with contact information and a QR code to provide a link to the GHC web site

The units might be all of one size but it is possible that different businesses will have different requirements and size needs. If this is the case, then a series of design options would be required, maybe three varying sizes to enable businesses to select the type that is most suited to them. To roll this out, the client would take the design drawing and general specification and discuss this with the local businesses to see what level of take-up there would be. Example locations for these units to be rolled out are:

- Plough & Harrow Pub
- The village shop at Wick
- Llantwit Major Beach Café
- Llantwit Major Town Hall
- Nash Point Lighthouse, ground floor
- Ewenny Garden Centre and Ewenny Village Shop
- St Brides Fox & Hounds
- The Barn at West Farm, Southerndown
- The Three Golden Cups, Southerndown
- Heritage Coast Campsite, Monkash
- Pool Farm Shop, St Brides Major
- Slade Farm Shop, St Brides Major

- Horseshoes Pub, Marcross
- St Donats Arts Centre

Vale of Glamorgan Council tourism team would ensure that leaflet stocks are always maintained.

4.2.7 Training for Heritage Coast Ambassadors scheme

Creative Rural Communities have already carried out some work towards establishing an 'Ambassador' scheme, and to date have worked with 14 tourism businesses including:

- Accommodation, activity providers and pubs (to conduct 121 Sense of Place Audits)
- They have held one event to introduce the concept of 'Sense of Place' and to introduce the interpretation planning being carried out.
- Sixty eight people from a range of tourism providers attended and there were 7 guest speakers, 15 information tables, 3 workshops, locally inspired lunch, poetry performance and a Heritage Coast Arts Exhibition – followed by an Arts Open Evening where an additional 115 people attended.

Once the interpretation project is completed, it is anticipated that there will be an action plan put in place to let the Tourism Providers know where to access information and offer Ambassadorial training to develop an understanding of the key themes and stories. It is also anticipated that an online Sense of Place toolkit for tourism providers will be created to help them access information about the area and provide practical advice about how to integrate GHC messages into their everyday business.

To tie in with the above, a training programme would be undertaken to develop the 'Heritage Coast ambassadors' scheme further. This would involve setting up a additional training days at which people would learn the following:

- An understanding of the Heritage Coast and its significance
- Who uses / visits the heritage coast and for what reasons
- What information these people would benefit from knowing
- Behaviour on the GHC and how to positively affect it
- How to include positive messages about the GHC within day-to-day business activities

The training day would be aimed at people who are either likely to, or would like to, come into contact with GHC users and visitors. These might include shop keepers, pub landlords, café owners, B&B and camp site operators or attraction managers. It might also include people from the Ramblers Association, local historians, teachers, Guide and Scout leaders for example. Recruitment would be through a variety of means including social media, facebook and twitter sites for example that could be set up alongside the GHC web site, but also through word of mouth on the ground during walks and talks with Rangers, visitors coming into the Heritage Coast Centre and visiting any other 'hub' site.

The day would include workshops on key messages about the coast and interpretation of key topics and would involve a site visit to better understand and empathise with the spirit of the coast and sense of place. Ideally this would be run by an experienced member of the tourism team with one of the senior Rangers but could also involve part of the interpretation team to help communicate messages and outcomes.

Certain resources would need to be created such as:

- GHC information pack
- Maps
- Key messages to give out
- Copies of material to give to visitors

There would need to be some evaluation after each training session and each year to look at how successful the ambassador scheme has been / is, but the intended benefits and objectives are:

- an increase in visitor numbers
- an increase in spend per visitor
- an increase in use of local facilities and businesses

Local business incentive would include access to local / GHC resources such as contacts, photographs for use in publicity for example. Such a scheme has been successfully developed and implemented by the Durham Heritage Coast. Some time needs to be invested in putting this information and these resources together and making them available.

4.2.8 Glamorgan Heritage Coast leaflet

A new welcome and interpretation leaflet for the Glamorgan Heritage Coast would be created to provide the following:

- An overview of the whole GHC
- Map of the whole GHC
- Context map within Wales and the Wales Coast Path
- Introduction to the GHC and to Heritage Coasts in the UK
- Route finder for sites in the GHC
- Site specific information on the key sites in the GHC
- How long it takes to travel between the sites
- Access information regarding beaches and facilities
- Prohibitive messages regarding land ownerships
- Contact information
- Web site details

4.3 Aberthaw

4.3.1 New welcome sign on end of power station wall (site no. 4.1)

Some consultation and collaboration with NPower would be required to action this recommendation. A new sign would be created that sets a hierarchy of messages within the context of a welcome message. These messages would be along the following lines:

Welcome to Aberthaw on the Glamorgan Heritage Coast

To your right is the eastern end of the Heritage Coast

Please take care when enjoying this beautiful stretch of coastline and check tide times before setting out

To your left is the Aberthaw Power Station

This is a working power station, please take care and be aware of cooling water outfall disturbed water conditions and keep clear of danger.

Both the Npower and GHC logos would feature on this sign which would be attached directly to the concrete block at the end of the wall.

4.3.2 Renewal and relocation of GHC welcome and info board (site no. 4.2)

The present GHC panel in the blue lockable sign board attached to the concrete wall would be renewed to adopt a style that is more in-keeping with the vernacular of the Heritage Coast and use materials that are more appropriate. In terms of position, the current use of the wall makes the sign slope backwards. An independently mounted sign set forward from the wall would be more appropriate and more eye catching here.

The suggested style for this would be a (Type A) a double sign that presents two sets of information as follows:

Changeable section / information

- Overall welcome message to GHC
- Safety message about cliffs, cliff falls and dangerous tides and tide tables
- Notices / contact details for guided walks / walking routes highlighted
- Contact details for the Rangers for further information
- Any other notices that need to be updated on a regular basis
- Whole GHC map
- QR code for links to other resources / web site

- Tide tables

Permanent section / interpretation

- Overarching message about the GHC
- Sub-messages relating specifically to key topics about Aberthaw
- Photographic images as relevant
- Detail map of Aberthaw / Limpert Bay and footpath connections

This site is at the eastern end of the GHC and so a gateway or end / start point to mark this would be desirable here. The sign structure proposed above would be situated near to the existing sign so that work carried out in future stages, whether that is in Tier 1 or in Tier 3, would add to the structure through introducing sculpture, artwork etc. Combined with the Welcome sign at location 4.1, the idea would be to phase and 'grow' a feature that functions as a 'gateway'. (See drawing numbers 5616 – 006)

4.4 Llantwit / Cwm Colhugh

4.4.1 Renewal and relocation of GHC welcome and info board (site no. 5b)

There is an existing GHC information panel in the same format as the one at Aberthaw and carrying the same information. This is fixed to the side of the café to the left of the entrance door with the permission of the café owner who indicated that she would be happy to consider any ideas to enlarge or relocate this and any other panels on her property. The recommendation is to renew this information point in a similar style to that proposed for Aberthaw although an exact location will need to be selected at the design stage, as there are many possibilities. It is likely that this will need an independent support structure (as with Aberthaw).

Changeable and permanent information will be as at Aberthaw except for the site-specific information and interpretation being focussed on Llantwit. The suggested style for this would be Type A, a single but double sided sign.

4.4.2 Renewal and relocation of cliff walk panels (site no. 5b)

The existing boards are programmed for replacement. It has been suggested that this information is placed elsewhere to make it more accessible. The information (about walks from this point) does need to be near to the footpath start point. The recommendation is to re-locate the panels just to the right of the steps so that they are accessible from the level area of road behind the barrier. This can be done either by re-creating a new stone plinth, or by mounting the panels within steel, aluminium or oak supports. This would locate them nearby but accessible. A risk assessment would need to be undertaken regarding the new location. Currently there is no traffic movement here due to the recently introduced traffic barrier.

The old plinth can be used (future phase or tier 2) for an artistic installation as a welcome sign to Cwm Colhugh.

4.5 Nash Point

4.5.1 Road junction at Marcross (site no. 7.1)

This is a significant turning off point from the coast road to Nash Point & Lighthouse which is currently indicated by two signs, both of which face visitors who are travelling east.

The recommendation is to ‘freshen’ the sign for the ‘Glamorgan Heritage Coast’ that has been set into the gable wall of a house / cottage at the road junction at Marcross. This is currently faded and would be of benefit to people looking for Nash Point if it was re-painted or re-worked to improve the contrast.

4.5.2 Visitor signage at car park - cliff top and facilities (site no. 8.1)

There are two main existing signs that provide visitor information and interpretation. The main information sign (currently on the side of the kiosk) only provides information to people who are passing it and the interpretation sign faces away from visitors on approach and is in an awkward position.

The recommendation is to review the position of both of these signs. However, this is with consideration to the fact that consultation and agreement with the landowner has been entered into as well as that the interpretation sign is relatively recent. The proposal is to develop a design that rationalises the information here and includes the landowner’s prohibitive signage and places it in a location where it is visible and accessible.

The present information sign on the side of the kiosk would be replaced with a new GHC information board in the new style (Type B), while the interpretation board would be retained and additional information added to the rear (visitor facing) side. This would provide a ‘welcome to Nash Point’ message and incorporate prohibitive messages using positive language.

Changeable and permanent information will be as at Aberthaw and Llantwit except for the site-specific information and interpretation being focussed on Nash Point.

4.6 Monknash

4.6.1 New visitor welcome and info point (site no. 12)

There is currently limited, piecemeal and untidy signage at this site that has been mainly put here by the landowner. The proposal would be to collaborate with the landowner to provide a new information point here (Type B), that combined all messages of welcome, interpretation and prohibited messages. Information here should include:

Changeable section / information

- Overall welcome message to GHC and whole GHC map
- Prohibitive messages and safety messages about tides and the strong waves here
- Notices / contact details for guided walks / walking routes highlighted
- Contact details for the Rangers for further information and QR code for other resources

Permanent section / interpretation

- Over-arching message about the GHC
- Sub-messages relating specifically to key topics about Monknash
- Detailed map of Monknash and footpath connections to Nash Point / Dunraven

4.7 Dunraven Bay

4.7.1 Dunraven beach and car park (site no. 23.1)

The currently 'empty' plinth by the entrance to the beach and next to the site for the lifeguard hut is to be modified and used for beach safety messages (with interpretive messages relocated to the picnic site). The plinth should be modified or replaced to enable the panels placed there to be positioned vertically to make them more accessible, reduce the potential for vandalism and to better facilitate rain and snow run off / drainage.

A new graphic in durable material would be placed on the plinth that would provide the following information:

- A close up map of the area / beach with key footpath entry points and hazards highlighted
- Beach safety information and general warnings about the hazardous nature of the cliffs
- Lifeguard information and flag systems in operation
- Safe swimming and rip tide advice
- Where / how to get up to date tide times (ask the lifeguard / go to picnic area / use QR code)
- Surfing and body boarding safety
- Sun safety / use of inflatables / lost children etc.
- What to do if you get stung by a jellyfish

4.7.2 Interpretation point at picnic area (site no. 23.2)

The alternative location for interpretation (currently at site no. 23.2) will be at the edge of the existing picnic area that is, in effect, the junction between the Heritage Coast Centre and the entrance to Dunraven Estate. Here, new landscaping would be created in the picnic area that provides a safe information space away from vehicular movement. Visitors would access it through the existing opening in the wall. This would act as the main welcome and information point for Dunraven Bay. A new welcome sign and interpretation point (Type C), would signpost the beach, the Heritage Coast Centre and Dunraven Estate and Gardens. Changeable and permanent information will be as at Aberthaw, Llantwit and Nash Point except for the site-specific information and interpretation being focussed on Dunraven.

4.7.3 New welcome sign at entrance (site no. 26.1)

A simple refresh of the information presented on the outside of the Heritage Coast Centre adjacent to the door would help to present a more coherent and unified message about the HCC and the GHC and explain what it is about and what there is inside. This would be positioned adjacent the entrance door, possibly in place of the notice board which would be re-located to the beach welcome point.

4.7.4 Minor refresh of the interior welcome area (site no. 26.2)

As a preliminary stage to possibly revisiting the presentation of the whole centre, a minor refresh of the entrance area of the Heritage Coast Centre could be undertaken. This would involve the following work as a 'basic' change:

- A minor re-organisation of retail displays to make space for a 'welcome' message for the centre and the GHC.
- Tidy and utilise the small cupboard to the right of the reception area
- Tidy up the office that is visible through the glass screen and re-locate some of the office equipment away from direct view
- Put an 'Information' sign over the reception screen
- Consider removing the glass (with any valuables moved further back into the space)

The works above could be extended under Tier 1 (depending on available funds) as follows:

- Remove the reception and open the publicly accessible space to include what is currently the front office within the public area.
- Position a new reception desk centrally and with good visibility over the whole space – this would be easily seen as visitors enter the building
- Possible re-location of retail space within what is currently the front office area

Under the 'extended' works, there would be additional staffing implications as there would be a separation between the 'front of house' (visitor facing) member of staff and the back office / administrative duties. However, depending on space, design and job descriptions, the front of house member of staff can also be undertaking admin work, answering the phone etc. The advantage of re-positioning the desk in this way means that the staff member adopts a more welcoming position within the public space and can also manage and monitor activity and enquiries that are related to both retail and interpretation.

4.8 Ogmore-by-Sea

4.8.1 Ogmore beach and car park (site no. 28.1)

This is the most westerly point of the Heritage Coast within the Vale of Glamorgan Council boundary, and is a well-visited site. It has good visibility in terms of views of the coast and sea from here and any installations here can be seen from a wide area. It is, therefore, a good site for a welcome / gateway point to raise awareness of the Glamorgan Heritage Coast and Ogmore. The car parking here is extensive and there are a number of points at which information could be provided (and may be sought), though there are two primary points in particular:

1. The first point of call near the lifeguard station
2. The toilet block a little further down the car park heading south-east

A structure at location 1, would be similar to that proposed for the picnic area at Dunraven Bay (Type C), but may need to be larger to have a greater visual impact. This would include:

- A main structure using seasoned / weathered oak with bench seating
- A permanent interpretation panel for the GHC including area map
- A permanent interpretation panel for Ogmore's local significance including a map

4.8.2 Ogmore Castle and stepping stones (site no. 31.1)

There is currently no reference to the GHC at this location and no information for any visitors who may wish to use the car park or the stepping-stones. Therefore some level of information needs to be provided here along the same lines as other key sites using an independently mounted double sign (Type B), though it may need to be smaller with reduced visual impact due to the proximity of the Cadw site. Information here should include:

Changeable section / information

- Overall welcome message to GHC and whole GHC map
- Safety message about the stepping stones, rising tides and tide tables
- Notices / contact details for guided walks / walking routes highlighted
- Contact details for the Rangers for further information and QR code for other resources

Permanent section / interpretation

- Over-arching message about the GHC
- Sub-messages relating specifically to key topics about Aberthaw
- Detail map of Ogmore Castle and footpath connections to Merthyr Mawr / Newton Burrows

4.9 Merthyr Mawr / Newton Burrows

4.9.1 No proposals under Tier 1

5 Media – Tier 2 (piloting new approaches)

5.1 Introduction

The following is a brief description of the media proposed for 'Tier 2' across the GHC in order to begin to develop a design and specification for budgeting purposes. This refers only to Tier 2 and so contains only media within the 'piloting new approaches' category with the intention of meeting objectives within an overall budget of £50,000 (total £120,000).

5.1.1 All GHC

- Story-telling audio trail
- Live story telling
- Mobile beach interpretation units
- Accessible coast guide
- Geo-caching
- GHC Hubs (minor works and content)

5.1.2 Aberthaw

- Audio trail point

5.1.3 Llantwit / Cwm Colhugh

- Audio trail point
- Location for unmanned mobile beach interpretation unit (beach car park)

5.1.4 Nash Point

- Audio trail point
- Talking Telescope
- Exhibition / displays within former pig sty

5.1.5 Monknash

- New interpretation leaflet in collaboration with 'Plough & Harrow' pub

5.1.6 Dunraven

- Audio trail point
- Augmented Reality point

5.1.7 Ogmore

- Audio trail point
- Unmanned mobile beach interpretation unit

5.1.8 Ogmore Castle and Stepping Stones

- Audio trail point

5.1.9 Newton Burrows

- New welcome and orientation / info point in car park

5.2 GHC wide media

5.2.1 Story telling audio trail

A single audio trail would be produced for the GHC (accessed at specific locations along the coast.) The intention is for this to be perceived as one entity with a number of 'stops' or 'chapters' that are played at different locations. This will help as a vehicle for encouraging dispersal of visitors along the coast and raising awareness of the different sites and their individual characters. A selected number of 'stops' would be created within this project (piloting new approaches), and these could be added to at later dates, if successful, and if further funding is secured.

The audio files would eventually be accessed through an app created for the augmented reality, (Tier 3), but initially it would be accessed as follows:

- At home on the Glamorgan Heritage Coast web site
- On a smart phone – downloaded at home or scan the QR code on site (over 3G connection)
- By launching an app and enabling the audio trail content (Tier 3)

It would be GPS located and activated at the relevant locations along the coast. At this stage, six destinations have been identified, each providing a site-specific story or piece of interpretation, each lasting approximately 2 minutes in length.

The visitor or user of the GHC would arrive at any given site and follow the instructions on the fixed on site media and / or on their smart phones. At the appropriate locations they access the audio tours. As an additional layer, there could be an option of selecting from multiple tour strands to interpret different topics or items of interest and to include Welsh / English and a family trail aimed more at younger visitors. One 'story telling' trail has been allowed for but options include:

- A tour of the coast as seen through one of the coast rangers
- A trail aimed at general visitors and those with an interest in geology
- A trail aimed at younger visitors – age 7 to 12

Provisional 'stops' on the audio trail include:

- Aberthaw – tales of a tank trap builder
- Llantwit / Cwm Colhugh – the pirate, Harry Stradling
- Nash Point – an Old Grange ghost
- Dunraven – Sir Bedivere
- Ogmore-by-sea – The White Lady of Ogmore
- Ogmore Castle and stepping stones – Mari Flanders

5.2.2 Live story telling

CRC are currently developing a project under the heading 'coastal activities' and are inviting expressions of interest from people who may wish to set up various activities that could be piloted under Tier 2. This could tie in with the 'Ambassador' roles and would enable some training to be given to people so that they can deliver activities such as storytelling and story walks for example.

5.2.3 Mobile Beach Unit (one unit – roaming across multiple sites)

There are currently limited opportunities for all-weather interpretation and information provision along the heritage coast. This may improve over the coming years with the potential to collaborate on projects with Bridgend, the lifeguards and local businesses such as the café at Llantwit beach, for example. However, one key aspect of the brief is to raise awareness of the GHC among locals and visitors alike, and the introduction of a mobile beach interpretation unit as part of the 'piloting new approaches' strand is a good way to increase presence and increase understanding of this coastline.

Such a project has been undertaken further along the Welsh coast in Pembrokeshire, and with great success. The Pembrokeshire County Council and the Pembrokeshire Coast National Park Authority introduced such a unit in 2012 and have had a great response. From our consultation with Rebecca Evans of the Pembrokeshire Coast National Park Authority, the key facts are as follows:

- The trailer unit was acquired free of charge from the lifeguards as they no longer needed it
- It cost £12,000 to convert and to fit out
- The conversion included general fitting out of carpet, electrics, solar panel, ramp, lighting
- The information (exhibition) was included in this cost but was undertaken in-house
- It was originally intended to promote the lifeguard's blue and green flag for beaches scheme but also as a practical information point for general beach safety, do's and don't's, lifeguard information etc. It then extended its remit to deliver interpretation messages.
- Some information was interchangeable to work with the different venues that the unit was taken to
- The ramp is quite heavy but the unit can be taken to site, set up and manned by one person if required
- Some sites had high footfall or were outside a visitor centre or lifeguard hut, so the unit could be left unmanned in some places
- The trailer had exhibition panels on the inside and outside, leaflets and an audio visual about a journey along the coast. The sound from the AV acted as a good draw for passers by as they could hear it.
- The capacity of the 12' x 6' trailer was around 5 or 6 people comfortably, though 8 or 9 people could get inside as a maximum.
- The unit was operated from May to September and stored in a council lock-up over the winter.

- Following evaluation, other things that have been suggested are that they would like a bigger solar panel as the existing one drains power when the AV is in use. They would like to introduce fold-away items for setting up outside such as tables and chairs for consultations and childrens activities
- The team there (Jill and Rebecca) would be very happy for members of the GHC team to visit the mobile unit which is currently in store for the winter in Neyland in Pembrokeshire.
- They have only one unit

We propose that one of these units is created as a trial. It is more likely that one unit will be sufficient anyway, given that it is mobile and can be taken to a number of sites. From an operational point of view, we see it working as follows:

- The unit would be stored at the Heritage Coast Centre in Dunraven during the season and at the offices of Vale of Glamorgan Council in Barry over the winter.
- The unit would be towed to its location by a Range Rover by one of the Rangers
- It would only be deployed at locations at which it can be left unmanned for Tier 2 and at locations where it would be manned (Tier 3). If manned, then this would be by members of the Rangers and Leisure team unless it could be left unattended in some locations.

Good locations for the unit to be sited and left unmanned would be:

- Ogmores-by-Sea
- Llantwit beach
- Newton Burrows

Good locations for the unit to be sited and manned would be:

- Candleston Castle car park
- Llantwit town centre
- Aberthaw beach
- Dunraven Bay
- Ogmores Castle

We would suggest that a trailer is procured second-hand if possible but ensure it is in good working order and that the fitting out includes exhibition material such as internal graphics, external livery, leaflet racking, lighting, and possibly some AV content (though restrictions on space may preclude this). Other materials could include fold-away seating and tables, flags and banners, beach play equipment. Depending on the amount of storage here, it may be possible to hold some tracker packs here or just rock-pooling kits. The main objective of the unit would be to raise awareness of the GHC and encourage people to use and explore it with respect for wildlife and land owners, while ensuring that people are aware of health and safety risks.

5.2.4 GHC Hubs

The mobile beach unit will help to achieve one of the desired outcomes of this project: 'To establish and encourage a holistic approach to the delivery of messages and information about the GHC'. This can be further enhanced through the establishment of 'hubs' which would help to encourage people to become 'Heritage Coast Ambassadors' by building messages about the GHC

into existing business and leisure activities where relevant, (such as at Nash Point Lighthouse, B&B's, pubs and cafes etc.). It also means utilising space within existing buildings to raise awareness of the GHC generally at strategic locations where people already visit, and may look for information about the coast.

This leads to the establishment of 'hubs' – places where people can find introductory, orientational and interpretive messages about the Heritage Coast.

5.2.5 Accessible Coast guide

Coastal footpaths are not naturally physically accessible given that they follow the cliffs, up and down and cross very uneven terrain. This is true of the Glamorgan Heritage Coast but there are sections of the coast that are accessible with good views of the sea and cliffs. The proposal would be to launch an, 'accessible coast guide' and work towards improvements dedicated to enhancing those accessible sections of the GHC.

By 'physically accessible', we mean:

- Locations that can be driven to and have a car park that has (or has the potential for) disabled car-parking bays
- Has level access from the car parking area to cliff or beach views (or both)
- Has interpretation of the coast and paths within accessible reach of people with restricted mobility
- Has facilities such as toilets, café, other information
- Has access to mobility aids (such as the Heritage Coast Centre)

The promotion of an 'Accessible' coast will encourage development of other accessible 'sensory' media and approaches as part of the overall GHC offer. This includes the development of the web site, accessible coast app, audio guides with descriptive text and large print leaflets. Additionally, consideration can be given to providing alternative media in accessible locations for any aspects of the coast that cannot be accessed. This might include, tactile objects, models, placing rocks and fossils in easy access areas, audio-visuals, augmented reality on line and other on line resources. The development of GHC hubs will also enable the coast to be 'experienced' away from the cliffs and beaches.

It is important not to raise expectations through this initiative. Some coast paths (including the coast path to the West of Porthcawl) have accessible board walks which currently the GHC does not have. The emphasis must be on explaining what parts of the GHC can be enjoyed and appreciated by people with restricted mobility or sensory impairments and where to go to find them. This would make it clear where these locations are, and how far apart they are in distance and time and what facilities are available. It must be clear that the GHC is not a fully accessible designated area, but the establishment of this principal will help people to make decisions about visiting and encourage steady improvements to landscaping and media over the coming years.

From our site audits, the accessible sections of the GHC that meet some or all of the above are:

- Cwm Colhugh / Llantwit beach
 - Car park
 - Level access to café
 - Potential for level access to interpretation¹
 - Can gain good views of beach and cliffs from level accessible areas
- Nash Point
 - Car park at cliff top
 - Level access along cliff top and to lighthouse exterior
 - Level access to facilities inc. kiosk
 - Potential for level access to interpretation²
 - Can gain good views of cliffs and sea from level accessible areas
- Dunraven Bay and Estate
 - Car park at cliff top and at beach and level access from car park to beach views
 - Level access to facilities inc. kiosk and level access to interpretation / information
 - Can gain good views of cliffs, beach and sea from level accessible areas
 - Level access to Heritage Coast Centre with mobility scooter hire available
 - Level access through Dunraven Gardens
 - Reasonably level from gardens to cliff path – excellent views of shore platforms³
- Ogmere-by-Sea
 - Car parks at beach / along coast path with level access from car park to beach views
 - Level access to facilities inc. kiosk and toilets and level access to information
 - Level access to good section of the coast footpath
 - Can gain good views of beach and sea from level accessible areas
- Newton Burrows
 - Car parks at beach and along coast path
 - Level access from car park to beach views
 - Level access to existing interpretation / information
 - Reasonably level access to good section of the coast footpath⁴
 - Can gain good views of beach and sea from level accessible areas

A landscaping study may be required as well as an access audit

¹ Could be easily improved

² Could be easily improved

³ Could be easily improved

⁴ Could be easily improved

Whilst other heritage coastlines do also have accessible sections, no one really promotes it or highlights which sections are accessible. The Glamorgan Heritage Coast can be one of the Heritage Coasts of England and Wales that actively promotes this and provides tools and information for visitors to make the most of it. An access audit would be required to implement this.

Tools would / may include:

- Additional info on welcome / info points to highlight accessible sections of GHC (Tier 1)
- QR code on new panels to access information on web site (Tier 1)
- A guide leaflet and map (Tier 2)
- Minor improvement works to parking areas (Tier 3)
- Minor improvement works to footpaths (Tier 3)
- Creation of an 'Accessible GHC' app / guide (Tier 3) – and inclusion on website

5.2.6 Geo-caching

A Geo-caching community already exists in South Wales and is active on the Glamorgan Heritage Coast. The following is an extract from the Geo-caching Wales web site:

<http://www.geocachingwales.com/index.html>

“Geocaching Wales was established on February 11th 2008 with help from the Welsh Assembly Government and the aim was to establish an information source for ordinary people wanting to get into this fascinating and rewarding hobby.

Geo-caching is an international sport based around the idea of a treasure hunt with high tech assistance. Participants use a Global Positioning Satellite receiver or other navigational techniques to find small interesting containers called "Geo-caches", usually hidden in out-of-the-way places in scenic or interesting locations outdoors. These have been put in place by fellow enthusiasts, who then publish the details on the web so that other people can find them.

A geo-cache is usually a waterproof plastic box containing - at the very minimum - a log-book and pen for visitors to record their visit. Caches often also contain other small trinkets or gifts initially placed there by the creator of the cache.

To find a cache, a participant will usually visit a website such as www.geocaching.com which contains a database of caches that have been placed by other users. You can find details of caches listed by geographical region or in your local postcode area. Geocaching Wales specifically focuses on caches in the Principality.

These details can be an explicit grid reference, which can be programmed directly into a player's GPS, or a series of cryptic clues to give the experience a more challenging feel. Sometimes these coordinates lead to one of a series of caches with a set of clues to the next site. Once they have found a cache, players will often write a diary entry on the sites relating the fun they had finding it and a photo of themselves nearby, creating a community feel among players.

Users are also free to submit to the site details of caches that they have prepared themselves. The sites give helpful advice on what sort of container to use, and any legal issues arising from placing a cache on public land.”

For an example of one cache and how the system works go to:

http://www.geocaching.com/geocache/GC475MC_bow-of-destiny

The geo-cache site already carries information about sites on the GHC. The proposal would be to talk to this geo-caching community about making links to the GHC web site and encouraging further interpretational messages to be delivered and left through geo-caching which would tie in with the messages and topics and help to further raise awareness about its significance. There may be potential to create a community project around creating a new geocache for the GHC.

5.3 Aberthaw

5.3.1 Audio Trail (site no. 4.1)

At the eastern end of the GHC, the downloadable audio trail would be accessed via smart phone, either from home or by using the information on the fixed interpretation on site such as the QR code or web site address.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Aberthaw on the Glamorgan Heritage Coast
- You are at the eastern end of this dramatic and spectacular landscape that has been shaped by the power of the sea over millennia
- The Glamorgan Heritage Coast is 14 miles long and stretches from here to Porthcawl in the west and you are at the most southerly point in Wales

Storytelling trail:

- The story of 'Robbers Run' and how, in 1032, the Vikings were driven back to their galleys after making an unsuccessful raid on the coast here.

Other site specific messages for other trail options under Tier 3:

- That this used to be a busy port in the 16th century with a harbour and that exports included wool, butter, wine, salt and coal as well as limestone and sheep. The port declined by the 1840's and was gone altogether by the time WWII broke out.
- The coast is also an important habitat for wildlife including plants, birds and fish and this is a popular site for fishermen because warm water from the power station attracts cod to these waters. The rare 'Hemp Nettle' grows here too and this is the only place in Wales where it can be found.
- Information on where the coast path can be accessed and how long it will take to walk to the next destination along the GHC.

5.4 Llantwit / Cwm Colhugh

5.4.1 Audio Trail (site no. 5b)

As with other sites, the downloadable audio trail would be accessed via smart phone, or by using the information on the fixed interpretation on site either here, or at another site.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Cwm Colhugh on the Glamorgan Heritage Coast
- This is a dramatic and spectacular landscape that has been shaped by the power of the sea over millennia
- The Glamorgan Heritage Coast is 14 miles long and runs from here to Porthcawl in the west and to Aberthaw in the east

Storytelling trail:

- The story of pirates and ship wreckers and the defeat of the Irish pirate John O'Neil and how this event is still celebrated each year on May 3rd.
- The story of Sir Harry Stradling, the pirate caught and buried up to his neck in the sand at Tresilian Bay

Other site specific messages for other trail options under Tier 3:

- This coast has been an attraction for both settlers and raiders for over 2000 years and a number of hill forts once peppered these cliffs and headlands. The first known settlers were Iron Age people around 500 BC and they would have engaged in early trade with people in Brittany. There is also evidence of Roman settlement as well as a monastery established in the 5th century by St Illtyd who was successful in spreading Christianity along this coast.
- This is an important geological site. This is the Jurassic part of the Heritage Coast and is significant for the formations of 'blue lias stone' here. If you look out to the cliffs and beaches, you will notice the high cliffs and stony beaches, and if you look further out to sea you might be able to see the fish traps known as the 'Black Boys'.
- Information on where the coast path can be accessed and how long it will take to walk to the next destination along the GHC.

5.5 Nash Point

5.5.1 Audio Trail (site no. 8.1)

As with other sites, the downloadable audio trail would be accessed via smart phone, or by using the information on the fixed interpretation on site either here, or at another site.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Nash Point on the Glamorgan Heritage Coast
- This is a dramatic and spectacular landscape that has been shaped by the power of the sea over millennia
- The Glamorgan Heritage Coast is 14 miles long and runs from here to Porthcawl in the west and to Aberthaw in the east

Storytelling trail:

- Tales of the Old Grange ghosts at Monknash

Other site specific messages for other trail options under Tier 3:

- This coast has been shaped by the sea and is now famous for its breathtaking views which can be seen from the cliff tops or from the beach. Here, iconic views of the headland can be seen and sunsets and sunrises are particularly spectacular.
- This is a particularly dangerous coast with strong tidal currents and is renowned for ship wrecks. If you walk south along the coast path, you will come to Nash Point Lighthouse, built here over 175 years ago to watch over the ships as they navigate the entrance to the Bristol Channel. If you look out to sea, you may see tankers and cargo ships on their way in and out of the Channel.
- It's a great place to come bird watching and if you are lucky, you may see herring gulls, black headed gulls, jackdaws and rooks, peregrine falcons and house martins.
- The rare 'Tuberus Thistle' can be seen here on the cliff tops – look for a (describe plant), as well as a number of flowers that are special to the coast such as Pink Thrift, Blue Rock Sea lavender and Woolly Thistle.

5.5.2 Interpretation in Pig Stys (site no. 9.1)

- There are two pig stys within the grounds to the lighthouse – by the side of the path leading to / from the light house. Within this 'Tier', access to the two small pig stys would be allowed and the spaces would be fitted out with low key interpretation to interpret topics as identified within the topics and messages section.

- Media could include a mix of graphics, audio and hands on activities, items to handle etc. within two of the key topic strands which might be: 'The power of the sea' and 'landscape and diversity'. Security will need to be considered however when looking at content.

5.5.3 Talking telescope (site no. 9.2)

Talking telescopes add a further dimension to the enjoyment and understanding of the coast. They can be used to view points of interest on land or out to sea and have a very broad focal range.

Topics for interpretation could therefore include:

- Wildlife – looking at nesting, flying or wading birds
- Geology – close up views on rock formations
- Real time – views of ships in the Bristol Channel

These telescopes have been discussed with 'Tourist Telescopes' of Winchester who are the UK's leading telescope manufacturer and developed the unique Talking Telescope over 10 years ago. They have been installed into many of the UK's top tourist attractions including the Royal Observatory at Greenwich, Greenwich Royal Park, Tower Bridge and Lands End as well as castles, zoos, museums, historic houses and seafront promenades.

- They provide an interpretation of the view beyond the capabilities of other normal telescopes.
- They can give the public the opportunity to have a closer look at the views whilst being able to listen to a quality 90-second (200 word) commentary about geographical features, historic properties, wildlife and conservation issues.
- The telescopes are operated using long life rechargeable batteries so can be sited anywhere.
- The coin mechanisms take multiple coins & can have an extended view option increasing the vend price opportunity. (50p per view / £1 per extended view) If the client purchases the telescope, then they keep the takings. There is an option to lease the telescopes instead.
- The telescope can be programmed to provide different commentaries or languages. Cost per extra language button £250.00.
- These robust telescopes are fully galvanised and powder coated to top EU standards and Talking Telescopes have researched the best, most up to date products available to ensure the telescopes are as robust as possible. Standard RAL colours are available but GHC branding can be used.
- Provide longevity.
- The head of the telescope can be easily removed for winter storage.
- 12 x 50 fixed optics as standard – from 100 metres to infinity is in focus
- Approx. height to eyepiece – 1450mm
- Internal & external fixing points

The telescopes should be mounted onto solid concrete bases (minimum 60cm cube base area). The telescopes can be used as a template to mark the fixing holes. The holes can be drilled & M10 rawl bolts or similar (purchased locally) can be used to secure the telescope. The telescopes are sent on pallets & ready to install. This would be something that could be installed by the Ranger team providing a concrete or solid decking base was in-situ. Talking Telescopes have two telescopes currently in Cardiff Bay if the client team wish to see them in-situ.

5.6 Monknash

5.6.1 Leaflet at the Plough & Harrow Pub (site no. 14.1)

The pub landlord has produced a leaflet about the history of the Grange and the pub and these are available on the tables in the pub for people to read while they eat and drink. The leaflet makes no reference to the Glamorgan Heritage Coast, however, and there is an opportunity to form a partnership with the pub to renew the leaflet and incorporate key messages about the GHC. This would include an overview of the Heritage Coast, a map showing how to get there from the pub and then set the stories of the Grange within the context of the wider area. The proposal is that a new leaflet would be developed with the pub, but the initial design and print run paid for out of this project with any re-print costs being paid for by the pub.

5.7 Dunraven Bay

5.7.1 Audio Trail (site no. 23.2)

As with other sites, the downloadable audio trail would be accessed via smart phone, or by using the information on the fixed interpretation on site either here, or at another site.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Dunraven Bay on the Glamorgan Heritage Coast
- This is a dramatic and spectacular landscape that has been shaped by the power of the sea over millennia
- The Glamorgan Heritage Coast is 14 miles long and runs from here to Porthcawl in the west and to Aberthaw in the east

Storytelling trail:

- Tales of the legend of Sir Bedivere and King Arthur

Other site specific messages for other trail options under Tier 3:

- These cliffs have been formed from Carboniferous limestone and many fossils can be found here. If you walk through the Dunraven Estate and follow the footpath to the cliff tops you will be rewarded with some of the most spectacular views in Wales. The high cliffs look down over the amazing 'shore platforms' that form one of the most iconic views on the GHC.
- Dunraven Castle once stood within the grounds of the Estate but was demolished in 1963 by the owner of the house (apparently) to avoid paying taxes due on the property. Now, all that is left are the gardens.
- The cliff top was once the site of an Iron Age hill fort

5.7.2 Augmented Reality (site no. 24.1)

A trial of an augmented reality presentation (AR) would be created for this site. The exact site would be decided but options include the Iron Age Hill Fort at Dunraven or Dunraven Castle. Visitors would be able to download a temporary app (facilitated through the contractor) onto their smart phone and then access the AR. This would present a 3D model of the 'asset' (the building or structure), and place it via GPS in real time and place so that it 'appears' in front of the viewer (when viewed through the screen of their device). Because it is a 3D model and placed by GPS, the model is always there but can only be seen when viewed through a device with the app loaded. It can be seen from any distance or viewpoint and would change as the viewer's relative position to it changed (i.e. you can walk around it and see it from the other sides). The AR can be just the model, but additional features can be added such as sound and 'hot spots' that provide interpretive messages and information. For this pilot stage, the costs would enable both platforms (i-phone and Android) to access the app and AR.

5.8 Ogmore-by-Sea

5.8.1 Audio Trail (site no. 28.1)

As with other sites, the downloadable audio trail would be accessed via smart phone, or by using the information on the fixed interpretation on site either here, or at another site.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Ogmore-by-Sea on the Glamorgan Heritage Coast
- This is a dramatic and spectacular landscape that has been shaped by the power of the sea over millenia
- The Glamorgan Heritage Coast is 14 miles long and runs from here to Porthcawl in the west and to Aberthaw in the east

Storytelling trail:

- The story of the 'White Lady of Ogmore'
- Tales of the Princes of Siluria

Other site specific messages for other trail options under Tier 3:

- This part of the coast is much flatter than elsewhere and not as dramatic, but it is a very important place for wildlife. This is a great place to see the diversity of the Heritage Coast with the dunes to the west, the cliffs to the east and the common inland. The sand dunes are the second highest sand dunes in Europe and are a site of scientific interest. If you take a walk over the common, you may be lucky enough to see the rare Fritillary Butterfly among the sheep that are grazing here.
- If you take a walk along the coast you will be able to see examples of the Carboniferous Limestone that make up much of the cliffs and shore platforms. As with other parts of this coast, Ogmore was once important for trade during the 16th century, and many of the buildings here are of local Sutton stone from the Ogmore Quarry.

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5.9 Ogmore Castle and Stepping Stones

5.9.1 Audio Trail (site no. 31.1)

As with other sites, the downloadable audio trail would be accessed via smart phone or by using the information on the fixed interpretation on site either here, or at another site.

Messages covered briefly within this audio trail point include:

General messages:

- Welcome to Ogmore Castle on the Glamorgan Heritage Coast
- This is a dramatic and spectacular landscape that has been shaped by the power of the sea over millennia
- The Glamorgan Heritage Coast is 14 miles long and runs from here to Porthcawl in the west and to Aberthaw in the east

Story telling trail:

- The story of Arnold Butler and connections to Dunraven Estate
- The New Inn and its Innkeeper – the infamous freedom fighter - Cap Coch, smuggling, packmen and murder
- Mari Flanders

Other site specific messages for other trail options under Tier 3:

- You are standing on the banks of the River Ewenny, which flows through the Merthyr Mawr Nature Reserve and into the Bristol Channel. It was an important fording place for South Wales, hence the presence of the Castle (built in the 12th century) and the stepping-stones.
- You can walk from here through the dunes to Newton Burrows, which is the western most end of the Heritage Coast. Please take care though, as this river is tidal and at high tides, the stepping-stones are not passable. The walk will take you through Merthyr Mawr and Candleston Castle and this area is scheduled area of conservation. This is the best place on this coastline to see and experience natural history. There are many rare and wild plants here and incredibly, one third of all types of Welsh flowers are found in these dunes. If you walk over to Newton Burrows, look out for the rabbit warrens from which the place takes its name.

5.10 Newton Burrows

5.10.1 Interpretation point at picnic area (site no. 39.1)

The proposal is to include a new welcome point for Newton Burrows as part of the 'piloting new approaches' strand because of the current perceived lack of any joint activity between the two authorities (Bridgend and Glamorgan) on interpretation provision for the GHC. As such, any venture of this kind would be new ground and so this is one way to test that relationship.

There are a number of potential sites for this within the main car park area, and these need to be looked at more closely to select the best location. A new landscaped area could be created, but there is plenty of hard standing so this may not be necessary. This unit would be created as a new signage point using the design style established at other sites and would act as the main welcome and information point for Newton Burrows and the western most end of the Heritage Coast, signposting the beach, the dunes and the walks from here to Ogmere in one direction and along the Bridgend coast path in the other. Changeable and permanent information will be as at Aberthaw, Llantwit and Nash Point except for the site-specific information and interpretation being focussed on Newton Burrows.

5.10.2 Newton Burrows sea front (site no. 39.1)

None of the existing interpretation at this site references the Glamorgan Heritage Coast, but this part of the GHC is within the Bridgend County Council boundary. As such, any interventions here would need to be in collaboration with and with the full support of Bridgend.

The proposal is to create (with Bridgend) a welcome / orientation point to mark the western end of the Glamorgan Heritage Coast. This would be created using seasoned / weathered oak as with other sites with the ability to add in a slate map of the coast at a later stage. The size and content would need to be determined through consultation with Bridgend but the proposal would be for something similar to that located at Aberthaw.

Content would include:

Changeable section / information

- Overall welcome message to GHC and whole GHC map
- Safety messages about the coast, dangerous tides and tide tables
- Notices / contact details for guided walks / walking routes highlighted
- Contact details for the Rangers for further information and QR code for other resources

Permanent section / interpretation

- Over-arching message about the GHC
- Sub-messages relating specifically to key topics about Newton Burrows

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- Detailed map of Newton Burrows area and footpath connections to Merthyr Mawr / Ogmore

6 Media – Tier 3 (blue sky)

6.1 Introduction

The following is a brief description of the media proposed for 'Tier 3' across the GHC in order to begin to develop a design and specification for budgeting purposes. This refers only to Tier 3 and so contains only media within the 'blue sky' category with the intention of suggesting more ambitious ideas that are not budget led.

6.1.1 All GHC

- Accessible GHC (creation of an app / minor footpath improvements)
- Major landscaping to create better impressions at key sites / re-align visitor arrival and welcome points
- Further investment into the development of the GHC web site
- GHC hubs (major developments)
- Additional audio tour layers

6.1.2 Aberthaw

- Augmented Reality of key characters
- Conversion of old cottage as GHC welcome and info / exhibition centre
- Public artworks to celebrate the GHC start / end point
- Mobile beach unit (manned)

6.1.3 Llantwit / Cwm Colhugh

- Augmented Reality of key characters
- Talking telescope
- Improved landscaping to car park and arrival points
- Public artworks to celebrate the GHC
- Mobile beach unit (manned)

6.1.4 Nash Point

- Augmented Reality of key characters

6.1.5 Dunraven

- Augmented Reality of key characters
- Re-design interior spaces, welcome, interpretation, retail, office etc.

- Mobile beach unit (manned)

6.1.6 Ogmore

- Collaboration with life guard unit to provide some internal interpretation within any new building
- Public artworks to celebrate the GHC

6.1.7 Ogmore Castle and Stepping Stones

- Augmented Reality of key characters
- Augmented Reality of Ogmore Castle
- Mobile beach unit (manned)

6.1.8 Merthyr Mawr / Newton Burrows

- Augmented Reality of key characters
- Mobile beach unit (manned)
- Public artworks to celebrate the GHC

6.2 GHC wide media

6.2.1 Accessible GHC app

The launch of the 'Accessible GHC' has been described in Tier 2. With further investment, an app could be created to enable users of the Heritage Coast to download an app that provides them with all the resources they need to enjoy a fuller (accessible) experience of the GHC.

This could include:

- Audio files to describe accessible sections of the coast
- Audio descriptions of views
- Audio interpretation of key topics
- Interactive map of the Heritage Coast showing accessible areas and how to get there
- Audio and large visual information regarding walking distances and times
- Updates on information
- Audio tide tables (but would need to be regularly updated)

6.2.2 Accessible GHC – minor footpath improvements

Improvements may include:

- Sections of the coast path and localised access to facilities generally to be improved where possible. This includes minor works required to improve accessibility of paths at:
 - Ogmores beach
 - Newton Burrows
 - The path from Dunraven Gardens to the cliff views
 - Footpath improvements around the entrance area to the shop and café at Llantwit beach
 - Filling of pot holes generally (with landowner collaboration) at the car parks at Aberthaw and Monkfish

6.2.3 Further improvements to GHC web site

Improvements may include facilitation of the following:

- To provide an active and growing archive of photographs and historical record about the GHC that can be viewed and contributed to
- To enable any films / audio-visuals that may be developed for the GHC to be watched on line
- To enable any augmented reality content for sites along the GHC to be viewed on-line
- To provide a section on bookings for group talks, schools and other educational visits
- To provide a bookings system for on-line bookings for the Bunk Barn

6.2.4 Additional layers to the GHC audio trail

Expanded interpretive content added as described at section 5.

6.3 Aberthaw

6.3.1 Augmented Reality of key characters

There are some good stories at this site that would lend themselves well to the creation of story telling characters that could be brought to life through augmented reality. One such story tells of the landing of Vikings at Aberthaw in the time of Lord Cynon of Aberthaw (about 1032) where they were gradually driven back to their galleys. The name 'Robbers Run' in Aberthaw was said to mark their escape route in 1032. A character that could be brought to life might be one of the Viking raiders who tells his story of how he sailed to Wales in his long ship and expected an easier time than he got before he was repelled by the locals.

6.3.2 Conversion of old cottage into GHC info centre

This would be impractical to undertake within Tiers 1 or 2 as it might be considered an ambitious project. However, if the landowner was agreeable, then this project could significantly raise the profile of the Glamorgan Heritage Coast and mark the eastern end of the designated area.

The proposal would be to undertake the following:

1. Make initial enquiries with the landowner regarding a sensitive and appropriate renovation of the building to be used as an interpretation shelter
2. Deploy the mobile beach interpretation point at Aberthaw for a trial period to see what sort of use / levels of interest it gets

If the results of tasks 1 and 2 above are promising, then:

3. Develop an outline scheme for the renovation of the building and the creation of a permanent interpretation shelter
4. Seek costs on the scheme
5. If funding becomes available and agreements with the landowner are in place, then implement the project

The scheme would provide the following:

- A permanent and weather proof building with access for visitors to this site
- Shelter for eating packed lunches
- A toilet
- Information point and contact numbers for Rangers and coastguard
- Interpretation and coast path information
- Safety information
- 'Respect the coast' information with guidance on access around private land

6.3.3 Public artworks to celebrate the GHC (site no. 4)

As part of the possible creation of Gateway structures to mark the start / end point (or the eastern end of the GHC) a piece of public art could be commissioned here to link all other improvements together. Any public art here, such as sculpture or murals would be seen from the main public arrival and car parking space. The top of the power station wall might lend itself well to this and provide a good platform for a sculptural 'Glamorgan Heritage Coast' welcome sign.

6.4 Llantwit / Cwm Colhugh

6.4.1 Augmented Reality of key characters

Of the stories at this site that would lend themselves to a storytelling character is the story of St Illtyd's of Llantwit Major, "full of implausible legends". 'The Life of St Illtyd' was written about 1140 and claimed that he sailed to Brittany with some corn ships to relieve the famine. In 'The Life', Illtyd is the son of a minor Breton prince named Bican Farchog, who begins his career as a skilled warrior, serving his maternal cousin, King Arthur, and others until his wild ways brought him into conflict with Saint Cadoc at Llancarfan Abbey. Illtyd's warband raids the Abbey, but the monks pursue them into a bog where the earth swallows all of them except Illtyd. Cadoc reminds Illtyd of his religion, and the humbled warrior takes up the monastic life.

6.4.2 Talking telescope (site no. 5b)

Following the trial of a talking telescope at Nash Point, the recommendation (if successful) would be to install one at Llantwit beach because of its level access and popularity.

6.4.3 Improved landscaping (site no. 5b)

This is a significant visitor destination along the Heritage Coast and the site would benefit from a greater sense of arrival and welcome and a coherent approach to information, signage, interpretation, landscaping and furniture that currently does not exist. The current urban design approach to some features needs to be softened by introducing other materials more in-keeping with the coastal vernacular such as oak, natural stone, slate etc. and the obsolete pay and display machine plinth, bollards, cycle racks and temporary barriers all need to be re-considered in this style or removed. Within the context of this, any new interpretation that is introduced under Tier 1 or 2 might need to be re-located. However, if a commitment to pursuing Tier 3 suggestions exists at the outset then positioning of any new interventions at Tier 1 can take this into account.

6.4.4 Public artworks to celebrate the GHC (site no. 5b)

As this is a significant visitor destination, and visitor numbers are higher than some other sites on the GHC, this site may be a good location to consider introducing public art such as sculpture or murals that can be seen from the main public arrival and car parking space. The plinth that the interpretation panels at the foot of the steps to the coast path were on might provide a good platform for a general 'Glamorgan Heritage Coast' welcome sign in large letters as an art project.

6.5 Nash Point

6.5.1 Augmented Reality of key characters

Of the stories at this site that would lend themselves to an Augmented Reality might be the natural history of Nash Point with a Ranger talking to the visitor and explaining that Nash Point is a SSSI. They would explain that the cliffs are made up of limestone separated by shale and that they were created during the Liassic period. The story of how the ungrazed limestone supports a community that includes wild cabbage and woolly thistle as well as the rare tuberous thistle that occurs at several locations would be told. They could also talk about peregrine falcons, house martins, ravens and jackdaws that can be seen along the coast as well as shore platforms and the strong tides and currents.

6.6 Dunraven Bay

6.6.1 Augmented Reality of key character (site no. 23.2)

Of the stories at this site that would lend themselves to an augmented reality might be the story of Sir Bedivere, known in Welsh as Bedwyr Bedrydant "of the Perfect Sinews". This is one of the most ancient warriors associated with King Arthur. He appears in the Mabinogion tale of "Culhwch and Olwen" as the handsomest warrior who ever was at Arthur's Court. Later Arthurian legends cast him as the sole survivor of the last battle of Camlan, and the man whom the dying King Arthur charges with casting Excalibur back into the lake. After Camlan it is said that he went to live in a hermitage. Welsh tradition says he was buried at Alld Tryvan, which would appear to be Din-Dryfan: Dunraven Castle.

6.6.2 Re-design interior spaces, welcome, interpretation, retail, office etc. (site no. 26.2)

The proposal would be to undertake a fuller re-configuration of the interior spaces which would involve:

- Full re-design of the retail area
- Creation of a combined GHC orientation / hub exhibition (instead of in back room) and retail area
- Application of the revised topics and key messages to the re-organisation of interpretation
- Entrance area to provide a welcome and establish the Glamorgan Heritage Coast, which should be the primary topic for this site, creating a combined GHC orientation / hub exhibition and retail area
- All content to be GHC branded and as the hub and link to all and any materials out in the landscape or inside any other facilities, businesses etc.
- Relocation of the GHC exhibition from the back room to here would be required as part of this refresh

6.7 Ogmore-by-Sea

6.7.1 Collaboration with lifeguard unit to provide interpretation in new build (site no. 28.1)

Discussions to be held with the lifeguards regarding the new lifeguard building planned for Ogmore Beach to explore the potential for a joint project to include some GHC interpretation within the building as part of the overall offer. This would potentially free up the mobile beach interpretive unit for use at other sites.

Such a facility would include some of the GHC welcome messages but with extended information on site specific subjects. The external welcome point would still remain and content should be planned so that these are complimentary rather than repetitive.

Media might include:

- Graphics
- Audio-visual
- Interpretation of Geology with samples of rocks and fossils

6.7.2 Public artworks to celebrate the GHC (site no. 29)

As part of the possible creation of Gateway structures to mark the start / end point (or the western end of the GHC) a piece of public art could be commissioned here to link all other improvements together. Any public art here, such as sculpture or murals would be seen from the main public arrival and car parking space. Adjacent any new lifeguard building might provide an appropriate location for a sculptural 'Glamorgan Heritage Coast' welcome sign.

6.8 Ogmore Castle and Stepping Stones

6.8.1 Augmented Reality of key characters (site no. 31.1)

Here we might meet Arnold Butler, the butler of William de Londres who, in 1116, was forced to abandon the castle when the Welsh appeared in force. Arnold might tell us how he protected the castle from the Welsh attack during the absence of William de Londres for which he was knighted Sir Arnold Butler, also receiving the castle and manor of Dunraven as a reward. He could also tell us that the rent was three golden chalices of wine, hence the Three Golden Cups pub nearby.

6.8.2 Augmented Reality of Ogmore Castle (site no. 31.1)

An AR of the castle itself as it was when it was first constructed in 1116, placed in real time and accessed via the app with a GPS location for visitors to see over the real view of the castle ruin.

6.9 Merthyr Mawr

6.9.1 Augmented Reality of key characters (site no. 35.1)

Here we might meet Cap Coch, the Inn Keeper of the New Inn and freedom fighter who was a very powerful man with red hair who ran a gang of smugglers and outlaws. They made frequent raids on the main road, usually picking on the odd lone traveller, but when bodies were discovered at the mouth of the river Ogmore (the finding of bodies always coincided with the disappearance of packmen) Cap Coch was suspected. There was no police force around during this time therefore suspicion remained conjecture. Cap Coch and his associates became richer and richer, the goods of the murdered travellers finding a ready market with the people of the local town. He might tell us how many of these travellers were packmen carrying merchandise such as flannel, wool, skins and stockings, as Bridgend at this time was the centre of the South Wales wool and stocking industry and the New Inn was a natural stopping place for these journeymen.

6.10 Newton Burrows

6.10.1 Public artworks to celebrate end / start of GHC (site no. 39.1)

Continuing a relationship between the Vale of Glamorgan Council and Bridgend County Borough Council, an artistic installation would be developed here to mirror that proposed for Aberthaw to mark the end (or start) of the Glamorgan Heritage Coast and the continuation of the Wales Coast Path.

7 Budget costs

7.1 Introduction

A provisional indicative cost has been applied to each item and is shown in the appended cost reports for Tiers 1, 2 and 3. At this stage, these do not fit within the advised budgets but do represent a 'shopping list' of media that can be selected from.

The combined budgets from Tiers 1 and 2 should be considered as one total budget of £120,000. Although they have been identified as separate strands, the criteria for each sets the content apart when in actual fact the intention is that it will be integrated. Media for Tiers 1 and 2 has been considered integrally during this work, but has been separated out purely to fit the identified strands.

The costs are built up from various information and requirements as follows:

- Discussions / input from suppliers on drawings prepared
- Cost knowledge for previous / similar projects
- Provisional cost sums

Items included:

- Ex-works cost of item
- Contingencies
- Preliminary costs (site works / attendance)
- Main contractor margins
- Fees

7.1.1 Installation costs

At this stage it has not been possible to get definitive costs on media as this would require developed briefs. However, some media has been discussed with suppliers and their costs for supply have been included. This is true of items such as the welcome point structures and graphics, the augmented reality (Tier 2) and the Talking Telescopes (Tier 2). Installation costs vary depending upon where an item is coming from, whether the installation staff are local, if the item to be installed is large or requires special lifting gear or at the other end of the scale, if the media is digital or paper based and so requires no installation. Installation costs can vary between 5% to 30% depending on these factors. A good guide therefore across the entire project is to apply a 10% installation cost. This is an average across the whole project.

7.1.2 Preliminaries

This covers all site related items that cannot be readily applied as a unit cost but are all charges that would be applied by contractors and designers attending site. These items are generally things such as cleaning charges, hire costs, unforeseen delivery costs, site welfare facilities, site attendance and supervision, health and safety equipment and PPE for example.

7.1.3 Contingencies

A 10% contingency allowance has been applied across the project.

7.1.4 Main contractor mark up / margins

All main contractors will apply a mark up on invoiced items received. Whether this is a construction company or a designer undertaking a design and build contract. This has been calculated on selected items at 12.5%.

7.1.5 Tier 1 specifics

Note that the current budget spend on Tier 1 is over the allocated budget of £70,000 and some items will need to be removed from the list or other funding sourced. However, the installation, contingencies, prelims and fees (ancillary costs) are all calculated as percentages and so will come down as the ex-works costs reduce. To see the true budget costs if the scheme is within the budget, see the cost sheet 'Budget costs'. For example, if the costed items were all in budget, then the sum total of the ancillary costs would be £24,722 (£7,923) less than the ancillary costs currently calculated. If this is deducted from the present Tier 1 cost of £93,128, the ex works items are £85,205 and so the overspend can be calculated as £15,520.

7.1.6 Tier 2 specifics

No installation costs have been applied to this tier as most of the interventions are digital, paper or virtual media or otherwise have no installation requirements. Some items will need to include delivery charges such as the Talking Telescope, beach unit and welcome point (at Newton Burrows), but otherwise, items will be installed by Vale of Glamorgan Council / CRC staff. As a guide, 10% of the unit cost should be allowed to cover installation. This may increase for the welcome point however as installation may require the hire of lifting gear. Therefore, 15% should be allowed for this. So, for guide purposes, allow an additional figure of £750 for deliveries and £1000 for installation of the welcome point.

7.1.7 Tier 3 specifics

Any building or landscaping works costs are purely provisional cost sums at this stage and have not been specified, calculated or costed by architects or a QS.

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix

A

Site Name	The Leys at Aberthaw
Owner / operator	<ul style="list-style-type: none"> • The farmer Mr Ray Thomas owns ruined cottage and • Field behind • Concrete boulders • Unsure of owner of car park • Rangers maintain the site • (St Athan Community care for Site)
Local Authority	Vale of Glamorgan
USP	No cliffs / pebble beach / rare plants / start (end) of heritage coast
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Living Active Coast'
Current visitor no.	Max 60 cars in car park (free)
Target audience	Fishermen, surfers, walkers
How is the site being used? By who?	<p>Mainly the local community from St Athan and nearby villages and towns:</p> <ul style="list-style-type: none"> • Some surfers, fishermen, walkers, fossils, rock pooling, birdwatchers (in Winter months), some military use for training, some education groups (but difficult for coaches to access) • Some people walk all the way to Newton along the beach-this is not advertised but can ring up Rangers for suggestions and safety issues. • Vandalism has been an issue at this site.
Facilities on site?	None - (Thoughts by Mr Thomas about a campsite and showers for surfers but unlikely)
Transport / footpath links?	All Wales coastal path but controversy over where route goes
Mobile phone signal?	3 bars 02 and Orange / 3g
Links to other sites	<p>MOD St Athan is very close</p> <p>Campsites</p> <p>B and B nearby</p>

Site Name	The Leys at Aberthaw (page 2)
Current interpretation comprises?	Information board by Vale of Glamorgan with tide Times updates by Rangers, events and activities updated (Changeable).
Current themes / topics?	None
Highlights of the site	<ul style="list-style-type: none"> • Historians / archaeologists interested in tank traps • The site has a remote feel to it • Warm water of power station attracts cod which makes it a popular spot for anglers • Rare plants including red hemp nettle (only place in Wales where this grows), slender hares • Pebbles on the beach used to be exported from Aberthaw to Dunster in Somerset • Open vistas / open space / views / sunsets /sunrises
Use of the brand	None
Promotional material on site or off site	None evident

Site Name	Cwm Colhugh
Owner / operator	Café Owner - Maria Boundary of land is to middle of stream and sea wall
Local Authority	Vale of Glamorgan
USP	Archaeological / geological interest
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Living Active Coast' 'A Diverse and Ancient Coastline'
Current visitor numbers	800 / 1000 cars on a busy day (including overflow car park)
Target audience	Walkers / families / locals
How is the site being used? By who?	<ul style="list-style-type: none"> • Walkers / surfers (competitions take place) • Geologists / cyclists / swimmers • Popular with families/local people from the town (10/15 min walk) • School groups brought from Southerndown • School groups from Atlantic college (St Donats) use beach, wheel chairs users use café
Facilities on site?	<ul style="list-style-type: none"> • Café (only cafe right on the coast / open every day except Christmas day). It has more trade in winter with organised groups and competitions. • Lifeguard Building (with toilets) • Car Park and overflow car park (Free)
Transport / footpath links?	<ul style="list-style-type: none"> • It has a network of walks (including various circular walks which have links to the history of Christianity) • The main walk is to St Donat's Castle / Nash Point which is popular in the summer months (to the west) • People also walk east to Summerhouse Point • Cycle path /walking path from Llantwit Major (20 min walk from Llantwit Major) • Links with the Llantwit Major's heritage trail • Right of way (coastal path)
Mobile phone signal?	3 bars 02 / 3G
Links to other sites	Coastal walk along the cliffs to Nash point

Site Name	Cwm Colhugh (page 2)
Current interpretation comprises?	<ul style="list-style-type: none"> • Vale of Glamorgan have three interpretation boards which are being replaced on the left hand side of old car park (by end of March). • Interpretation lies on a ledge but no railings (safety issues). Coastal path passes this interpretation. • Have had issues with vandals from the town. • Map of directions and distances of various locations in front of Lifeguard building • Vale of Glamorgan information board with tide times (changeable) • Lots of safety signage and bollards portrays negative • Messages e.g. 'beware of falling rock'
Current themes / topics?	The old interpretation board displays options for 2 walks with 2 maps and information about Llantwit (in the middle of the board).
Highlights of the site	<ul style="list-style-type: none"> • Good base for walking • St Donats Castle (30 min walk) • Castle Ditches (CADW owned) – This is a hill-fort in a nature reserve (owned by Wildlife Trust) and is also a scheduled monument with important archaeology (It has limited interpretation boards) • Archaeological interest in 'Black Boys' (fish traps) • Tresilian cave (Reynard's cave / 20 min walk west) which is important for its geology, shipwreck stories and links with St Donats. • Geology – Importance of limestone and the formation of Blue Lias stone on this Jurassic part of the coast. • Stony beach with high cliffs, the sand comes and goes. • Archaeological significance as a medieval port. • Pillboxes can be seen on the cliff tops, which shows the site has a World War II narrative.
Use of the brand	Same branding at Nash Point
Promotional material on site or off site	None evident

Site Name	Nash Point & Lighthouse
Owner / operator	Chris Williams (lighthouse operator). Lighthouse operated by Trinity House Morgans (farmers) lease kiosk at car park
Local Authority	Vale of Glamorgan
USP	<ul style="list-style-type: none"> • The steep cliff formations, which create special view of Nash Point and its landscape. • This is an iconic image of the heritage coast and the best example of cliff formations • The site's remoteness as it is off the beaten track. • The lighthouse.
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Diverse and Ancient Coastline'
Current visitor numbers	Car park seldom gets full 2000 visitors a year to the lighthouse
Target audience	Walkers, organised groups to the lighthouse
How is the site being used? By who?	<ul style="list-style-type: none"> • Two different audiences - organised groups to the lighthouse (school groups) and local people using the beach / grassland at top of cliff • Walkers / birdwatchers / photographers / families picnicking on the grassland outside kiosk (all regular/ local users to this site) • Need to be active and able to go on the beach
Facilities on site?	<ul style="list-style-type: none"> • Kiosk for refreshments • Two cottages which are residential • Two cottages which are holiday lets (rural retreats) • Working lighthouse (unmanned the majority of the time) - opened in 2007 as a visitor centre (mainly used on weekend). Costs £3.50 for an adult and £1.50 for a child. Also a family ticket at £10. • Lots of families and school trips. • A toilet and a kitchen in lighthouse • Car Park (Pay)
Transport / footpath links?	<ul style="list-style-type: none"> • Coastal path passes the lighthouse • Thin road difficult for coaches • Site is on the 'Great Blighty Ale Trail'

Site Name	Nash Point & Lighthouse (page 2)
Mobile phone signal?	Full signal 02/ 3G
Links to other sites	Circular walk to Monknash along the coast and inland
Current interpretation comprises?	<ul style="list-style-type: none"> • Tour of Lighthouse by an attendant provides history of the building • History of Trinity House and the Bristol Channel. • Tours normally last 1 hour (including show of TV footage) • Tours run from March to end of October. • Trinity House will only pay for shipping related items • Old pig stys in-between two lighthouses could be used as a pilot project for interpretation • Vale of Glamorgan info board with tide times (changeable) • Rangers produced a panel about Nash point two years ago which is located on the walk to Nash Point opposite kiosk. • Subtle / gentle approach to interpretation • No vandalism issues.
Current themes / topics?	Most recent panel talks about geology / botany (Tuberous Thistle) and bird watching
Highlights of the site	<ul style="list-style-type: none"> • Iconic view of Nash Point / sunsets / sunrises • Lighthouse – Only working lighthouse where you can get married in UK • Rare botany - Tuberus thistle • Peaceful / quiet / remote site • Hill fort • Geology – Liassic blue rock formations • Currents and crashing waves – dramatic because of the sandbank which can be seen • Stories about shipwrecks • This is the point where the coast changes direction and also becomes rougher to the West • Porpoises can be seen at this point <p>Range of activities to do needs a welcome sign?</p>
Use of the brand	<ul style="list-style-type: none"> • No GHC signage in lighthouse nor on coast • Lighthouse would welcome the idea of GHC e.g. maybe a leaflet in a dispenser • GHC signage on interpretation board near Nash Point

Site Name	Monknash
Promotional material on site or off site	<ul style="list-style-type: none"> • Café have leaflets and postcards • Site is on the Great Blighty Ale Trail leaflet • Leaflet about Nash Point lighthouse by Trinity House
Owner / operator	Mr Hubbard owns verges / field / cliff tops
Local Authority	Vale of Glamorgan
USP	Remote point / gentle place. Walk through nature reserve to beach.
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Living Active Coast'
Current visitor numbers	On a busy day car park will be full (car park in a farmers field)
Target audience	Walkers / locals / bird watchers / pub goers (Plough & Harrow)
How is the site being used? By who?	Need to be active and able – birdwatchers, drinkers (Plough and Harrow nearby), fishermen (competitions), campers, surfers, walkers, farmers, naturists, horse riders
Facilities on site?	Car park with honesty box
Transport / footpath links?	<p>Muddy / uneven single footpath through to beach</p> <p>Dramatic coastal path because it is so close to cliff</p>
Mobile phone signal?	Full signal 02/ full signal EE/3G but slow connection
Links to other sites	<ul style="list-style-type: none"> • Walk from here to Southerndown along the coast takes one to one hour and a half • Park at Plough and Harrow Pub and walk to the beach • Trial campsite called 'Heritage Coast Campsite' along from the pub • Circular walk to Marcross and Nash Point

Site Name	Monknash (page 2)
Current interpretation comprises?	<ul style="list-style-type: none"> • Plough and Harrow provide a leaflet on tables about The Monastic Grange and history of the pub • No signage in car park (consider sign in car park that positively affects visitor behaviour and explains land ownership issues)
Current themes / topics?	<ul style="list-style-type: none"> • History of monastic grange and shipwrecks in Plough and Harrow
Highlights of the site	<ul style="list-style-type: none"> • Gentle place with woodland walk along a stream and then opens out at the beach (unspoilt area) • Monastic grange at Plough and Harrow linked with Neath Abbey (Monks owned vast amounts of land) • Popular with surfers • Nature reserve on way to coast and ruins of a corn mill • Botany similar to Nash point • Burial sites in cliff been explored by archaeologists and linked to shipwrecks – uncertain of date of these burials • More remote than other sites and harder to access • Natural beauty (but has issues with erosion) • Sunsets and sunrises • Tranquil atmosphere
Use of the brand	Old brand on the gateway at start of nature reserve
Promotional material on site or off site	<ul style="list-style-type: none"> • Site is on the Great Blighty Ale Trail leaflet • Site is advertised on the back of Plough and Harrow leaflet

Site Name	Dunraven Bay / Gardens
Owner / operator	<ul style="list-style-type: none"> • Dunraven Estates • (DE land covers huge amount of heritage coast) • Managed by Rangers
Local Authority	Vale of Glamorgan
USP	<ul style="list-style-type: none"> • Only big headland on coast / geological impact (SSSI) • Openness of the area, people are free to wander
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Living Active Coast 'A Diverse and Ancient Coastline'
Current visitor numbers	<ul style="list-style-type: none"> • Up to 1500 cars in the summer • 50/100 people on a busy day • Static for last five years • Weather has influenced numbers in recent time
Target audience	Families / locals / walkers / educational groups / day trippers
How is the site being used? By who?	Surfers (Southerndown surf school), swimmers, walkers (dog walkers / walking groups), families who picnic in the gardens, film crews (Dr Who), local people, anglers (competitions), schools (including city school groups which visit because of the openness), Friends of Glamorgan (voluntary group), archaeological and geological groups, lifeguards (have training days on the beach)
Facilities on site?	<ul style="list-style-type: none"> • Two car parks (one at the top of the cliff and one at the bottom) (pay in summer and weekends in winter) • Shop / café (no specific opening times) • Toilets (run by Vale of Glamorgan) • Southerndown Surf Life Saving Club (lifeguards only in July and August) • Picnic benches and tables
Transport / footpath links?	Extensive network of paths on to common, gardens, beach, cliffs (not marked)
Mobile phone signal?	3 bars 02 / 3g good signal
Links to other sites	<ul style="list-style-type: none"> • Walks to Ogmere • Cliffs in-between Ogmere and Southerndown are popular with rock climbers • If people cannot get into car park at Ogmere they will often come to Southerndown

Site Name	Dunraven Bay / Gardens / (page 2)
Current interpretation comprises?	<ul style="list-style-type: none"> • Sign with opening times of the garden • Permanent panel in the garden (same style of interpretation board as Cwm Colhugh) about the Victorian garden. Rangers state that this panel will be updated • A permanent panel next to picturesque view of the coast titled 'understanding the landscape' • Also has disabled access to both these panels • Two boards at Dunraven Castle. • One panel is titled 'man and the landscape' and provides information on the history of this landscape. • The other panel is titled 'Dunraven Castle' • Rangers give walks and talks about stories, geology, botany and history of the region which is popular with ramblers, schools, universities but not advertised. Groups are normally around 30 people. • (Ogmore and Dunraven are most popular for the geology walks)
Current themes / topics?	Each garden has a different theme - Victorian, Fruit, and Tudor.
Highlights of the site	<ul style="list-style-type: none"> • Open, sprawling site with people not sticking to the paths • Remnants of Dunraven Castle scheduled ancient monument. Different layers of history at this site. For example a manor was built on top of remains. • Gardens are secret and unexpected. Lookout point in the gardens which is popular with children • Circular walks • On the beach there is more interest in geology than archaeology • Iron age hill fort • Witches Point - famous for shipwrecks • Spectacular views of cliffs
Use of the brand	<ul style="list-style-type: none"> • Yes - Signage in the future should also include Dunraven Estate partnership
Promotional material on site or off site	<ul style="list-style-type: none"> • In the heritage centre leaflet in particular on Dunraven Gardens with 'Glamorgan Heritage Coast' on it

Site Name	Ogmore Beach
Owner / operator	<ul style="list-style-type: none"> Vale of Glamorgan Council own car park Dunraven Estates own land
Local Authority	Vale of Glamorgan
USP	Accessible, flat land with a common, significant geology (different from East of heritage coast), views over the dunes.
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Diverse and Ancient Coastline' 'A Living Active Coast' 'Inspiration, Discovery and Adventure'
Current visitor numbers	<ul style="list-style-type: none"> On a normal day in the summer - 600 cars a day On a busy day 1000 cars can use the car park due to overspill capacity
Target audience	Walkers / families / local / historical and archaeological interest groups / bird watchers
How is the site being used? By who?	<ul style="list-style-type: none"> Horse riders, athletes, photographers, bird watchers (where river meets sea), walkers (dog walkers), geological groups, anglers, kite surfers, surfers, paddle boarders, local residents from the town, kayakers, families picnicking on river, competitions for athletes, fishermen, surfers, cyclists etc. Visitors interlinked with Southerndown (if they cannot get in Ogmore will go to Southerndown). Ogmore car park is full before Southerndown.
Facilities on site?	<ul style="list-style-type: none"> Large lifeguard facility (history of drownings) (may be rebuilt in the future with interpretation and a community facility) Large car park (pay and display) Toilets In summer – café / kiosks / ice cream vans
Transport / footpath links?	<ul style="list-style-type: none"> A diverse range of walks Easy walk across the common which is accessible to anyone In general more gentle, easier walks even in bad weather conditions Walk to Southerndown but becomes harder towards Southerndown because of steeper cliffs Walks to Merthyr Mawr sand dunes

Site Name	Ogmore Beach (page 2)
Mobile phone signal?	Full EE/ 3 bars 02/ 3G
Links to other sites	<ul style="list-style-type: none"> • People walk to Southerndown along coastal path for views and big cliffs with caves (geology provides a good story for this walk). Big cliffs (Sutton Stone) used for climbing – popular with climbing groups
Current interpretation comprises?	<ul style="list-style-type: none"> • Information board by Vale of Glamorgan on side of toilets (changeable)
Current themes / topics?	
Highlights of the site	<ul style="list-style-type: none"> • Sheep graze on the common (change from arable farming on east side of heritage coast) • Sunsets and sunrises • Fishing ledges on walk from Ogmore to Southerndown used for competitions. Plenty of Salmon and sea trout. • Accessibility and openness - people can wander into town and dunes (contrasts to other parts of the Vale) • Picturesque views of Merthyr Mawr. • Does not have dramatic cliffs near car park • Contrast of landscape between the dunes, the common and the cliff faces towards Southerndown • Examples of Carboniferous limestone
Use of the brand	Within blue GHC temporary sign boards only
Promotional material on site or off site	

Site Name	Merthyr Mawr and Candleston car park
Owner / operator	<ul style="list-style-type: none"> Merthyr Mawr Estate (Rory is estate manager) Bridgend Council
Local Authority	Bridgend Council
USP	Provides access to second highest sand dunes in Europe
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Diverse and Ancient Coastline' 'A Living Active Coast' 'Inspiration, Discovery and Adventure'
Current visitor numbers	Very popular
Target audience	Walkers / dog walkers / local families / special interest groups
How is the site being used? By who?	<ul style="list-style-type: none"> Walkers (dog walkers), athletes, horse riders, geologists, Archaeologists, film makers, bird watchers, people interested in botany
Facilities on site?	Large car park (pay)
Transport / footpath links?	<ul style="list-style-type: none"> Open walks throughout the dunes No walkways Series of interlinked bridle paths - used by horse riders
Mobile phone signal?	3 bars 02 / 3 g
Links to other sites	<ul style="list-style-type: none"> Walks to Ogmore Castle and Newton Bay Walks to Candleston Castle (Norman castle owned by CADW) Merthyr Mawr house is in close proximity Barns for business lets and self catering cottages for holidaymakers

Site Name	Merthyr Mawr & Candleston car park (page 2)
Current interpretation comprises?	<p>One welcome panel about Merthyr Mawr with a map (also translations in Welsh)</p> <p>One panel of information about Dune rejuvenation work by Countryside Council for Wales.</p>
Current themes / topics?	<p>On welcoming panel:</p> <ul style="list-style-type: none"> • What makes Merthyr Mawr special • Visiting Arrangements
Highlights of the site	<ul style="list-style-type: none"> • Scheduled area of Conservation, SSSI and Scheduled Monument and a National Nature Reserve • Picturesque – most wooded area of the coast • Lots of shooting took place on the estate • Used for filming • Best way to get to and explore the sand dunes (but maybe not for day trippers) • Best site for natural history on the coast • Neolithic and Roman finds have been discovered and are displayed in National Museum Wales in Cardiff Museum • Contrasting landscape to the rest of the coast • Its botany (rare plants) • Its wildlife such as rare butterflies (Fritillary) and moths • 1/3 of all types of Welsh flowers are found in these dunes
Use of the brand	<p>Only brand used is the defunct 'Countryside Council for Wales'</p> <p>No use of GHC brand</p>
Promotional material on site or off site	<p>None on site</p> <p>Leaflet about Merthyr Mawr off site</p>

Site Name	Ogmore Castle
Owner / operator	CADW own Castle and stepping stones
Local Authority	Vale of Glamorgan
USP	Norman castle ruins and river Ewenny Large and popular riding stable
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Living Active Coast' 'Inspiration, Discovery and Adventure'
Current visitor numbers	
Target audience	Walkers / dog walkers / horse riders / bird watchers / historical and archaeological enthusiasts
How is the site being used? By who?	<ul style="list-style-type: none"> Walkers (dog walkers) to Merthyr Mawr, castle popular with families, historical and archaeological groups, horse riders, People use the river for picnics, popular for wedding photography, bird watchers, people going to the pub
Facilities on site?	<ul style="list-style-type: none"> Car park (but has issues with flooding) (free) Tea rooms Pub Riding centre
Transport / footpath links?	<ul style="list-style-type: none"> Stepping stones to cross river Footpaths along river to Merthyr Mawr and Ogmore
Mobile phone signal?	3 bars on EE/3 bars 02 / 3G
Links to other sites	<ul style="list-style-type: none"> Castle has a connection with Dunraven Castle - The butler of Ogmore Castle was given Dunraven as a gift. Walks and horse riding to Ogmore

Site Name	Commons car parks / Ogmores Castle (p.2)
Current interpretation comprises?	<p>Only interpretation is by CADW in the castle itself</p> <p>Vale of Glamorgan have installed two 'U turn' audio interpretation points in the castle. (Only 1 currently)</p> <p>This was part of project called 'explore and more'</p>
Current themes / topics?	<p>One audio interpretation gives an overview of history of castle (not currently in place)</p> <p>The other audio is specific about the space where it stands inside the keep of the castle</p>
Highlights of the site	<ul style="list-style-type: none"> • Stories about the castle (Mari Flanders) • Horse riding • Popular walking area • Stepping stones • Bird watching and the swans
Use of the brand	None
Promotional material on site or off site	None evident

Site Name	Newton Burrows
Owner / operator	Part privately owned and part Bridgend Council owned
Local Authority	Bridgend Council
USP	In close proximity to Merthyr Mawr so it has small sand dunes and easy access to Merthyr Mawr. Start / end of Heritage Coast.
Overarching message	'A Dramatic and Spectacular Landscape'
Sub-messages	'A Diverse and Ancient Coastline' 'A Living Active Coast' 'Inspiration, Discovery and Adventure'
Current visitor numbers	
Target audience	Local people and holidaymakers in the region
How is the site being used? By who?	<ul style="list-style-type: none"> Holidaymakers from Trecco Bay, local people from Newton, swimmers, boat clubs (only boat suppliers on the Vale of Glamorgan coast), windsurfers, kite surfers, kayakers, walkers, dog walkers, anglers, jet skiers
Facilities on site?	<ul style="list-style-type: none"> Car park (privately owned / paid) Lifeguard in a container No other facilities Vandalism in this area (Illegal camping on dunes)
Transport / footpath links?	On coastal path (level path but currently pot-holed)
Mobile phone signal?	3 bars EE / O2 Full/ 3G good connection
Links to other sites	<ul style="list-style-type: none"> The location of this site separates it from rest of Heritage Coast – longer drive round via Bridgend and longer walk to get here. Circular Walks to Merthyr Mawr sands dunes (takes about 2 to 3 hours to walk to car park in Merthyr Mawr), walks to Trecco bay (Next bay along). Historic Norman church in Newton

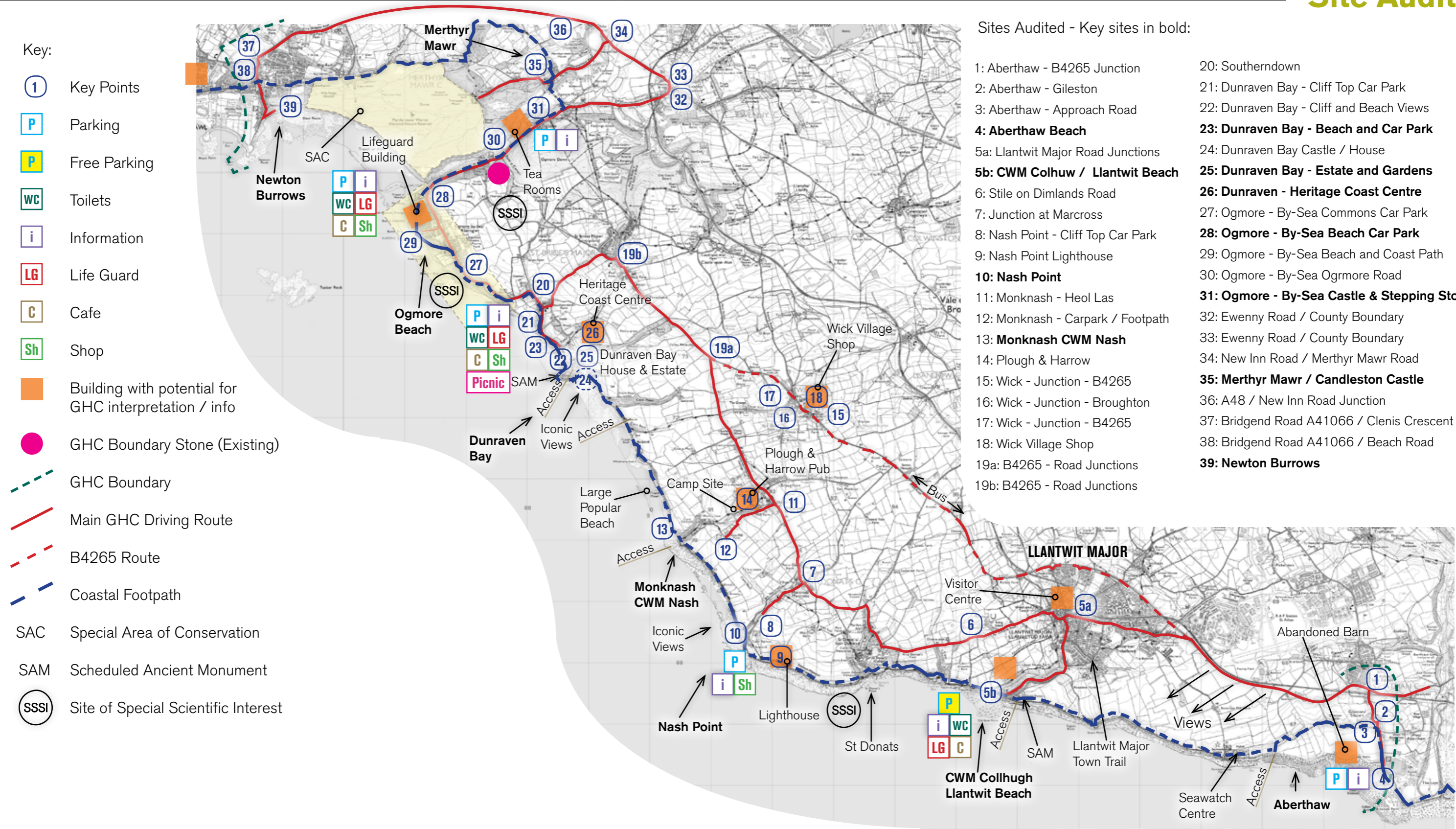
Site Name	Newton Burrows (page 2)
Current interpretation comprises?	<p>One new interpretation board which is titled 'Bridgend Coastal Path'. Board does not refer to Glamorgan Heritage Coast. Funded by Welsh Assembly Government</p> <p>Glamorgan Heritage Coast on three warning signs</p>
Current themes / topics?	<p>Bridgend Coastal Path as part of All Wales Coastal Path. QR code on the board for further information</p>
Highlights of the site	<ul style="list-style-type: none"> • More commercial than rest of Glamorgan Heritage Coast • It is an open site • Newton burrows which are rabbit warrens as locals kept rabbits for food (when?) • Easily accessible from road, no steep hills. Bumpy car park which could easily be improved with maintenance (but privately owned) • Walk across the dunes to Merthyr Mawr
Use of the brand	None
Promotional material on site or off site	None for GHC – branding issue regarding the cross county naming of coast path / Heritage Coast

Glamorgan Heritage Coast

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Appendix B



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Appendix C

Appendix C

Storylines, messages, themes and topics about the Glamorgan Heritage Coast

Overarching themes from the 'Sense of Place Palette'

A historical and archaeological seascape

Hill forts, roundhouses along the coast, feasting site at Llanfaes, Caratacus, Welsh princes of the region, great families, Norman castles, church murals, internationally renowned centre of learning, shipwrecks, Lolo Morgannwg, History of the Welsh Language.

A story beneath each stone (a storytelling destination)

The region is very rich in stories and alleged paranormal activity: saints, wreckers, shipwrecks, pirates, ghost stories, local folktales like Cap Coch are an integral part of the flavour of the area, and the characters communicate something powerful about the personality of this place. The fact that it is also the home of Wales's International Storytelling Festival is an added benefit.

Spectacular coastline, landscape and geology

Liassic limestone, platforms, second highest tidal range in the world, honeycomb worm, one of the largest estuaries in Britain, haven for wildlife, coastal nursery for fish and sea life, diversity of species, Merthyr Mawr nature reserve, over 1/3 of all Welsh wild flowers there.

Adventure and discovery

Getting off the beaten track, trying something new e.g. surfing along with more historic examples of this theme at work e.g. history of Learning at Llantwit, Marconi, exploration of paranormal activity, exploring the coastal path and other walkways, uncovering geological mysteries and fossil treasures, means there are many ways of communicating this theme.



Topics from the 'Sense of Place palette'

- A meeting place for the users of the sea and the land
- Landscape
- Nature
- Storytelling and local folk tales
- Adventure and exploration
- Iron age forts
- History of sea trade and shipping
- Monasticism and the stories of individual saints
- Ghosts and shipwrecks
- Remains of Norman castles and tales of Norman Knights
- Piracy and smuggling
- Lifeguard patrols
- Manor Houses with estates
- Rambling and walking
- Photography
- Geology
- Agriculture
- Food and local dishes
- Bird-watching
- Gardening
- Fishing
- Botany
- A busy coast which has always been lively through time from smuggling and looting to all the activities seen today

Summary of Topics / Stories for each site (all sources)

Site	Themes / topics /stories
Aberthaw	People / Learning / History / On-going narrative from medieval port to Second World War to Power station today/ nature
Cwm Colhugh (Llantwit Major)	Lively /active / diverse landscape / a site with many stories/ geological and archaeological significance. Its historical narrative links with Aberthaw /nature
Nash Point	Iconic / active / dramatic / Inspires you to learn about the coast/ natural beauty
Monknash	Remoteness / has a sense of mystery= Experience of the place
Dunraven	Stories about people / a place of exploration, discovery and learning/ diverse landscape
Ogmore	Energetic/ accessible for all / inspires you to explore and be active / diverse landscape/ expansive
Ogmore Castle	Story telling/ History / archaeology
Merthyr Mawr	Nature /Adventure
Newton Bay	Lively /medieval port linked with Aberthaw

Stories & topics by site

Aberthaw / The Leys

From Sense of Place Palette:

- The history of the port and its links with other sites along the coast
- In the 16th century, the Aberthaw port, situated to the south east of the village proper, had emerged as a small but thriving harbour. The ships took wool and foodstuffs from Wales and returned with wine, salt, dried fruit and leather from the towns of northern France. Aberthaw port's importance was furthered by the loss of Porthkerry harbour to a 1584 storm, rendering Aberthaw the principal calling- point within South Wales between Cardiff and Swansea.
- By the first half of the 17th century, boats were departing for not only England and France, but also Spain and Ireland. A similarly flourishing trade with the West Indies, chiefly in sugar and tobacco, did not, however, survive the disruption caused by the outbreak of the English Civil War.
- Aberthaw's maritime trade continued throughout the 18th century, but by the 1840s, its role as a port declined: the harbour 'is resorted to by a few coasting-vessels of inferior burthen', as the Topographical Dictionary of Wales in 1849 reported.
- The Aberthaw Pebble Limekilns were opened on the 22nd December 1888. The building consisted originally of two vertical pot-draw kilns with a capacity of 300 tons each and with a total output of 40 tons of burnt lime per day. The main structure is of local limestone with firebricks lining the kilns. To the right of the building as you face it was a tramway ramp, which allowed pebbles, measuring 3 - 4 inches in diameter to be conveyed to the top of the building and then into the kilns. The burnt lime was conveyed to a Blake's stonebreaker that reduced the lime to walnut-sized pieces and this was followed by pulverisation by millstone to a fine powder, which was then bagged.

From the Story of Ports and Shipping:

- At Aberthaw there once lay warehouses used for agricultural warehouses
- A story relates the landing of Vikings at Aberthaw in the time of Lord Cynon of Aberthaw (about 1032) where they were gradually driven back to their galleys. The name Robbers run in Aberthaw was said to mark their escape route in 1032.
- Aberthaw ships may have been involved in the battles in the 12th and 13th century on the Bristol Channel.
- Ports were separate from villages (more reliant on agriculture) in the medieval period indicating a desire to avoid attack, the inhospitable nature of the coast and the lack of prosperity arising from the sea.
- Occasionally coal was exported from Aberthaw to France in the 16th and 17th centuries.
- Four custom officers were appointed at the blue anchor in Aberthaw in 1577.
- Wool and butter continued to be the main cargoes shipped from Aberthaw in seventeenth century. Much limestone and livestock (sheep) was shipped from Aberthaw.



- In 1752 the 'Indian Prince' of Bristol loaded with rum, sugar, cotton, ebony and ivory from Guinea was stranded 3 miles west of Aberthaw and sacked by local people.
- Tobacco Warehouse (Marsh House) at Aberthaw was erected by Thomas Spencer in 1636.
- In the eighteenth century Aberthaw must have been of equal importance to Cardiff because of its agricultural hinterland and the limestone trade.
- A new harbour commenced at Aberthaw in 1813. This was built privately to allow vessels to load safely at all states of the tide. The harbour permitted a larger number of vessels to take shelter whilst awaiting a berth to load lime and stone. However the port lost much of its trade when railways were constructed in the area. Aberthaw ships continued to carry stone well into the twentieth century but railways saw the end of shipping for the last cargo port on the heritage coast. Most shipping disappeared from Aberthaw with the war.
- Aberthaw had machine guns and medium calibre gun positions during the war.

Llantwit Major

From sense of place palette:

- The 7th century 'Life of Saint Samson' claims that Illtyd was a disciple of Germanus of Auxerre, that he was the most learned Briton in the study of scripture and philosophy, and that he was the abbot of his monastery in Glamorgan, believed to be the site of St Illtyd's at Llantwit Major. He appears to have been married at some stage and may have had a military background. The earliest Life of Illtyd, full of implausible legends. It was written about 1140 and claimed that he sailed to Brittany with some corn ships to relieve the famine. Some Breton churches and villages certainly bear his name. In the Life, Illtyd is the son of a minor Breton prince named Bican Farchog, who begins his career as a skilled warrior, serving his maternal cousin, King Arthur, and others until his wild ways brought him into conflict with Saint Cadoc at Llancarfan Abbey. Illtyd's war band raids the abbey, but the monks pursue them into a bog where the earth swallows all of them except Illtyd. Cadoc reminds Illtyd of his religion, and the humbled warrior takes up the monastic life.
- St Donat's Castle is reputed to be one of the most haunted places in Wales and has numerous tales of ghosts, which include a perplexing lady named Mallt-y-Nos (Matilda of the Night) wearing a hooded gown of "dull green". In the broader 'supernatural' traditions of Wales, Mallt y Nos or Night Mallt, is a crone who rides with Arawn and the hounds (Cŵn Annwn) of the Wild Hunt, chasing sorrowful, lost souls to Annwn. The Mallt-y-Nos drives the hounds onward with shrieks and wails, which some say are evil and malicious in nature. Others say that she was once a beautiful but impious Norman noblewoman who loved hunting so much that she said, "If there is no hunting in heaven, I would rather not go!" She is said to have regretted making this wish, and now cries out in misery rather than joy as she hunts forever in the night sky.



- There are also associations between St Donats and Caratacus or Caradog of earlier fame. The local tribe, the Silures were renowned for their fierce resistance to the Roman conquest, which began around AD 48. Among their war leaders was Caratacus, a military leader and prince of the Catauvellauni. He fled to the Silures from further east after his own tribe was defeated. It is thought that an Iron Age fort connected with Caratacus stood on the site selected for the establishment of St Donat's Castle a thousand years later.
- Sir Edward Stradling kept watch to try and seize pirates. His son Sir Harry lured a pirate on to the rocks near St Donats. One account says that he was buried to the neck in sand at the entrance to Tresillian Cave as the tide rose.
- Llantwit Major's surf club was established in 1963 following concerns over local incidents including drowning fatalities. The conditions in the Bristol Channel can be treacherous, with strong prevailing south-westerly winds and the second largest tidal drop in the world make this area prone to water incidents.
- LMSLSC have grown from a small number of young volunteers housed in an RAF packing case, to a club with over 180 members providing continuous voluntary service on the beach.
- The surf club is located at the beach in Llantwit Major and provides a voluntary lifeguard service and first aid point.
- Llantwit offers great walks along the beach
- 'Black Boys' – jagged teeth jutting up from the seabed on the shoreline of Llantwit Major. These are said to be the remains of old fish traps.
- Rugby and cricket are both popular in Llantwit.
- A mobile cinema operates in the region, visiting: Llantwit Major Town Hall, Peterstone Village Hall, St Donat's Arts Centre, Llancarfan Village Hall, Colwinston Village Hall, Rhooose Community Centre, Ogmere Residential Education Centre.

From the story of ports and shipping:

- The once important port disappeared because of storms in the sixteenth century.
- This had an affect on other ports in the region in the long term. However in the short and medium term, maritime activity increased in the small ports of the vale.
- The Iron Age people began arriving about 500BC. Settlements with elaborate earth defences like those at Llantwit Major began to appear after this date and a trade grew up between South Wales and the Veneti in Brittany.
- Irish raids at LLantwit major in AD 367 led to the downfall of LLantwit Major Roman villa
- St Illtyd's monastery was the dominant monastery at Llantwit Major, which spread Christianity along the coast. It attracted ecclesiastical visitors by sea because of the bad overland communications. The life of St Illtyd suggests a battle at Llantwit in 1100 where Welshmen set out to lay the land waster. This caused the clergy and populace to take refuge within Castle ditches above the seashore.



Other sources:

- There is a blue plaque trail in Llantwit which goes around the town which goes to Church of St Illtyd's, centre of early learning, historic buildings, Battle of Llantwit 1597
- The Llantwit Major Roman Villa was a Roman L-shaped courtyard villa located at what is now Caermead, immediately north of the town of Llantwit Major in the Welsh county of South Glamorgan.
- The villa was first discovered in 1887 and was fully excavated in 1938-9 and 1948. There was another excavation in 1971.
- Cliff walk, natural Roman Port (ref. John Davies). Terracing. Saints sailed from here taking learning to other parts of Europe. May 3rd, Llantwit celebration of defeat of Irish Pirate John O'Neil. Bando game
- After seeing photographs of St Donats Castle in Country Life magazine, the newspaper magnate William Randolph Hearst bought it in 1925. Hearst spent a fortune renovating and revitalising the castle, bringing electricity not only to his residence but also to the surrounding area. The locals enjoyed having Hearst in residence at the castle; he paid his employees very well, and his arrivals always created a big stir in a community not used to American excesses. Hearst spent much of his time entertaining influential people at his estates. He is renowned for holding lavish parties at St Donat's; guests included Charlie Chaplin, Douglas Fairbanks, and a young John F. Kennedy. Upon visiting St Donat's, George Bernard Shaw was quoted as saying: "This is what God would have built if he had had the money."
- Hearst's newspaper empire fell on hard times in the later 1930s; the castle was put up for sale but requisitioned for use by British and American troops during the war. Hearst died in 1951 and the castle was bought in 1962 by Monsieur Antonin Besse II (1927 -), son of the late Sir Antonin Besse (1877–1951), and given to the Governing Body of Atlantic College. Monsieur Antonin Besse II is a Patron and Honorary Vice President of the United World Colleges.
- Colyn Dolphin, a Breton Pirate captured Sir Henry Stradling, his wife and heir in the mid 15th Century. Six manors in Glamorgan, Oxford and Monmouthshire were sold to pay the ransom. Sir Henry had the Watchtower at St Donat's built to provide early warning of pirates. Colyn Dolphin was eventually caught on the Gower Peninsula. After a summary trial he was hanged from a tree in St Donat's park. A more fanciful account (probably borrowed from an earlier account of a local Lord's wife's execution) tells that Dolphin was buried up to his neck in sand in Tresilian Cove and left to drown.
- The Heritage Coast already boasts one of the UK's leading storytelling Festivals, Beyond the Border International Storytelling Festival, which is held bi-annually at St Donats. This festival has a strong national following and attracts a number of international visitors; it is also very well respected by the international storytelling community.
- St Donat's Arts Centre is part of the St Donat's complex. This theatre and arts space is a converted Medieval Tythe Barn. It presents a regular programme of music and performance art.



From leaflets sent about circular walks:

- Panoramic views reveal the exposed character of the heritage coast
- Dominant cliffs
- Typical coastal flowers such as pink thrift and blue rock sea lavender grow on the very edge of the cliff alongside wild carrot and cabbage
- The world war II pill boxes blend into the landscape with their limestone camouflage
- The sheer drop of the cliffs gives the Glamorgan Coast its distinctive character
- The accumulation of nutrients from the land encourages the build up of attractive food reserves and the Bristol Channel's strong tidal currents encourage certain species of fish. Most famous is the cod in winter. In summer the main prize is the bass, which likes the strong tides and turbulent water.
- A very harsh environment in which to live. Plenty of erosion.
- The Celts built Iron Age hill forts along the coast for seaward defence but 'castle ditches' is now half the size because of erosion.
- Bristol Channel one of the most important seaways in Britain
- Life along this coastline has always been precarious
- Piracy and wrecking were common
- The sea bites into the cliff
- Flocks of herring gulls, black headed gulls, jackdaws and rooks can be seen at most times of the year foraging on the fields.
- The height of vegetation dwindles as you approach the sea.

Nash Point

From sense of place palette:

- In 1728 the westward boundary of the port of Cardiff was fixed at Nash Point. From this time on the Heritage Coast trade is shown under two different custom ports.
- In 1832 two lighthouses were erected at Nash Point to warn seafarers of the dangerous coast.
- Nash Point Lighthouse is as far as we know, the only Lighthouse in the UK to hold a wedding license. Last manned lighthouse.
- There is a collection of roundhouse foundations just visible beneath the grass at Nash Point.
- Bird watching, The Frolick Shipwreck, Hill fort, roundhouses - Silures, Glacial Valley, 2 Lighthouses, foghorn, sandbank.

From Interpretation on site:

- Nash point is a SSSI. The cliffs are made up of limestone separated by shale. These were created during the Liassic period. The ungrazed limestone supports a plant community including wild cabbage and woolly thistle.
- The rare Tuberus thistle occurs at several locations at this site. Also talks about shore platform and strong tides and currents. Peregrine Falcons, house martins and, ravens and jackdaws can be seen along the coast.



Monknash

- Small limestone kilns have been exposed by erosion
- Offers great beach walks
- Many of the bodies of those 'wrecked' or shipwrecked would be found by the Monks of the Grange at Monknash who would bring them to the building that is now the Plough and Harrow to prepare them for burial in the nearby graveyard.
- Monknash was one of the largest monastic farms in Glamorgan, the land having been given to Neath Abbey in the 12th Century. It covers around 8 hectares throughout which you can see ruined stone buildings, ditches and levelled areas. The main entrance is thought to have been near the Forge. The dovecot or columbarium is one of the best-preserved buildings and on the inside there are a few remaining nesting boxes. These were used to supply meat in the Middle Ages. The 64 metre long great barn, to the South-East of the site is amongst the biggest monastic barns in Britain.
- Rock strata on Beach, Archaeology of the Monknash Grange, Watermill, Old Grange, Ghosts. Calcium deposits in waterfall rivulets as water gushes up from the river near Common. Lots of underground caves. Rare Bats. Tufa – Calcium Carbonate, soft stone, ancient skeletons dug up on the coast.

Southerndown / Dunraven

From Sense of Place Palette:

- Dunraven hill fort was possibly the principal residence of the ancient Princes of Siluria and of Bran ap Llyr and his son Caradoc ap Bran – also known as Caractacus. It is mentioned in an old manuscript – the Bonedd y Saint. A nearby farm is called Cae Caradoc, which means Caradoc's field.
- Walter Vaughan of Dunraven castle engaged in wrecking, put out lights on the cliff so that ships might be wrecked.
- Southerndown offers great walks
- The Heritage Centre at Southerndown programmes an annual series of art exhibitions on its premises.
- Trwyn-y-Witch (Witches Point), the rocky outcrop at the end of Southerndown bay on the left as you look out to sea, is formed from carboniferous limestone and is a popular site with fishermen. This area is designated an SSSI (Site of Special Scientific Interest). There are dangerous whirlpools here as the tide and current flow both sides of the outermost part of the bay.
- Southerndown and the nearby bays offer some of the best Long line sea fishing in the UK. It is a popular local pastime.
- Glamor in Southerndown has distinctive chimneypieces.



- Just to the west of Ogmore is Witches Point, near Southerndown. Lias fissures are exposed along the beach here and consist of inter-bedded shales and limestones. Close to Witches Point, a fault with severe drag-folding has cut the Lias: its major movement is thought to be related to the Mid-Tertiary Alpine earth-movements. It is mineralised by a thick calcite-pyrite vein, which has undergone cataclasis during the major movement: however the pyrite is locally cut by thin veinlets of fresh, undeformed galena and sphalerite. This indicates that the Pb-Zn mineralisation post-dates the pyrite cataclasis: if this major movement is indeed mid-Tertiary then here we have an example of geologically young metalliferous primary mineralisation by Welsh standards. Skeletons have been found well preserved in the Lias on these cliffs.
- The Parsnipship, based in Southerndown produces and sells unique and original Vegetarian & Vegan food using locally sourced seasonal ingredients primarily at farmers markets and food fairs. They also provide event catering for Weddings & Music & Food Festivals and have recently set up a Cookery School.
- Out to Learn Willow based in Southerndown offer basket making and willow weaving courses.
- It is among the best areas for children in particular to begin to develop an interest in marine life by exploring the many rock pools, teeming with life, that abound along the coast, particularly at Southerndown beach.
- Iestyn ap Gwrgan, last native Prince of Glamorgan has a residence at the fort of Dunraven. It is recorded that he came under attack from Rhys ap Tewdwr, King of Deheubarth who destroyed his dwelling here in 1080.
- Sir Bedivere known in Welsh as Bedwyr Bedrydant "of the Perfect Sinews", is one of the most ancient warriors associated with King Arthur. He appears in the Mabinogion tale of "Culhwch and Olwen" as the handsomest warrior who ever was at Arthur's Court. Later Arthurian legends cast him as the sole survivor of the last battle of Camlan, and the man whom the dying King Arthur charges with casting Excalibur back into the lake. After Camlan it is said that he went to live in a hermitage. Welsh tradition says he was buried at Alld Tryvan, which would appear to be Din-Dryfan: Dunraven Castle.
- Dunraven hill fort was possibly the principal residence of the ancient Princes of Siluria and of Bran ap Llyr and his son Caradoc ap Bran – also known as Caractacus. It is mentioned in an old manuscript – the Bonedd y Saint. A nearby farm is called Cae Caradoc, which means Caradoc's field.
- The Vaughan Family once lived in Dunraven Castle. The head of the family, Walter Vaughan wasted his entire fortune on fast living and a life of extravagance. Three of his children drowned in an accident in the nearby sea, so Walter made plans to set up a sea rescue business. Sadly, he was refused permission by the governing body of the time. Walter was so annoyed at this he co-operated with a well-known notorious pirate called 'Mat of the Iron Hand' (due to his hooked hand), and helped to organise shipwrecks, which he then plundered for treasure. One of the techniques used was to tie lamps on the tails of his sheep at night. As the sheep wandered along the cliff top, they inadvertently lured the ships to their doom. His ill-gotten lifestyle allegedly came back to haunt him when his sole surviving son became one of the victims of his shipwrecks as he was on his way home from his travels.



- Dunraven Garden and Deer Park: Remains of a deer park; walled garden dating from the sixteenth century, with subsequent alterations to the internal layout. Features within it include an Edwardian summerhouse and a well-preserved nineteenth-century tower containing a banqueting room and ice-house.
- The garden is depicted on the Second Edition Ordnance Survey 25-inch map of Glamorgan XLIV, sheet 7 (1899). Its main elements on that map include cisterns, deer park, sundial, antiquity (contrived), carriage drive, conservatory, greenhouses, icehouse, lodges, parkland, parterres, flagstaff, summerhouse, terrace walls, well, walled garden and woodland.
- Great walks, rock pools, gardens, fossils, strata. Silurian hill fort, Dunraven wreckers 'Brad Dunraven'.

From story of ports and shipping:

- When Dunraven manor was used as a convalescent hospital during the First World War, the ghost of a young woman, known locally as the Blue Lady, was seen many times by the staff. They claimed they could tell when she had appeared, as she left a prominent perfume smell behind her, which resembled the yellow mimosa flower. The Blue Lady is also said to walk in the walled gardens.
- Iron Age Multivallate settlement lay at Dunraven.

Ogmore on the sea

From sense of place palette:

- Story that Maurice de Londres' daughter walked barefoot and marked the boundary of the common. It is still looked after by a Commoners Association. Sightings of the rare High Brown Fritillary Butterfly. It was an apparent dumping ground for gold.
- The New Inn once stood in a little hollow on the track that led from Bridgend to Merthyr Mawr. The main road stopped at the river Ogmore where passengers on stage coaches travelling from the west had to alight, cross over at the ford and catch another coach at Ewenny for London - due to the break in the road most travellers went by foot or on horseback. Many of these passengers were packmen carrying merchandise such as flannel, wool, skins and stockings, as Bridgend at this time was the centre of the South Wales wool and stocking industry. The New Inn, therefore, was a natural stopping place for these journeymen. The licensee of the inn was known as Cap Coch due to the headgear he wore - this was a red stockinet cap of the so-called freedom fighters involved with the French Revolutionary movement. He was a very powerful man with red hair and a bland face who ran a gang of smugglers and outlaws - these made frequent raids on the main road, usually picking on the odd lone traveller, but their richest harvest was gleaned within the inn itself. Suspicion firstly fell on the inn when bodies were discovered at the mouth of the river Ogmore - the finding of bodies always coincided with the disappearance of packmen. There was no police force around during this time therefore suspicion remained conjecture. Cap Coch and his associates became richer and richer, the goods of the murdered travellers finding a ready market with the people of the local town.





Other:

- Great for beach walks
- Mobile Cinema
- Much of the local buildings are constructed in Sutton Stone from the quarry in Ogmore.

Ogmore Castle

From sense of place palette:

- Construction of Ogmore Castle might have started around 1106, its foundation predating the Norman Conquest. In 1116, William de Londres was forced to abandon the castle when the Welsh appeared in force. His butler, Arnold, is credited with protecting the castle from the Welsh attack during the absence of William de Londres, and for this, he was knighted Sir Arnold Butler, also receiving the castle and manor of Dunraven as reward. The rent was three golden chalices of wine, hence the Three Golden Cups pub nearby.
- Ogmore was built in 1116 and is connected with William de Londres, Candleston with the Cantelupe family, Dunraven (Arnold de Boteler), St Donats, St Esterling and the Stradling.
- Medieval fish weir near the castle contributed to produce for landlords
- Ogmore river was used for trade in the sixteenth century
- Across the stepping-stones, one of which is a baptism stone. Over to the dunes. White lady of Ogmore, over to Merthyr Mawr?
- There are 52 stepping-stones that cross the river near Ogmore Castle. It was here that Baptists would celebrate their Baptismal Rites. A large congregation would gather on the grassy bank surrounding the ruins of the castle to witness the service, which took place in the waters of the Ewenny River. Candidates were prepared for the ceremony in Star Cottage, then the minister would wade into the water to the fourth or fifth stone and as they walked towards him he would immerse them. On 20th July 2003 an open air baptism took place of a member of Brackla Baptist Church. A music teacher from Pen-y-fai was baptised by the Pastor, upstream from the stepping stones, following a normal Sunday morning service



Merthyr Mawr

From sense of place palette:

- The sand dunes here are both a great place for nature enthusiasts and walkers as well as a place for athletes to train. Athletics clubs from as far afield as Bristol visit here for training sessions.
- There is an old Holy Well on the Porthcawl side of Merthyr Mawr, though there is very little to see any more.
- Merthyr Mawr is an idyllic little settlement, as picturesque as they come, with an outstanding collection of Thatched Dwellings straight from the pages of a Thomas Hardy novel, beautifully positioned around an old Village Green. Surrounded by meadows and woodlands, the Ancient Church, which dates back to the middle of the 19th century, was built on an ancient site that still stands guard over the residents
- 2nd Highest sand dunes in Europe. Holy well, Laurence of Arabia filmed here. 1/4 - 1/2 of all Welsh flower species found here. Thatched village.

Newton Burrows

From the story of Ports and Shipping and interpretation on site:

- Trade links with Somerset (principal trade in agricultural produce)
- For a hundred years in the sixteenth century increasing amounts of coal were exported from the exposed anchorages at Newton Nottage with occasional vessels calling from Aberthaw.
- Bridgend coastal path is part of All Wales
- Medieval port linked with Aberthaw
- History of activities such as smuggling and looting



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Appendix D

Appendix D

Visitor profile analysis of the Glamorgan Heritage Coast

An analysis of the visitors to the Glamorgan Heritage Coast was undertaken to ascertain the visitor profile of the coast. The review falls into the following categories:

Local demography

- Who uses / visits the Vale of Glamorgan as a whole?
- Who uses / visits the coastal area as a whole?
- Who uses / visits individual sites along the coast?

Local Demography

The Vale of Glamorgan is located in the South East Region of Wales immediately west of the capital city of Cardiff. The vale extends some 33,500 hectares and has four main towns called Barry (49,777), Penarth (23,208), Cowbridge (5529) and Llantwit Major (11,222). Overall the Vale has a population of 124,017 (61,700 are male and 64,900 are female). There is a total adult population within the 60-minute contour.

	Glamorgan (%)	Wales (%)
0-15 years	19.4	18.2
14-19 years	7.9	7.8
16-64 years	62.3	63.2
65+	18.4	18.6

Employment

	Vale of Glamorgan (%)	Wales (%)
Economically Active	76.1	73.2
Retired	16.2	16.1
Unemployed	7.7	8.3

- A similar share of the population in the area (16.2 per cent) as in Wales (16.1 per cent) is of retirement age
- 2006-08 data show the average gross weekly earnings for those working in Vale of Glamorgan was around £552. The equivalent figure for Wales was £470
- Agriculture and military are the main employment sectors in the region.



Health

- 26% of people in The Vale of Glamorgan reported that they had a long term limiting illness, compared to 26% in 2009, and compared to 27% across Wales. The number of people of pensionable age reporting a long term limiting illness in The Vale of Glamorgan was 11,100, compared to an average of 13,497 across all Welsh authorities. In addition, The Vale of Glamorgan had less people under 65 who claimed severe disability allowance than the average across all the Welsh authorities.
- The Vale of Glamorgan Social Services 2010-2011: Service Profile

Deprivation

- The Vale of Glamorgan has 6% of its local areas in the 10% most deprived in Wales.
- The figure below shows the Vale of Glamorgan's deprivation profile from WIMD 2011. The darker the colour the more the area is deprived. 13% of The Vale of Glamorgan's local areas are amongst the top 20% deprived areas in Wales. The proportion of benefit claimants amongst people of working age was lower in The Vale of Glamorgan than the proportion across the comparable authorities. Overall the majority of its areas are less deprived than the Wales average.

The Vale of Glamorgan Social Services 2010-2011: Service Profile

Ethnicity

	Vale of Glamorgan (%)	Wales (%)
White	94.4	93.2
Other White	1.6	1.8
Asian / Asian British	1.6	2.2
Black	0.4	0.6
Mixed / multiple ethnic group	1.3	1.0

Census 2011

Housing

- In 2010-11 less households rented from social housing landlords in The Vale of Glamorgan than across the comparable authorities. Furthermore fewer households rented from social housing landlords than across Wales. The majority of household tenures in The Vale of Glamorgan are owner-occupied or privately rented.
- The Vale of Glamorgan Social Services 2010-2011: Service Profile

Education

- In the Vale of Glamorgan there are three Nursery Schools, two Infant Schools, two Junior Schools, forty-four Primary Schools (including seven Welsh medium primary schools), eight Secondary Schools (including one Welsh-medium secondary school) and three Special Schools.

	The Vale of Glamorgan	Wales
% Achieving the expected level – Key Stage 1 (L2+)	87.5	82.7
% Achieving the expected level – Key Stage 2 (L4+)	86	82.6
% Achieving the expected level – Key Stage 3 (L5+)	72.4	72.5
% Achieving 5+ GCSE A* - C	65.7	57.7

In 2007, an estimated 10 per cent of working age adults in Vale of Glamorgan had no qualifications, this compares with 15 per cent in Wales

Language

- In the Vale of Glamorgan 3.3% can understand spoken Welsh only compared to a higher percentage throughout Wales (5.3%). 8.2% can speak, read and write Welsh in the Vale of Glamorgan compared with 14.6% nationally.

Census 2011

Who uses / visits the Vale of Glamorgan as a whole?

The Vale of Glamorgan is located in the most popular part of Wales and benefits greatly in tourism terms from its close proximity to the capital Cardiff. Customer research of the Vale of Glamorgan has identified the following domestic target market segments:

- Affluent early retired couples
 - Affluent working empty nesters
 - Younger professional couples / groups
 - Younger better off families
 - Middle / lower income families
 - Older less well off couples / groups
 - Business travellers
 - Young rising singles / students
- Day visits are significantly important to the local economy with the main day visitor destination being Barry Island. Events play an important role in attracting both day and stay visitors. In terms of geographical spread the main English markets are the West Midlands, SE / SW England, London and M4 corridor.
 - The 2009 South East Wales Survey revealed that:
 - 38% of visitors who visit the Vale of Glamorgan are on a day out from home
 - 36% come from Wales with over a third from the immediate locality
 - 75% have been to the area before
 - Specific events, accessibility, plenty to do, scenery, landscape and countryside are the main influences – plus shopping and the influence of friends and relatives

Vale of Glamorgan Tourism Strategy 2011- 2015

Who uses / visits the coastal area as a whole?

The coastal tourism is extremely important to the Vale of Glamorgan tourism product and is used to promote the area as a visitor destination. The profile of respondents indicates that visitors to the coast are older (post-family) and more affluent. Nearly all described themselves as white (British or Welsh) and almost 9 in 10 were Welsh residents. Almost all others were from other parts of the UK with very few coming from overseas. A third of visitors described themselves as living very locally (80% of visitors to the coast are in a 30 mile catchment zone), predominantly living in the Vale of Glamorgan or Bridgend Council areas. Over half were on a day trip from home and only 11% were on holiday or staying away from home for one night or more. Various activities and events attract certain people to use and visit this region:

- Walkers are the biggest draw of visitors to the coast, particularly older people with their spouse or partner. The Heritage Coast boasts a good network of walking routes including a coastal path that links with the rest of the all Wales coastal path which opened in May 2012
- A day at the beach (with no water sports or other sports involved) was also a big influence on families and in particular attracts the less frequent visitor to the area
- The sand dunes are both a great place for nature enthusiasts and walkers as well as a place for athletes to train. Athletics clubs from as far afield as Bristol visit here for training sessions.
- Village and local pubs form a focal point for community gatherings and socialising
- Gardening is a key pastime for many people in the area with lots of participation in the RHS Open Gardens scheme
- The Vale of Glamorgan has a large population of horses, boasts a handful of racing stables, and is renowned for arable farming
- The dramatic landscapes and stunning seascapes and sunsets inspire many to take up photography and there are a few photography groups in the region
- MOD St Athan is a large United Kingdom Ministry of Defence unit near the village of St Athan.
- A number of productions have and continue to film in the area. These include Dr Who and Gavin and Stacey.

Satisfaction about their visit in the survey by strategic marketing in summer 2011 included:

- Due to the large proportions of regular visitors and those living locally, unsurprisingly most people said that their visit was as expected. However three quarters of first-time visitors said that their expectations had been exceeded.
- Unfortunately these respondents were also the least likely to say that they would make a return visit, due to the distance from where they live being too great. However, they may recommend the area to friends / family (this was not asked in the survey).
- In general it appears that the people who visit regularly will continue to do so.



Glamorgan Heritage Coast Visitor Perception 2011

- Visitors are more likely to be of AB (26.7%), C1 (35.6%) or C2 (27.4%) social grades
- Visitors are more likely to be of white ethnicity (59.9%). There is a very low percentage of other ethnicity groups.
- 26.7% visited alone. 28.6% are visiting with spouse / partners. 34% are visiting with families. Only 10% are visiting with friends.

Steam Report

Who uses / visits individual sites on the coast?

In the survey conducted by Strategic Marketing in summer 2011 the most visited places on the Glamorgan heritage coast were Ogmores-by-Sea followed by Llantwit major. Families were most likely to visit Ogmores and Merthyr Mawr sand dunes. People who were on a day trip when interviewed were more likely to have visited many places along the coast, perhaps indicating that they are frequent day-trippers. The same was not true for people living very locally who were only more likely than average to have visited Aberthaw Power Station. The group most likely to have visited many sites was those in the AB socio-economic group, indicating that cost could be a determining factor when planning trips. Day visitors were more likely to have visited the following places compared with people living locally or staying visitors:

- Ogmores (85%)
- Dunraven Bay (72%)
- Llantwit Major (72%)
- Nash Point / lighthouse (65%)
- Tresilian Bay / Llantwit Beach (58%)
- St Donats Arts Centre (36%)
- Sandy Bay (33%)
- Southerndown Visitors Centre (11%)
- Glamorgan Heritage Coast Visitor Perception 2011



Site	Current Audiences
The Leys at Aberthaw	Local / regular users Anglers Surfers Short distance walkers / Dog walkers Long distance walkers (some people do walk all the way to Newton) Birdwatchers Some military use for training Some education groups (but difficult for coaches to access) Rock pooling and fossils Botanists
Cwm Colhugh (Llantwit Major)	Young volunteers in LMSLSC and young people Surfers School groups from Atlantic College and Southerndown People from overseas with links to Atlantic College Short distance walkers / Dog walkers (interested in circular walks and walks to Tresillion Cave / St Donat's Castle) Shoppers from the town Families Local people from Llantwit Major Geologists People with archaeological / historical interest Cyclists Swimmers Wheel chair users visit cafe
Nash Point & Lighthouse	Short distance walkers Organised groups visiting the lighthouse (educational groups) Birdwatchers Photographers Families Regular local visitors People with historical / geological interest Botanists Wedding parties

Site	Current Audiences
Monknash	Birdwatchers Drinkers (from Plough and Harrow and Great Blighty Ale Trail) Surfers Short distance walkers (Walk to Southerndown and circular walks) Naturists Horse riders Campers Anglers Farmers Archaeologists Local people
Dunraven Bay / Gardens / (Southerndown)	Local families Families on day trips Local / regular visitors Surfers Swimmers Anglers Geologists and people with geological interest People with archaeological and historical interest Archaeological and historical groups Geological groups Walkers / dog walkers Disabled walkers Families Educational groups (including town / city school groups) Lifeguards Film crews Photographers Friends of the Glamorgan Heritage Coast Day trippers who cannot get into car park at Ogmore
Dunraven Heritage Centre	Families on day trips Walkers / ramblers School groups Education groups People with archaeological, historical and geological interest Archaeological and geological societies Geologists Friends of the Glamorgan Heritage Coast

Site	Current Audiences
Ogmore Beach	<p>Athletes Horse riders Swimmers Photographers Birdwatchers Walkers / dog walkers Geological groups Anglers Local residents Kayakers Families Cyclists Surfers / kite surfers / paddle boarders Families who are visiting for the day</p>
Ogmore Castle	<p>Walkers / dog walkers Families (local and day trippers) Historical and archaeological societies Horse riders Wedding parties (photography) Bird watchers Pub goers Kayakers</p>
Merthyr Mawr	<p>Walkers / dog walkers Film enthusiasts / Film makers Athletes Local families Botanists Archaeologists Geologists</p>
Newton Bay	<p>Holidaymakers from Trecco Bay Local people from Newton Boat clubs Windsurfers / kite surfers Kayakers Swimmers Walkers / dog walkers Anglers Jet skiers</p>

LLantwit Major

- LMSLSC have grown from a small number of young volunteers housed in an RAF packing case, to a club with over 180 members providing continuous voluntary service on the beach.
- The surf club is located at the beach in Llantwit Major and provides a voluntary lifeguard service and first aid point.
- Llantwit is an important and popular surfing beach along the coast.
- The founding college of a global education movement, UWC Atlantic College is an international residential school based in the UK. Each year, 350 students aged 16 - 18 from 80 different countries benefit from a world-class International Baccalaureate educational experience.
- There is a Storytelling Festival held annually at St Donat's
- Castle and arts centre at St Donats
- Off-peak visitors were more likely to have visited Llantwit major (80%).
- The biggest draw to LLantwit Major was the shopping (73.5%). 5.9% were on holiday and 5.9% were working.
- 16.3 % visited for walking / dog walking

Southerndown / Dunraven

- Southerndown is also a popular surfing beach along the coast
- Southerndown and the nearby bays offer some of the best Long line sea fishing in the UK. It is a popular local pastime
- Trwyn-y-Witch (Witches Point), the rocky outcrop at the end of Southerndown bay on the left as you look out to sea, is formed from carboniferous limestone and is a popular site with fishermen. This area is designated an SSSI (Site of Special Scientific Interest). There are dangerous whirlpools here as the tide and current flow both sides of the outermost part of the bay
- Both St Brides and Cowbridge have regular farmers or produce market
- Vale of agricultural show- Held on Fonmon Castle land each August, this important regional agricultural show, showcases the very best in animal husbandry, riding skill and produce from the Vale
- In 2012, the National Eisteddfod of Wales was hosted by the Vale of Glamorgan at Llandw
- Cowbridge book festival
- Dunraven car park can take 1500 cars and 300 to 400 cars might be there over a winter weekend
- 53.8% of people come to Dunraven for dog walking
- 28.2 % come to Dunraven for a day on the beach.
- 2.6% came for water sports.



Ogmore

- The majority of people come to Ogmore for walking / dog walking (52%)
- 18.4% of people came for a day at the beach.
- 39900 vehicles paid for pay and display in 2012, 38,014 in 2011 and 22407 in 2010 which suggests the number of people visiting Ogmore has been rising for the last 3 years.

Nash Point

- 23.8 of people came to Nash point for no real reason. 19% came to go walking.
- Nash Point Lighthouse is a wedding venue

Aberthaw

- In the survey conducted by Strategic Marketing in 2011 those living very locally were more likely to have visited Aberthaw Power Station (25%).
- A large number of visitors did not know the name of the stretch of coastline (52.2%) whilst 32% knew it was called the Glamorgan Heritage Coast
- 42% had not seen the logo associated with the heritage coast



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Appendix E

Appendix E: First Person Interpretation

The Rangers on the Glamorgan Heritage Coast (GHC) provide first hand interpretation to the following groups:

- School / education groups
- Talks and Walks to adult groups
- Individuals who visit the Heritage Coast for research
- Interaction with people at the Heritage Centre
- Interaction with people whilst managing the coast
- Friends of the Glamorgan Heritage Coast and AGM meetings
- Heritage Coast Advisory Group

This appendix is a review of the first person interpretation on the GHC that the Rangers offer.

1.1 School / education groups

The Coastal Rangers run the education / schools sessions on the Glamorgan Heritage Coast. The Rangers do not advertise their formal education offer. It is publicised through word of mouth (for example teacher training groups will visit the coast and promote the coast in their respective schools). Schools phone the Heritage Centre and the Rangers discuss with the teacher what the teacher wants the session to include (The Rangers are the only people who can book education sessions to ensure they know what the teacher wants). On average these sessions can range from 2 hours to a full day depending on what the education group want. The aims of the sessions are to be:

- Enjoyable and inspiring
- A memorable experience
- Practical / hands on
- Always incorporate the key messages of the coast which are its beauty, health and safety and elements of coastal management

The schools / educational groups in the table below visit the Glamorgan Heritage Coast and each session is tailored to a specific subject which is determined by the teachers. The majority of educational visits are from primary schools (90%) but there are also other education groups who visit the coast. Most teachers who contact the Rangers will tie the session to the national curriculum and decide what they want the sessions to include. Sessions in Welsh can be offered by the Rangers if a Welsh speaking school is visiting. They also receive ethnic minority school groups from Newport and Cardiff.

School / Educational Group	Content of Education Sessions
Nurseries (3 / 4 year olds)	Sessions on the beach / general information about the coast
Primary Schools (90% of education visits are from primary schools)	Try to make the sessions as outdoors as possible. On an average day they will spend half a day on the beach and half a day in the gardens if the Rangers are organising the session (this is weather dependent and a slide show would be an alternative if the weather is wet). The subjects they tend to focus on include beach sessions; compare habitats, rock pools, the park, the landscape and ghost stories.
Secondary Schools	The same pattern occurs with this group where they spend half a day on the beach and half a day in the gardens. More specific sessions exploring geography, geology, coastal management, visitor perception of the coast, poetry on the coast
Sixth Form	Again more focused- Habitat Management can link to geography 'A level'
College / University	Environmental Conservation Coastal Management Geology

Schools are mainly from a 30-mile radius but schools from London and Gloucester have taken part in these education sessions. Also schools visiting the Brecon Beacons will come down for the day. The Glamorgan Heritage Coast receives about 50 / 60 schools a year. Their target this year is to reach 65 schools. Last year they had 55 schools visit. They advise 30 children per Ranger (because the room in the Heritage Centre can only take 30 children) but they have known classes of 120 to arrive if the weather is bad.

The most popular months are May, June and July when they are fully booked because there is a high demand from schools. They will be fully booked by the end of May and they log schools into a diary. They might also receive one school a week in February and November. Local schools and schools from Cardiff and Newport often return to the coast the following year or the year after.

1.2 Talks to Adult Groups

Talks on the Glamorgan Heritage Coast take place with the following adult groups:

- Glamorgan Gwent Archaeological Trust
- Wildlife Trust
- National Museum Of Wales (based in Cardiff)
- Gardening groups
- Rotary Groups
- Community Groups
- U3A
- Volunteer groups
- Photography groups
- Art Groups
- Disability groups

The majority are evening talks which last 1 hour with a 50 min slideshow and 10 minutes of questions / discussion. They normally start at 7.30 and they occur throughout the year. Both Rangers approximately give one talk a week between them therefore there is approximately about 50 talks given a year.

The first talk they give is often a general introductory talk about the Glamorgan Heritage Coast. The talk will cover the following topics:

- Why is it called the Glamorgan Heritage Coast?
- Why was it set up? Explore the history, background of the GHC and why it is special.
- They then focus on specific locations on the coast and provide information about each location and how it is managed.
- They then look at issues and problems with the Heritage Coast e.g. litter, increase in visitors, rock falls.

Many groups will ask the Rangers to return to talk about specific parts of their introductory talk. For example about the geology of the area or Dunraven Gardens or will ask for a walk along the coast. Walks with these groups often occur in the summer months and they can also be night walks as well as day walks. They can range from 5 people to 30 people. They could vary from butterflies on Ogmores common or ghost stories along the coast. It depends what the group wants from the walk.

The majority of people who attend these talks state that they do not realise what is on their doorstep. Consequently the talks are a way of publicising the coastline and to raise an awareness of the coast. For example they have spoken to volunteer groups who have then taken part in a litter pick on the coast. Last year they were voted by the Women's Institute as one of the top 3 best speakers in South Wales. They also receive donations on these talks. The approach to the talks is flexible and interactive and they say at the start 'if somebody wants to talk about a certain subject please let us know'. They do not session plan these talks and they do not change the talks for different groups. They adapt to what the groups want.

The Rangers also receive feedback from community groups about the coast. For example there have been recent concerns in the Vale of Glamorgan with sand dredging which the Rangers were not aware of. They do not log or evaluate this information in any way.

1.3 Individuals who visit the Heritage Coast for Research

They have approximately 4 researchers a year but they will often come across researchers who they do not realise are researching on the coast. There are probably many researchers that they are not aware about. Researchers can stay at the Heritage Centre at Dunraven Bay. They ask for a copy of the work from researchers who are completing projects / dissertations so the coast can use this research material. However there has been a drop in the amount of researchers over the last two years with more material available online. Researchers may come from universities across Wales (Cardiff and Swansea) and also Bristol.

1.4 Interaction with people at the Heritage Centre

The type of information people ask for at the Heritage Centre includes:

- Recommendations to visit along the coast
- The walks along the coast
- Safety information- the safety of the beach
- Technical Information e.g. Often ask when the castle was knocked down on Dunraven Estate
- Recommendations for the Vale of Glamorgan – where is the best place to eat?
- Recommendations for other coastlines in Wales – people ask about Pembrokeshire.

They point to the maps, and tell people to have a look at the interpretation. They often ask people where they have come from and what they are doing in the area.

In the summer months they receive less visitors to the Heritage Centre and more when it is a colder day.

1.5 Interaction with people whilst managing the coastline

The Rangers speak to a variety of people every day (mainly at weekends) whilst they are caring for the coast. The day-to-day contact is reactive rather than pro-active. Most of these people are first time visitors to the coast and the questions the Rangers often receive are about:

- What their role is?
- Why they are looking after the coast?
- General advice about the coast- where to walk, tide times
- Specific information- Where to find a certain bird or plant
- Safety information – state of paths / cliffs

The approach they take to these conversations is to make these people learn a bit more about the coast and make them feel a bit better about themselves. They have a lot of experience, which enables them to answer the majority of questions and they can adapt to the needs of different people.

People who they know along the Heritage Coast usually ask:

- What is going on currently?
- How is the coastal path developing?

There are some people who cause problems on the coast (drop litter etc., camp on private land) and the Rangers have to treat these people tactfully and explain why they care and consider for the coastline (only a small percentage).

1.6 Friends of the GHC and AGM meetings

The Friends organise a meeting every quarter where they are updated with an hour presentation. This slideshow includes:

- Updates about the GHC and what is going on
- Lots of landscape shots
- Quizzes with prizes

The slideshow with updates is also presented at an AGM which occurs in April / May. An open day is organised annually by the Friends with tea and cakes. The Rangers will also give the Friends updates about the coast on this open day. Last year it consisted of a tractor ride with local farmers with tea and cakes.

1.7 Heritage Coast Advisory Group

This is made up of local council people, community groups, archaeology groups etc. Rangers give a ½ hour presentation to provide an update about the GHC and if there are any standout issues or concerns. This happens once a year.

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Appendix F

Appendix F: Review of GHC Visitor Information Leaflets

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
The Glamorgan Heritage Coast and Countryside 2012-2013 (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> This detailed brochure is a comprehensive guide (50 pages long) to everything that is going on in Bridgend and the Vale of Glamorgan. It includes accommodation details, travel, maps, things to do, places to visit and a beach guide. It is a joint marketing venture between BCC and VOG – 'two counties – one proper holiday'. 	<ul style="list-style-type: none"> There is no GHC branding There is no mention of the All Wales coastal path There is no reference to the Heritage Coast Centre at Dunraven bay in the contact details. <p>The A4 brochure is very visual with lots of photographs and a contemporary design</p>
Out & about in the Glamorgan Heritage Coast & Countryside, Wales (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> This leaflet shows what the GHC and countryside has to offer. It includes an A2 fold out map of the area with things to do and places to visit (with contact details and the location on the map). For example activities and adventures, Family Fun, Arts and Entertainment, Boat Trips, History and Heritage, Country Parks and Gardens, Food and Drink, Golf, Fishing, Surfing and shopping The leaflet also includes a beach guide and a 'where to stay' guide. It contains brief information on travel and safety. 	<ul style="list-style-type: none"> There is no mention of the Heritage Coast Centre at Dunraven Bay in the contact details. The contact points are given as Bridgend Tourist Information Centre and Porthcawl. The leaflet does not have a Welsh version. There is no GHC branding on the leaflet. No mention of the All Wales coastal path. <p>The A5 leaflet has a family friendly style and a contemporary design</p>
Fascinating towns and legendary villages (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> These two complimentary booklets focuses on seven towns in the Vale of Glamorgan and Bridgend County It explores the towns' history and stories. It offers a map for each town centre and an area map. 	<p>The A5 booklet is attractive with lots of photographs and a contemporary design</p>

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Days Out: The Glamorgan Heritage Coast and Countryside (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> • Lists and provides an overview of 44 places to visit in the area known as the Glamorgan Heritage Coast & Countryside. • It has the same purpose as the 'Out and about' leaflet • Advertises the coast as 'the most southerly point in Wales' • Provides background and travel information on the following sites located on the coast; the Heritage Coast Centre, Merthyr Mawr, Nash point lighthouse, Ogmere Castle, Candleston Castle, St Donats Arts Centre and St Donats Castle. • It also includes places to visit outside the designated GHC. For example Barry Island and Porthcawl. • Includes contact details for Llantwit Major Visitor Centre 	<ul style="list-style-type: none"> • The All Wales coastal path is not included on the map • The leaflet does not have a Welsh version • There is no GHC branding on the leaflet (There is a brand style to the heading but it does not match the GHC branding being used at the Heritage Coast Centre) <p>This 'one third A4' leaflet is of the same 'set' as the 'get active' leaflet. It is attractive with lots of photographs and a contemporary design and the information is well presented as a quick guide to the key visitor attractions in the area.</p>
Get Active: The Glamorgan Heritage Coast and Countryside (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> • It has the same purpose as the 'Out and about' leaflet • This booklet lists activities along the Glamorgan Heritage Coast and Countryside including surfing, adventures and activities, cycling, golf courses, horse riding, fishing, walking, sports and leisure centre. • It provides prices, directions, contact numbers, travel info and opening times. • There is a map that highlights locations across the coast and the booklet provides accessibility information for each activity. 	<ul style="list-style-type: none"> • There is no reference to the All Wales Coastal path in the walking section. • The content is not in Welsh. • No contact details for Heritage Coast Centre <p>The leaflet is well laid out, contemporary in design and presents the information in an accessible format</p>

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Fascinating Towns: The Glamorgan Heritage Coast and Countryside (Bridgend and Vale of Glamorgan Councils)	<ul style="list-style-type: none"> • This booklet lists information about towns along the GHC • It has the same style of design as the 'Get active' leaflet and 'days out' leaflet • It has a similar purpose to the 'fascinating towns and legendary villages' guidebook 	<ul style="list-style-type: none"> • No branding • No content in Welsh • No contact details for Heritage Coast Centre <p>The leaflet is well laid out, contemporary in design and presents the information in an accessible format. It is part of a set of leaflets including the 'get active' leaflet.</p>
The Great Blighty Ale Trail 2011 (Blighty)	<ul style="list-style-type: none"> • Describes a circular walk from Monk Nash to Nash Point, which incorporates two pubs (Plough and Harrow / Horseshoe Inn). 	<ul style="list-style-type: none"> • This leaflet does inform the reader about other leaflets on the GHC so the reader can look for further information. • There are no advertisements for other parts of the Heritage Coast. • There is no health and safety information regarding the coast, or any contact for further information about this walk (the leaflet only contains phone numbers for the pubs). • There is no GHC branding. <p>This is a very simple A6 fold out leaflet with very basic design and information</p>

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Heritage Coasts in England and Wales (Countryside Council for Wales)	<ul style="list-style-type: none"> Introduces every designated Heritage Coast in England and Wales including the GHC. Offers general information on why we have heritage coast's, how we get them and who owns and manages them Includes address details of GHC Centre 	<ul style="list-style-type: none"> No GHC branding Has the contact information for Countryside Council for Wales <p>This leaflet is now out of date</p>
Friends of the Glamorgan Heritage Coast (Friends)	<ul style="list-style-type: none"> The purpose of the Friends of the Glamorgan Heritage Coast Association Events that the Friends of the GHC organize Tear off strip to join the friends with annual membership costs <i>The GHC branding is included / adopted</i> The content is in Welsh and English 	<ul style="list-style-type: none"> There is no GHC map on the leaflet or an explanation of what the GHC is. A contact phone number / email address for further information would allow the reader a more detailed understanding of the Friends if required. <p>This is a simple single sided leaflet intended to increase membership</p>
Castell Coch and Caerphilly Castle (CADW)	<ul style="list-style-type: none"> Contains information on these two castles and has a section dedicated to other CADW historic sites in the Vale of Glamorgan including Ogmere Castle. Also has a map, which shows the 'All Wales Coast Path' along the GHC. 	<ul style="list-style-type: none"> Does not reference the GHC

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
GHC series of leaflets	<p><i>All of these leaflets carry the branding that is visible at the Centre and all are in Welsh and English</i></p> <p><i>They all carry contact telephone numbers and email addresses</i></p>	
Glamorgan Heritage Coast (Vale of Glamorgan Council)	<ul style="list-style-type: none"> • This leaflet provides some background information on the Heritage Coast Centre. • The objectives of the Heritage Coast are outlined along with a map of the Heritage Coast and its location with England & Wales. • Information about the Heritage Coast Centre is also outlined in this leaflet. 	<ul style="list-style-type: none"> • This leaflet is quite limited and does not explain what you can do and see on the heritage coast. It also does not explain the stand out location on the coast and why people should visit the coast. • There is also no reference to the education offer, the talks and walks given at the Heritage Centre or any links to a website. • There is no information about access to the coast. <p>The A4 folded leaflet has an unusual split fold and is one of a set of leaflets all with the same style, the same fold and the same design layout. The text, images and main colour differ. The full set of leaflets includes:</p> <ul style="list-style-type: none"> • Glamorgan Heritage Coast • Seawatch • Seashore • Geology • Dunraven Gardens

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Dunraven Gardens (Vale of Glamorgan Council)	<ul style="list-style-type: none"> Details of the current gardens (along with pictures) and a brief history of the gardens and the plants there Information about the Heritage Coast Centre 	<ul style="list-style-type: none"> A map would enable the reader to gain a greater understanding of the location of the gardens
Seashore (Vale of Glamorgan Council)	<ul style="list-style-type: none"> General explanations of some of the species found on the GHC and about the tides and high and low water marks GHC Centre details are included 	<ul style="list-style-type: none"> There is no map and no safety information If read in isolation (without the main GHC leaflet) it lacks context. There is no overview statement.
Seawatch (Vale of Glamorgan Council)	<ul style="list-style-type: none"> Information about the Seawatch Centre, its aims and how the building was purchased A description of what the centre contains and what there is to do there A location map in relation to Llantwit Major but not a wider context 	<ul style="list-style-type: none"> A wider context map of the GHC / South Wales If read in isolation (without the main GHC leaflet) it lacks context. There is no overview statement.
Geology (Vale of Glamorgan Council)	<ul style="list-style-type: none"> Background to the geology of the coast including rock types and fossils Safety Information Contact details for Glamorgan Heritage Centre The content is in Welsh and English 	<ul style="list-style-type: none"> If read in isolation (without the main GHC leaflet) it lacks context. There is no overview statement.

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Nash Point Lighthouse (Trinity House)	<ul style="list-style-type: none"> Information about Nash Point Lighthouse with list of key headline facts about the lighthouse and its position on the map Map of the location of Nash Point Lighthouse A list of Trinity House Lighthouses open to the public and a telephone number for further information 	<ul style="list-style-type: none"> No links to other sites along the GHC or further information about the coast No GHC branding <p>This is a simple two panel 'one third A4' leaflet</p>
See inside a Lighthouse (Trinity House)	<ul style="list-style-type: none"> Brief information about all of Trinity House's Lighthouse's in England & Wales with location information, contact numbers, opening and tour times and a photograph Map of England & Wales showing the locations Safety / access information 	<ul style="list-style-type: none"> No links to other sites along the GHC or further information about the coast No GHC branding <p>This is a simple four panel 'one third A4' leaflet</p>
Cycling: The Glamorgan Heritage Coast (Bridgend Council)	<ul style="list-style-type: none"> Leaflet aimed at helping visitors to the coast to find what cycle routes are available, what attractions and accommodation is nearby. Includes a map (but only covers Bridgend County Borough) Health and safety and contact details Information about walking and car sharing 	<ul style="list-style-type: none"> No map or details of the GHC in the Vale of Glamorgan No contact details of the Heritage Centre at Dunraven Bay
Merthyr Mawr Warren: National Nature Reserve (Countryside Council for Wales)	<ul style="list-style-type: none"> Provides travel information to the nature reserve Includes information about the history of the nature reserve, what is there now, what to look out for and the conservation of the reserve. Includes a map and safety information In Welsh and English 	<ul style="list-style-type: none"> No GHC branding (Only Countryside Council for Wales) No links to other parts of the GHC <p>The leaflet is out of date – the design is not very engaging or accessible</p>

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
Penarth: The garden by the sea (Vale of Glamorgan Council)	<ul style="list-style-type: none"> This is a trail / town guide to the town 	<ul style="list-style-type: none"> There is no advertisement or information about the GHC <p>It is a large fold out leaflet, which folds out from a 'one third A4' size to an A2 size with map. It has a contemporary attractive design with good images.</p>
Cowbridge (Vale of Glamorgan Council)	<ul style="list-style-type: none"> This is a town guide to this market town, which includes a map, travel and things to section. It is written in English and Welsh The leaflet does not contain any information on the GHC 	<ul style="list-style-type: none"> There is no advertisement or information about the GHC <p>It is a large fold out leaflet, which folds out from a 'one third A4' size to an A2 size with map. It has a contemporary attractive design with good images.</p> <p>This is part of a set of leaflets of which the Penarth leaflet is included</p>
Plough & Harrow pub (Plough & Harrow)	<ul style="list-style-type: none"> A historical context with the Monastic Grange A description of the Coast and bygone days, shipwrecks etc. The GHC is referenced Photos of events at the pub Photos of Monknash A map of the area and the location of the pub Contact information 	<p>The leaflet is a very good 'self' published' leaflet by the landlord but would benefit from a review and a professional design, bringing an opportunity to say more about the GHC</p>

Title of leaflet & author	Content of the leaflet	Gaps in the leaflet / design
GHC series of leaflets (older set)	<i>These are an old set of leaflets used as part of the research and interpretive planning. They are no longer in circulation and so have not been reviewed in detail, but the comments below are of note</i>	
	<ul style="list-style-type: none"> • There are 10 leaflets in total including: <ul style="list-style-type: none"> ○ Visitors code ○ Fish and Fishing ○ Ships that pass ○ Walks ○ Country Walk ○ Wild Flowers of the Coast ○ The Wildlife of Merthyr Mawr ○ The story of Summerhouse Point ○ History of Merthyr Mawr ○ A guide to its Churches (GHC) 	<ul style="list-style-type: none"> • The designs are now old and out of date but are still attractive and informative • They are single colour ink onto a single coloured heavy weight paper and all are sized at 'one third A4' • They contain some very attractive illustrations in pen and ink • They contain some very good and clear maps • They all carry an older version of the GHC branding (i.e. without the Celtic Cross around the coast image).

Glamorgan Heritage Coast

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Appendix

G

Appendix G - Website Review

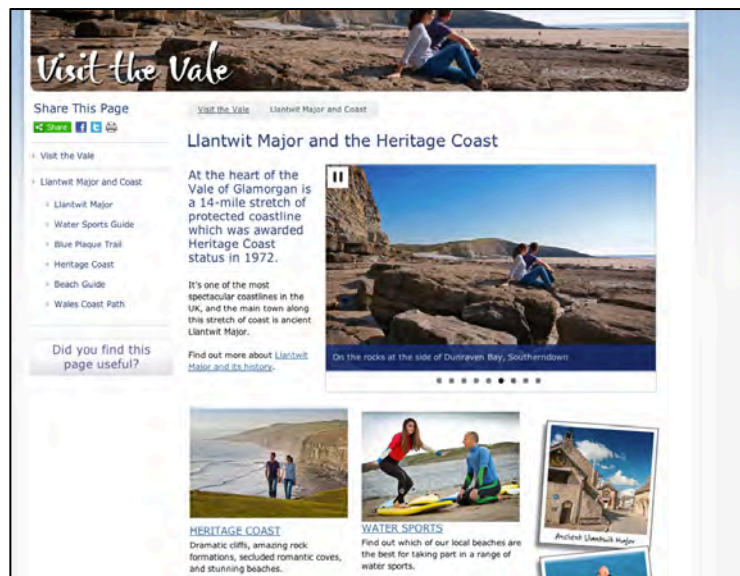
The following websites were reviewed to identify the current online information provision about the Glamorgan Heritage Coast (GHC). The current available sites are:

- Visit the Vale
- Southern Wales Tourist Board
- Visit Wales
- St Brides, Southerndown, Ogmore By Sea
- Vale of Glamorgan Council
- Valeways

These are reviewed as follows:

1.1 Visit the Vale Website

(http://www.valeofglamorgan.gov.uk/enjoying/visit_the_vale.aspx)



- The Visit the Vale website, run by the Vale of Glamorgan Council Tourism Team, is an introductory website to the Vale of Glamorgan, providing short summaries of places to visit in the Vale.
- The homepage to this website includes a link to 'Llantwit Major and Coast' but has no mention of the 'Glamorgan Heritage Coast' on the homepage.
- The only reference to the coast on a homepage is a picture of the beach at Dunraven Bay but non-visitors would not be aware that this is the heritage coast.
- Once the visitor to the website clicks on the 'Llantwit Major and coast' link they then find the first mention of the heritage coast (the title of the page is 'Llantwit Major and the Heritage Coast'). On this page there tends to be a focus on Llantwit Major rather than the whole stretch of coastline. Another link then takes the visitor to the Glamorgan Heritage Coast page.

This page contains a brief summary of the coast as follows:

- References to Ogmore Castle, Merthyr Mawr and Candlestone Castle (main focus on Merthyr Mawr)
- Describes the nature and characteristics of the coast - 'Dramatic coves, romantic coves, rolling countryside'
- A picture of Nash point and the general coast
- Information about the Heritage Coast Centre - publicising the Rangers work with schools and with visitors to the coast and providing contact details for the centre.

There is no Glamorgan Heritage Coast logo displayed on this website and very little information about safety along the coast or conservation and management of the coast.

Glamorgan Heritage Coast

At the heart of the Vale of Glamorgan coastline is a particularly special 14-mile stretch that was awarded Heritage Coast status in 1972.

The Glamorgan Heritage Coast begins at Aberthaw and goes all the way to Porthcawl in the west. The Heritage Coast features dramatic cliffs, amazing rock formations, secluded romantic coves, all backed by rolling countryside.

The unique characteristics and conditions of the seashore have resulted in a coastline that is home to a vast array of species, while it is also a real draw for bird-watchers who can look out for Choughs, Fulmars, Bar-Tailed Godwits and Peregrine Falcons.

One of the best ways to explore the area, especially its most remote parts, is by lacing up your walking boots to tackle the Heritage Coast Path, part of the Wales Coast Path. The path lets you either look down on, or walk through, most of the area's beaches.

When you reach the stepping stones at Ogmore Castle, the path then leads you around one of the most fascinating landscapes in the UK, the Merthyr Mawr sand dunes.

The dunes are one of those places that, once visited, you will never forget. Next to forestry and the remains of Candlestone Castle are a maze of pathways and dunes, in the closest place Wales has to a desert. Kids will love tumbling down the dunes, and don't forget to take a sledge with you to ride down the Big Dipper, the biggest sand dune in Europe.

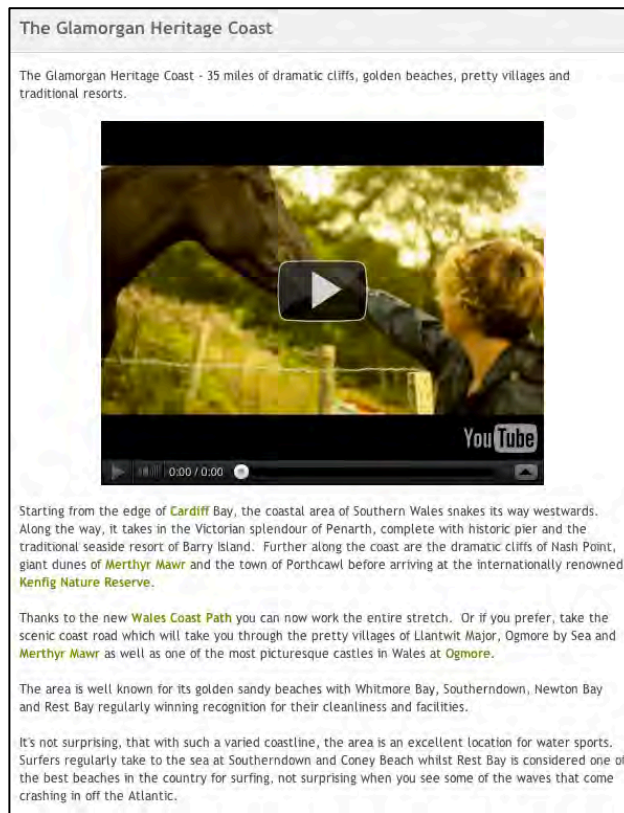
Heritage Coast Centre

Southerndown, CF32 0RP.

You can find out more about our coastline by visiting the Heritage Coast Centre in Dunraven Park, Southerndown. The centre includes a small shop and information point containing lots of useful literature about the coast, and the Rangers based at the centre work hard to educate coastal visitors and school groups about the need to conserve this beautiful stretch of coastline. **Tel: 01656 880157 for opening times.**



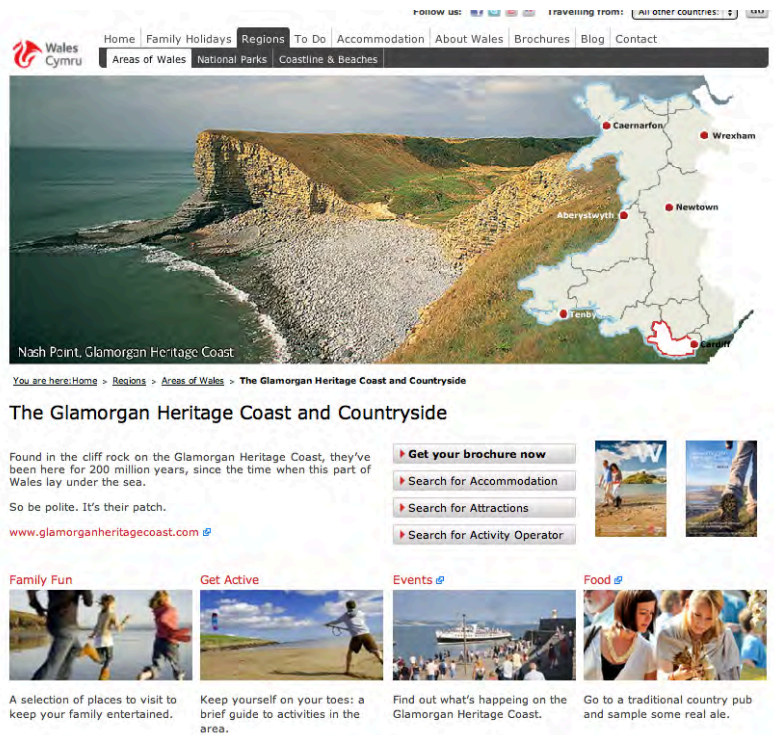

1.2 Southern Wales Tourist Board Website (<http://www.southernwales.com/explore-the-area/the-glamorgan-heritage-coast.aspx>)



- The Southern Wales Tourist Board have a webpage on The Glamorgan Heritage Coast with an underlying slogan saying 'its not what you think' and 'a hidden gem'.
- They also include Penarth and Barry Island as part of the Glamorgan Heritage Coast in their content and describe the coastline as 35 miles long.
- The main aim of the website is to attract visitors to the GHC.
- Descriptions such as 'Dramatic cliffs, golden beaches and pretty villages' are all examples of the websites endeavours to attract the visitor to this coastline.
- The content on the web page refers to surfing and walking (the 'All Wales Coastal Path') as the main activities on the coast, and includes a 'YouTube' video about the activities. Llantwit Major, Merthyr Mawr and Ogmore-By-Sea are described as the 'must see' locations, and Southerndown is mentioned as the stand out beach.
- There is no GHC logo on this website but the website does include a link to the 'Visit the Vale' website.

1.3 Visit Wales Website

(<http://www.visitwales.co.uk/server.php?show=nav.10312>)



This general website, run by the Welsh Government, provides brief information on the GHC and directs the visitor to other websites for more specific information. The website includes:

- A selection of places for the family to visit (Merthyr Mawr, Ogmore Castle)
- A brief guide to activities (Glamorgan Heritage Coast Path)
- Events which are happening on the heritage coast
- Food and drink.

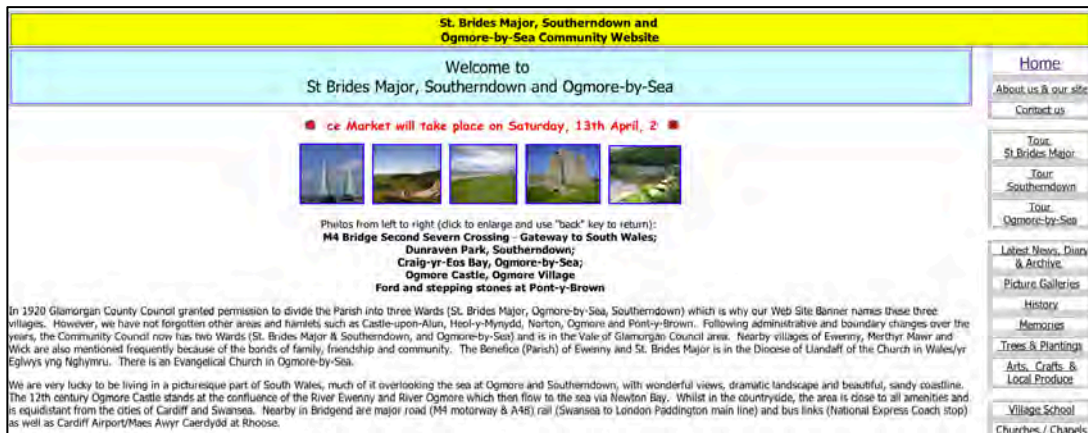
There is also a search engine for accommodation, attractions and activities and a must do list which includes Nash Point lighthouse.

The website amalgamates the links for the GHC containing the following website links which are relevant to the GHC:

- Vale of Glamorgan Council's website
- Trinity House website
- Glamorgan Heritage Coast Path
- The Castles of Wales website
- Valeways
- Visit the Vale

However there is no link to the Southern Wales Tourist Board website.

1.4 St Brides Major, Southerndown and Ogmores-by-sea Community Website (<http://www.stbridesmajor.co.uk/index.html>)



- This traditional website in terms of its design, provides a background to the GHC Centre at Southerndown and the Seawatch Centre near Llantwit Major.
- It is a privately-owned, non-profit making website, providing a free of charge community service for the benefit of the villagers and all those who have an interest in the community.
- The aim of the website is to promote the villages and surrounding areas of St. Brides Major, Southerndown, and Ogmores-by-Sea and to provide easy access to information on facilities and activities in the area, for residents and visitors, and to support the cohesion of the community.
- It includes news, information, history and photographs of each of the communities.
- The website advertises a list of activities which both the centres organise along the coast. These include the following activities at the Heritage Coast Centre:

<p>Various activities are organised and have included:</p> <p>HERITAGE COAST CENTRE:</p> <p>Fantastic Flyers - action packed fun, finding and making your own flying creatures.</p> <p>Jolly Jurassic - fossils and geology day joining the rangers and Techniquet for activities all afternoon such as fossil hunting, rock watching and making your own ancient creatures and fossils! Fossils show the changing pattern of life throughout the ages and fossil hunting is similar to beach combing. The best places to find them are among pebbles and rocks on the beach.</p> <p>Not all Eggs are Chocolate - family event.</p> <p>Moths - information about moths and how to identify them, as well as a demonstration on the use of moth traps and wine ropes.</p> <p>Nightlife - evening event to see what comes out at night and how to detect creatures such as bats, followed by barbeque.</p> <p>Things that go bump in the night! - an opportunity to find out who or what is out at night around Dunraven Park, such as owls, followed by hot chocolate.</p> <p>All things woody - finding out more about trees, woodland crafts and tree dressing.</p> <p>A taste of the Coast - sampling the edible delights found growing and living along the coast and discovering how plants have been used throughout time.</p> <p>Early spring walk day - an early morning walk from 7.30 am in early spring! Listen to the dawn chorus. Followed by late breakfast.</p> <p>A day on the common - walk, watch and wonder at the wildlife.</p> <p>Rockpool Rumble - an afternoon finding the creatures that hide on the local beach at Dunraven Bay.</p> <p>Exhibition by local artist Gillian Griffiths. Up to 70 paintings were on display in watercolours and acrylics with subjects as diverse as botanical, wildlife, still life, flower paintings and seascapes. In 2004, Gillian had her acrylics painting of lilies accepted for display in the "Not the Turner Prize" competition organised by the Daily Mail. Her picture, which was one of 400 picked from 10,000 entries, was in a gallery in the Mall in London for 10 days.</p> <p>Paintings of local scenes by Barrie Griffiths</p> <p>Exhibition by John Helmsley.</p> <p>Paintings featuring pets by Neal Lloyd.</p> <p>Exhibition by Bridgend artist Peter Cronin of watercolour landscape paintings. Also an opportunity to enrol at Peter's workshops or classes.</p> <p>Hands-on - opportunity to spend some time in the Walled Gardens of Dunraven and help with weeding and digging as well as mulching needed to stop the weeds coming back. Followed by barbeque.</p> <p>Beach & Sea Safety Roadshow - the Royal National Lifeboat Institution highlighted dangers and offered practical advice on how to avoid them and stay safe when they went along to Dunraven Bay, Ogmores-by-Sea and Llantwit Major beaches.</p> <p>Beach Blast - litter clean up at Southerndown beach with the help of Year 6 pupils from St. Brides Major School. The litter was sorted and weighed in order to undertake a survey.</p>

And the following activities at the Seawatch Centre at Llantwit Major:

<p>SEAWATCH CENTRE:</p> <p>Gales and Gulls - finding out some fascinating facts about wildlife and weather.</p> <p>Fascinating Fossils - walk from Seawatch to Aberthaw and back looking at fossils and beach wildlife along the way.</p> <p>OTHER WALKS/EVENTS:</p> <p>From Aberthaw to Southerndown.</p> <p>From Gileston Park to Dunraven.</p> <p>Llantwit Major History - a walk starting from the south porch at St. Illtud's Church then around the town and countryside with the help of Llantwit Major History Society.</p> <p>Rockpool Ramble - a celebration of the world's oceans, finding creatures that are hiding on a local beach, starting from Llantwit Major Beach car park.</p> <p>GENERAL:</p> <p>Working with volunteers, work experience students and local groups such as Bridgend Cubs and Playgroups.</p> <p>Study of the common and geography with St. Brides Major School.</p> <p>Cetacean rescue workshop with Rhose Primary School.</p> <p>Hedge planting with Llanalltyd School.</p> <p>Clearing trees at Nash Point.</p> <p>Replacement of stile at Monknash.</p> <p>Repairing walls at Ogmore-by-Sea.</p> <p>Pond and habitat management.</p> <p>Repair of a rail at Ogmore-by-Sea.</p> <p>Clearing of the common for the high brown fritillary butterfly as part of a butterfly conservation project.</p> <p>Litter picking most days.</p> <p>The above excursions, exhibitions and events are free but donations are welcome.</p>

- There is also information about the Friends of the GHC.
- The guestbook on this website enables people to make comments and give feedback about life in the GHC.
- There are no links to the Visit the Vale website or the Southern Wales Tourist Board Website.

1.5 Vale of Glamorgan Council Website (www.valeofglamorgan.gov.uk/enjoying/coast.aspx)

On the Vale of Glamorgan Council's website there is basic information about the coast which focuses on:

- Heritage Coastal Path - advertises the 14 mile walk with descriptions and highlights of the coast but does not contain a map of the walk.
- Friends and Volunteering - promotes the Friends of Glamorgan Heritage Coast group
- Heritage Coast Centre - Provides details of the centre and contact information
- Education and Interpretation - Describes the resources for coastal visitors and school groups
- Conservation and Management
- Diary of a ranger

The information is limited on this website and there are no links to any other related websites for the visitor to discover more about the GHC.

1.6 Valeways

(www.valeways.org.uk)

Valeways is a volunteer based project for the maintenance, protection, preservation and promotion of public rights of way in the Vale of Glamorgan. The Valeways website provides the following summary of the GHC (this information is copied from the Vale of Glamorgan Council's website):

Heritage Coastal Path

14 miles of beauty

The Glamorgan Heritage Coast stretches for 14 miles, from Aberthaw to Porthcawl.

Drama

Plunging cliffs, tiny secluded coves and breathtaking views make the Heritage Coast a must for walkers, cyclists or anyone with a love of the countryside. The whole coastline is fringed with delightful towns, small villages and miles of footpaths and country lanes.

Explore

By far the best way to explore this remote and beautiful coastline is on foot. The Glamorgan **Heritage Coast walk** is a spectacular journey past dunes, cliffs and coves, rich in wildlife and history.

At **Dunraven Bay**, Southerndown, a sheltered sandy beach is backed by Dunraven Park's 56 acres of green hillside. Dunraven Bay is also home to the Glamorgan heritage Coast Centre where you can find out about the history, flora and fauna of the area.

Close by is **Ogmore-By-Sea**, another popular spot. This village, perched high on the headland, enjoys panoramic views over the estuary of the River Ogmore and as far south as the Devon coast.

For more information visit www.glamorganheritagecoast.com

- The website contains detailed information about a range of walks across the whole of the Vale of Glamorgan. They also have a Facebook and Twitter Page for people to feedback about the walks in the Vale.
- There is no link to Visit the Vale and no GHC branding on the website which makes it difficult for the visitor to discover further information about the coastline.

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Appendix H

Whole GHC	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
1 Across the GHC as a whole	<div><div>Priority Tier 1 Proposals</div><div>Partnerships with landowners – spread the message of ‘respect the local residents’ in exchange for permission to locate interpretation on their land</div><div>New map artwork for GHC area showing all access points to the GHC</div><div>8 x individual site maps</div><div>Web site development</div><div>On site graphic interpretation</div><div>Key site welcome signage</div><div>Welcome info rolled out to local business's, shops, pubs, B&B's and local attractions</div><div>New GCH general visitor leaflet</div><div>Secondary Tier 1 Proposals (not within £70K)</div><div>GHC re-branding</div><div>Roll out of GHC branded literature</div><div>minor landscaping</div><div>brown directional signage</div></div>		<div>Beach Pod mobile / seasonal interpretation points (unmanned)</div> <div>Audio tours for GHC to include route lengths, distances, times, tides etc.</div> <div>Geocaching / rock-pooling kits / tracker packs etc</div> <div>Accessible Coast - improve / enhance accessible sections of coast and launch an 'accessible coast' guide</div> <div>Apps / QR code links from sites to GHC web site</div> <div>Heritage Coast 'Ambassadors' training</div> <div>Talking Telescopes</div> <div>Heritage Coast 'Ambassador' training as well as associated projects such as: 'Coastal Activities' / Youth Heritage Projects / story walks</div>		<div>Major landscaping to create better impressions at key sites / re-align visitor arrival and welcome points</div> <div>Creation of performance and storytelling spaces as</div> <div>Augmented Reality of aspects of the lost heritage of the coast</div> <div>Tactile / sculptural pieces</div> <div>Beach Pod mobile / seasonal interpretation points (manned)</div>

Aberthaw	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
1 B4265 Junction	Secondary Tier 1 Proposals (not within £70K) New brown signage at junction to direct visitors and locals to the beach, car park and access to coast path				
2 Gileston junction	Brown sign added to existing sign post on the island that directs visitors and locals to the beach / car park				
3 Approach road from Gileston	Brown sign added to existing sign post on the island that directs visitors and locals to the beach / car park Access point 2: re-direct way marker if footpath designation changes				
4 Beach & car park	Priority Tier 1 Proposals New welcome sign (Type B) on north facing side of the end of the concrete wall - retain existing messages about the power station / safety as part of overall message of ‘welcome & arrival’ at Limpert Bay / The Lays / Aberthaw Re-location / re-design of the GHC information sign to increase prominence and introduce a style that fits the vernacular of the coast and responds to the ‘sense of place palette’, and to include interpretation Secondary Tier 1 Proposals (not within £70K) Use top of section of power station perimeter wall for artwork / marker to indicate the start or end of the GHC. (sculpture, art, signage etc.)		Geocaching / rock-pooling kits / tracker packs etc Audio tour information / apps / QR codes		Renovate old ruined cottage as a focal point for visitors as a GHC interpretation point with orientation / covered picnic space / toilets Augmented Reality of key characters to tell stories - 'Robber's Run' / Industrialisation / WWII Beach Pod mobile / seasonal interpretation point (manned) Public artworks to celebrate the start / end of the GHC

Llantwit Major	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
5a Major road junction	<p>Secondary Tier 1 Proposals (not within £70K)</p> <p>rationalisation of signage across the three junctions and highlight the GHC</p> <p>Brown sign be updated and enlarged to signpost the GHC and Cwm Colhuw beach at this junction</p>		Hub: GHC promotional & orientation information in the Council owned Information Centre providing directions to the beach from here including distance / walking times / tide times etc.		<p>GHC 'gateway' installation in area of chevrons in town centre (opposite Old Swann Inn)</p> <p>Beach Pod mobile / seasonal interpretation point in Llantwit town centre (manned)</p>
5b Cwm-Colhugh / Llantwit Beach	<p>Priority Tier 1 Proposals</p> <p>Re-location / re-design of the GHC information / welcome sign (Type A) from nr café door to a more accessible location to ensure it is seen and used by visitors and introduce a style that fits the vernacular of the coast and responds to the ‘sense of place palette’, and to include interpretation</p> <p>Renew & re-locate (or create additional sign) from bottom of steps to cliffs to ensure this info is accessible and available to mobility impaired visitors as well as cliff walkers</p> <p>Secondary Tier 1 Proposals (not within £70K)</p> <p>Consultation with café owners re using wall space for re-positioning of information signage and internal space inside café for GHC info / interpretation</p> <p>Create greater sense of arrival & welcome / coherent approach to info, signage, interpretation, landscaping & furniture</p>		<p>Audio tour information / apps / QR codes</p> <p>Geocaching / rock-pooling kits / tracker packs etc</p> <p>Beach Pod mobile / seasonal interpretation point (unmanned)</p>		<p>Augmented Reality of key characters to tell stories - 'Battle of Llantwit' / St Illtyd / Blue Lias</p> <p>Talking telescope</p> <p>Improved landscaping to car park and arrival area</p> <p>public artworks at foot of cliffs to celebrate GHC</p>
6 Stile - Dimlands Rd to Tresilian Bay					

Nash Point	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
7 Road junction at Marcross	<p>Priority Tier 1 Proposals</p> <p>brown signage to the GHC / Nash Point and Lighthouse</p> <p>The sign on the end gable wall to be renewed with a larger more visible sign (but in similar materials), or the lettering on the existing sign to be refreshed to make it more visible.</p>				
8 Cliff top & facilities	<p>New welcome sign (Type B) - location to be determined - retain existing messages about the GHC / safety as part of overall message of ‘welcome & arrival’ atNash Point / The Lighthouse</p> <p>Remove landowners 'prohibitive' signage and incorporate message into new signage.</p> <p>Secondary Tier 1 Proposals (not within £70K)</p> <p>create a greater sense of arrival and welcome at the cliff top by introducing low level signage to welcome visitors to 'Nash Point and Lighthouse'.</p> <p>Review interpretation panel at top of footpath - add information to back (side facing road) to indicate that info is available - create interest / focal point for start of walk</p>		<p>Accessible Coast: Retrieve fossils from beach to embed into an interpretation point at cliff top to illustrate the geology story / enable people who cannot get to the beach to see and touch the fossils</p> <p>Audio tour information / apps / QR codes</p> <p>Talking telescope</p>		<p>Augmented Reality of key characters to tell stories - 'Ship wrecks' / Sea birds / Shore Platforms</p>
9 Lighthouse & views	<p>GHC branded leaflet dispenser in holding area on the ground floor of lighthouse and other attraction leaflets</p>		<p>Trial access to Pig Sties - self locking doors for experimental interpretation / hands on displays etc</p> <p>Lighthouse keeper's talk to be re-written to include messages about the GHC</p>		
10 Beach	<p>Review way marking to ensure the footpath is clearly marked</p>		<p>Geocaching / rock-pooling kits / tracker packs etc</p>		

Monknash	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
11 Heol Las rd junction	<p>Secondary Tier 1 Proposals (not within £70K)</p> <p>Brown sign highlighting the presence of and directions to the beach as part of the Glamorgan Heritage Coast</p>				
12 Car park & footpath to beach	<p>Priority Tier 1 Proposals</p> <p>New welcome sign (Type B) - location to be determined - retain existing messages about: parking, footpaths, access & behaviour while on private land, clear information about routes to beach / where not to go / overview of the GHC</p> <p>Secondary Tier 1 Proposals (not within £70K)</p> <p>Create new leaflet with information about the path, the wildflowers and the water mill - kept at the pub.</p>				
13 Beach					
14 Plough & Harrow Pub	<p>Priority Tier 1 Proposals</p> <p>Install a GHC branded leaflet dispenser in the pub porch to carry the existing and other GHC leaflets</p>		Collaborate with pub landlord to jointly renew the leaflet to include information about the GHC		

Dunraven	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
20 main road / beach road junction	Secondary Tier 1 Proposals (not within £70K) New brown sign for the GHC with local destinations sub-signed, e.g. 'Glamorgan Heritage Coast – Dunraven Bay / Ogmore'.				
21 Cliff top car park	Provide welcome signage rather than 'Prohibitive' signage, and provide a 'sense of arrival' to the GHC to encourage people to stop here and take in views Provide orientation information at this point to help visitors locate themselves on the GHC and understand that it is a short walk down to the beach from here and what there is to see and do there including the Dunraven House and Estate and Gardens and the iconic views from there.				
22 Cliff & beach views			Accessible Coast: Slight / minor improvements to footpath to improve accessibility		
23 Beach & car park	Priority Tier 1 Proposals Renew graphics by the beach entrance. Make panels stand vertically (rather than sloping) to make it easier to read for wheelchair users and allow rain / sea water to drain off easier. New welcome sign (Type C) - located in picnic area - provide messages about: parking, footpaths, access to Dunraven Estates and the Heritage Coast Centre, overview of the GHC and spectacular views from Dunraven Gardens / Cliffs		Audio tour information / apps / QR codes Geocaching / rock-pooling kits / tracker packs etc		Augmented Reality of key characters to tell story of Sir Bedivere, Iestyn ap Gwrgan and the Mabinogion Beach Pod mobile / seasonal interpretation point (manned)
24 Dunraven Castle	Provide cleaning / maintenance of existing panels		Pilot Project: Augmented Reality of Dunraven Castle to tell story of The house, garden and estate		
25 Estate & Gardens	Secondary Tier 1 Proposals (not within £70K) Provide orientation info at exit to the garden to promote the cliff walk, coast path and views with walking times and accessibility information				

Dunraven	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
26 Heritage Coast Centre	<p>Priority Tier 1 Proposals</p> <p>Minor refresh to entrance area to make more welcoming and GHC focussed</p> <p>Install a sign at entrance to say that this is the Glamorgan Heritage Coast Centre and indicate what is on offer</p> <p>Secondary Tier 1 Proposals (not within £70K)</p> <p>Sign at staff / visitor car park (and a car park for wheelchair users / disabled badge carriers). The sign should direct walking visitors along to the next entrance point</p> <p>Self service café in bunk barn kitchen area</p>				<p>Re-configure the interior spaces, reduce retail area, create a combined GHC orientation / hub exhibition (instead of in back room) and retail area. Re-design the Dunraven Estate interpretation area to shift emphasis away from this subject as the primary message and make better reference to the 'Glamorgan Heritage Coast'.</p>

Ogmore	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
27 Commons car parks First car park on the B4524 approach road into Ogmore					
28 Beach car park and buildings	<p>Priority Tier 1 Proposals</p> <p>New welcome sign (Type C) Gateway for arrival / welcome to 'Ogmore-by-Sea on the GHC. Include info at pay & display point to show route / distance from here to other features with map of the area inc car parks for castle and dunes. Combine welcome with interpretation and 'prohibitive' messages / promote walks along coast / coast path / guided tours with Rangers</p> <p>Secondary Tier 1 Proposals (not within £70K)</p> <p>New info panel at front of toilet block - consider removal or renewal of panel on rear of toilet block</p>				<p>Collaborate with lifeguard unit to provide some internal interpretation within any new building</p> <p>Public artworks to celebrate the GHC</p>
29 Beach & coast path	<p>Secondary Tier 1 Proposals (not within £70K)</p> <p>Provide interpretation of the geology at the gate to the walk (with geological strata construction) to highlight this structure and the rocks at beach level and relocate litter bin – nearby</p>		<p>Audio tour information / apps / QR codes</p> <p>Geocaching / rock-pooling kits / tracker packs etc</p> <p>Accessible Coast: Maintain / repair the coast path to ensure that it is always fully accessible</p> <p>Beach Pod mobile / seasonal interpretation point (unmanned)</p>		
30 Ogmore Road					
31 Ogmore Castle & Stepping Stones	<p>Priority Tier 1 Proposals</p> <p>New welcome sign (Type A) for arrival / welcome to 'Ogmore Castle on the GHC'. Include info at pay & display point to show route / distance from here to other locations with map of the area inc car parks for castle and dunes.</p>				<p>Augmented Reality of Ogmore Castle</p> <p>Augmented Reality of key characters - Arnold Butler and Mari Flanders</p> <p>Beach Pod mobile / seasonal interpretation point (manned)</p>

Merthyr Mawr / Newton Burrows	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
32 Ewenny Road / County boundary	Secondary Tier 1 Proposals (not within £70K) New brown signage for the GHC and local destinations at junction				
33 Ewenny Road / County boundary	New brown signage for the GHC and local destinations at junction				
34 New Inn Rd / Merthyr Mawr Rd	New brown signage for the GHC, Candleston Castle, sand dunes and Merthyr Mawr local shops				
35 Merthyr Mawr / Candleston Castle	Secondary Tier 1 Proposals (not within £70K) Collaboration with Merthyr Mawr Estate to renew panels (retain structure) to provide links to GHC				Augmented Reality of key character Captain Coch telling stories of smugglers, packmen and murders Beach Pod mobile / seasonal interpretation point (manned)
36 New Inn Rd / A48	New bown signage for the GHC				
37 Bridgend Road A4106	New brown signage for the GHC and Newton Burrows at junction				
38 Clevis Crescent & Beach Road A48	New brown signage for the GHC and Newton Burrows at junction				
39 Newton Burrows	Secondary Tier 1 Proposals (not within £70K) Consultation with Trecco Bay Leisure and Caravan park regarding locating information / interpretation on site and / or inside buildings		New welcome sign (Type C) - located in main visitor car park / beach area - provide messages about: parking, footpaths, access to coast path, dunes and overview of the GHC		Beach Pod mobile / seasonal interpretation point (manned) Public artworks to celebrate the start / end of the GHC

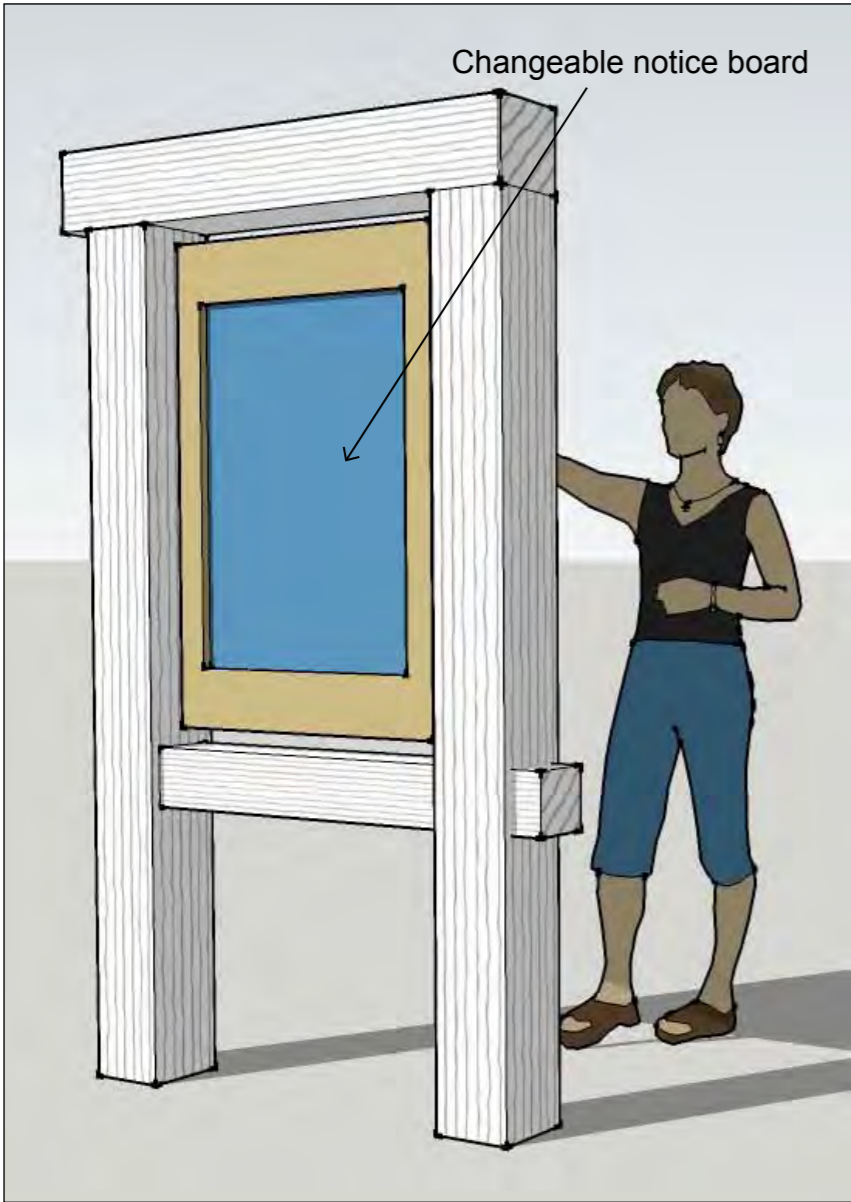
Wick	Tier 1 – Priority / Secondary		Tier 2		Tier 3
	Basic Provision (up to £70K)		Piloting a new approach (up to £120K)		Blue Sky (over and above £120K)
15 B4265 / Church St junction					
16 Broughton Rd / Church St junction					
17 Davis St / B4265 junction					
18 Village shop and post office	Priority Tier 1 Proposals Consultation with shop-keeper regarding the installation of GHC branded literature dispenser with map and information				
19a B4265 – Major junction - east bound					
19b B4265 – Major junction - west bound					

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix I



Welcome Unit Type A

Unit constructed in seasoned and weathered oak in 200mm x 200mm sections for main structure

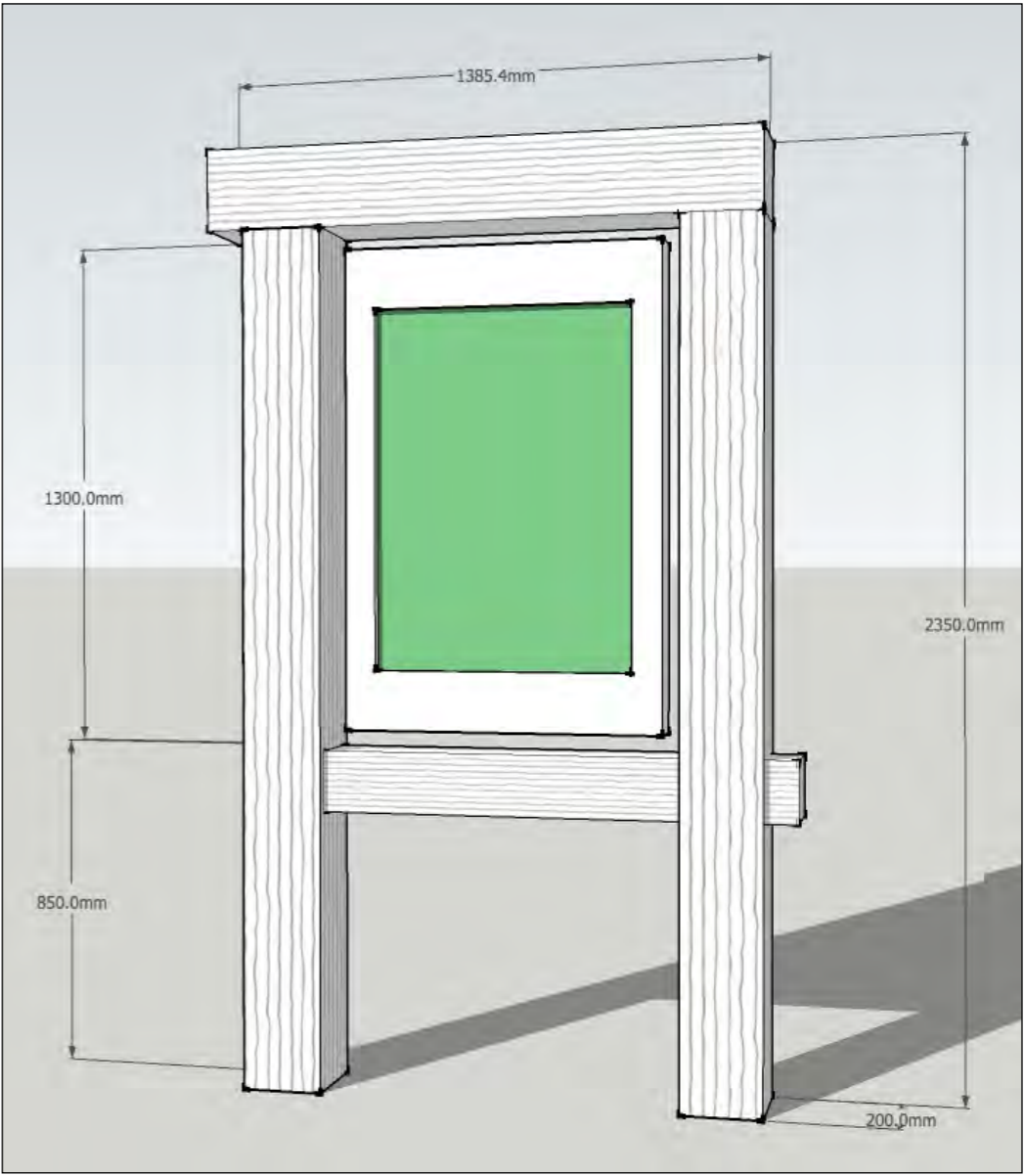
Front shows a changeable 'notice board' style with lockable glazed front to insert changing information such as tide tables, local information, contact details, events etc.



Welcome Unit Type A

Rear (or other) side shows a permanent graphic panel in tough, weather and vandal resistant material to show site specific interpretation

The oak frame would have GHC identity engraved into the top and / or sides



This drawing shows the notional dimensions of the unit



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Title:
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Tier 1 proposals
Welcome unit type A

Scale:
NTS

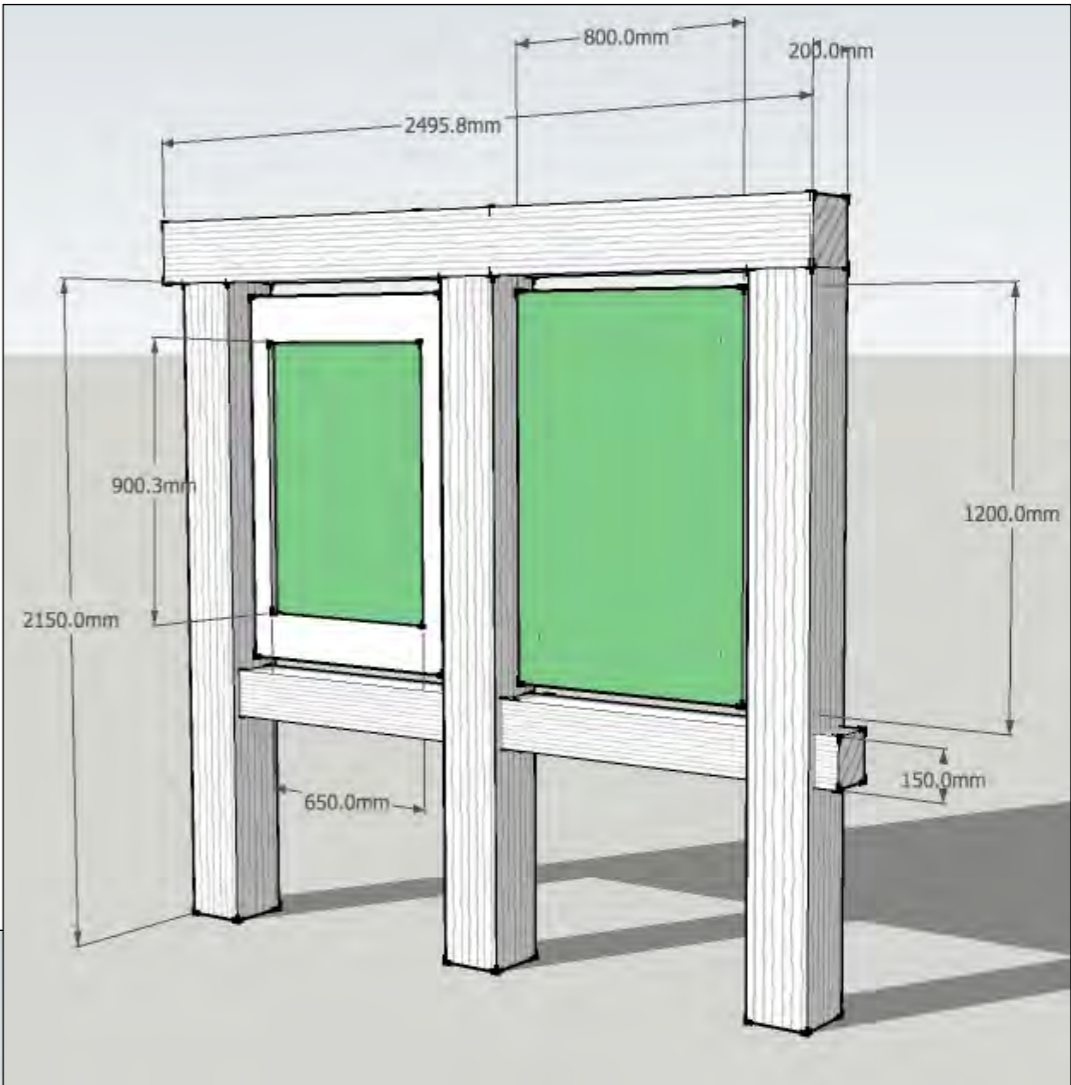
Date:
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Drawing No:
5616-005

Rev:
-



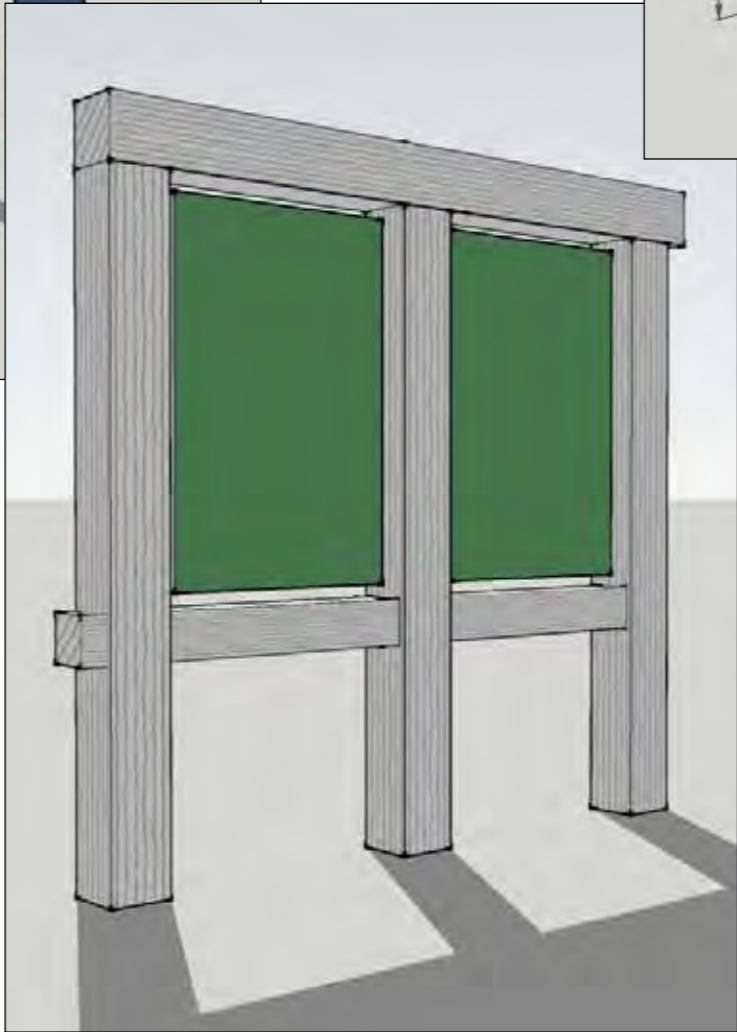
This drawing shows the notional dimensions of the unit



Welcome Unit Type B

Unit constructed in seasoned and weathered oak in 200mm x 200mm sections for main structure

Front shows a double width (single sided) unit for placing adjacent walls and includes a changeable ‘notice board’ style with lockable glazed front to insert changing information to the left. A permanent graphic panel in tough, weather and vandal resistant material to show site specific interpretation is also shown on this side



Welcome Unit Type B

Rear (or other) side shows two blanking plates. If these are visible, they could carry the GHC logo / brand



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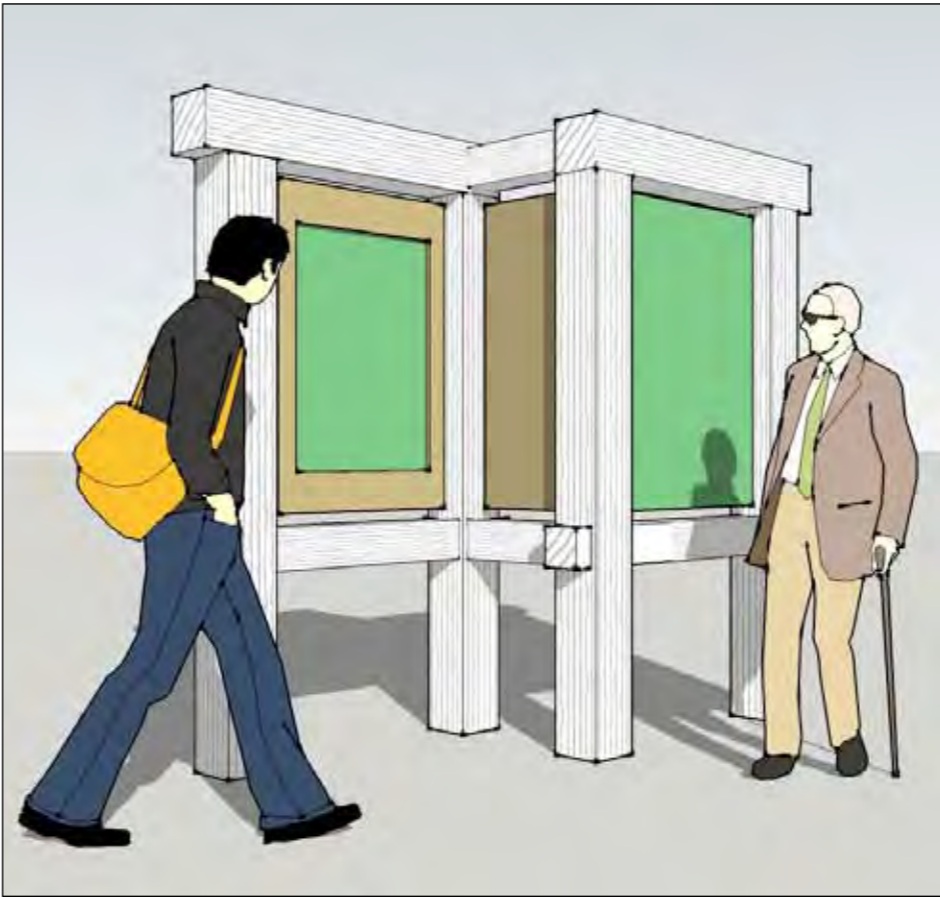
Title: The Glamorgan Heritage Coast Tier 1 proposals Welcome unit type B		
Scale: NTS	Date: Sept 2013	
Drawing No: 5616-006	Rev: -	



Welcome Unit Type C

Unit constructed in seasoned and weathered oak in 200mm x 200mm sections for main structure. This structure is staggered to form a more eye catching focal point and can be seen from all sides - so can carry additional information

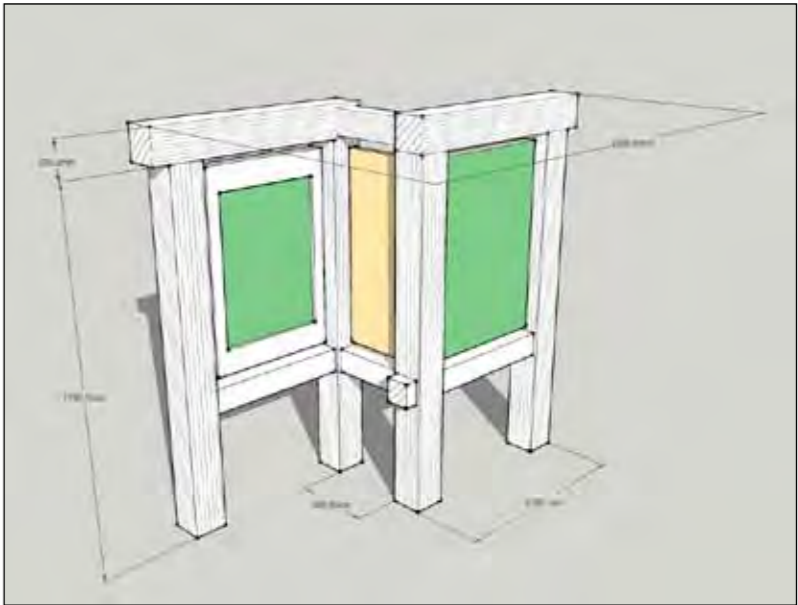
Front shows a double width (single sided) unit for placing adjacent walls and includes a changeable ‘notice board’ style with lockable glazed front to insert changing information to the left. A permanent graphic panel in tough, weather and vandal resistant material to show site specific interpretation is also shown on this side



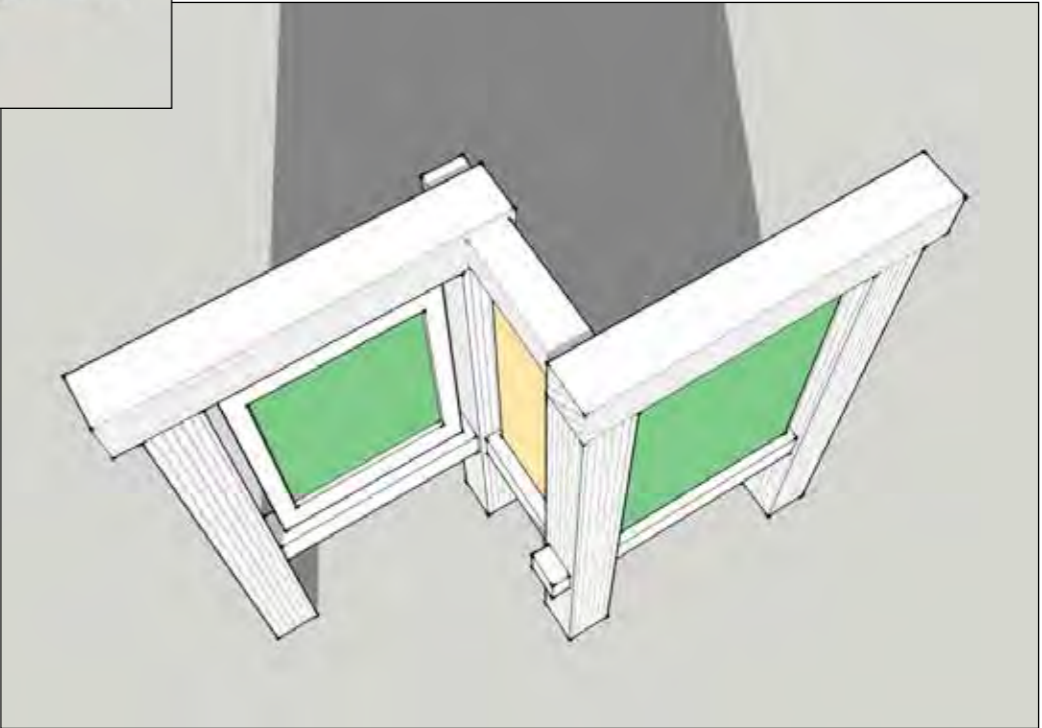
Welcome Unit Type C

Rear (or other) side can have either the same content (permanent and changeable units) or 2 x permanent graphic panels in tough, weather and vandal resistant material to show site specific interpretation

The oak frame would have GHC identity engraved into the top and / or sides



This drawing shows the notional dimensions of the unit



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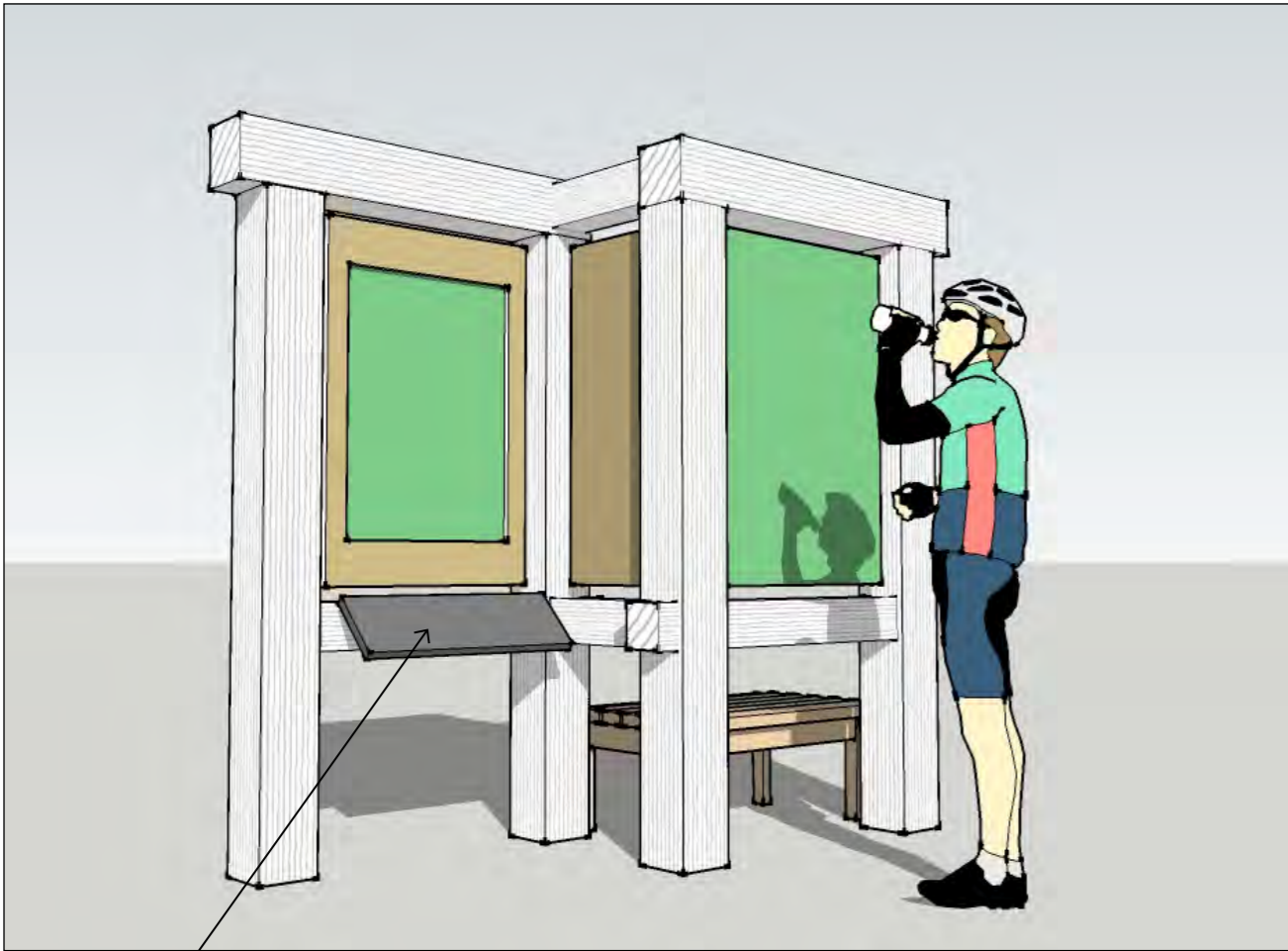
Title:
The Glamorgan Heritage Coast
Tier 1 proposals
Welcome unit type C

Scale:
NTS

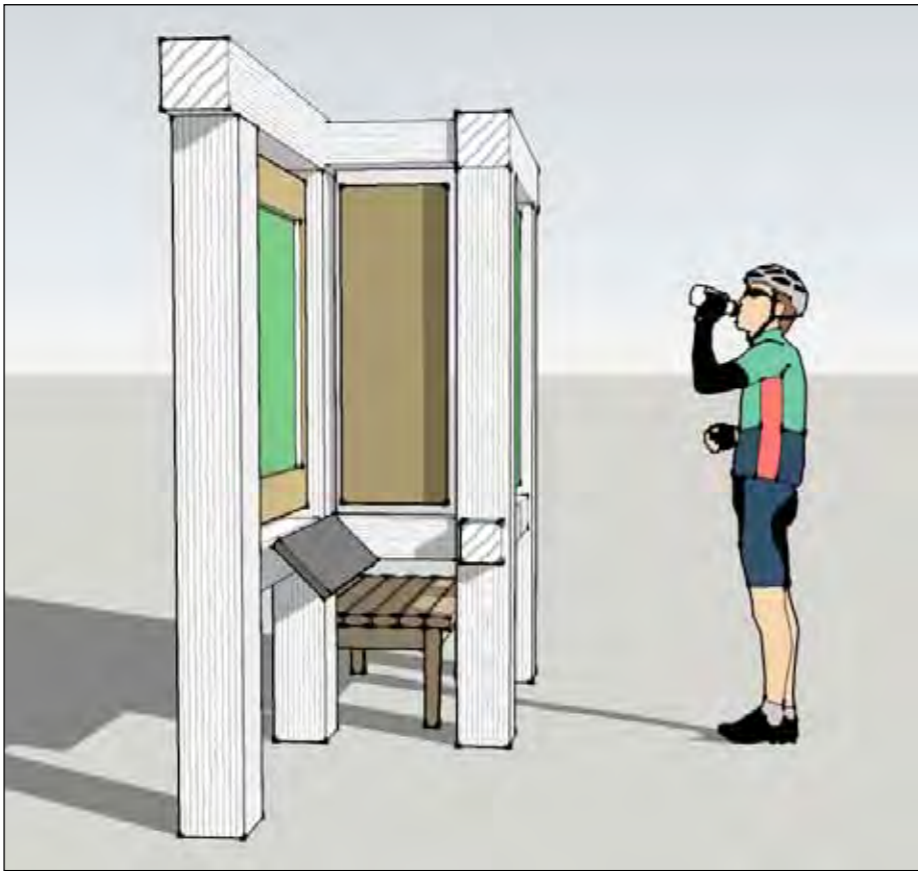
Date:
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Rev:
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slate map



timber seating

Welcome Unit Type D

Unit is the same as type C but with optional add ons:

Slate map to front of unit and timber bench to other side



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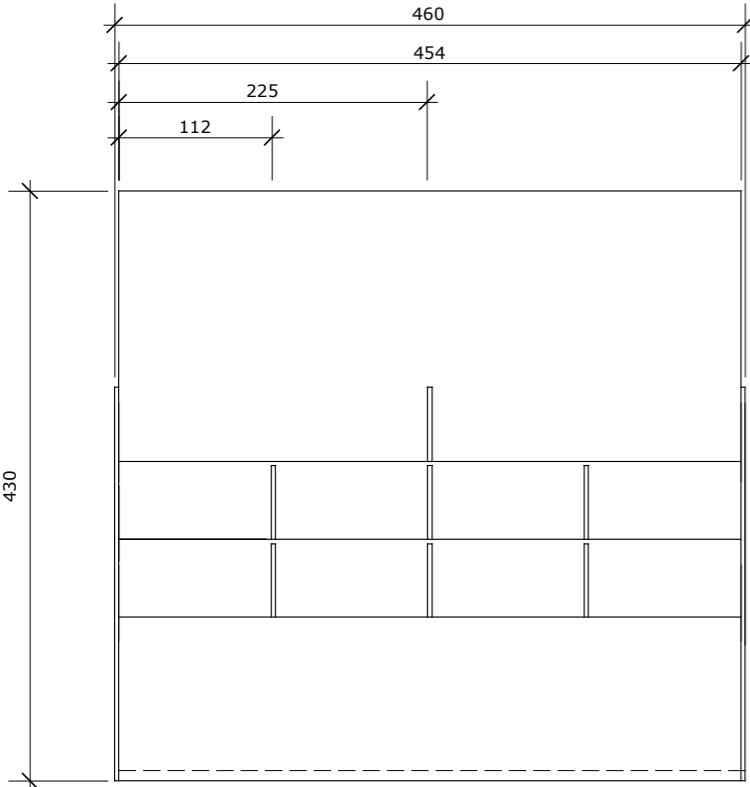
Title:
The Glamorgan Heritage Coast
Tier 1 proposals
Welcome unit type D

Scale:
NTS

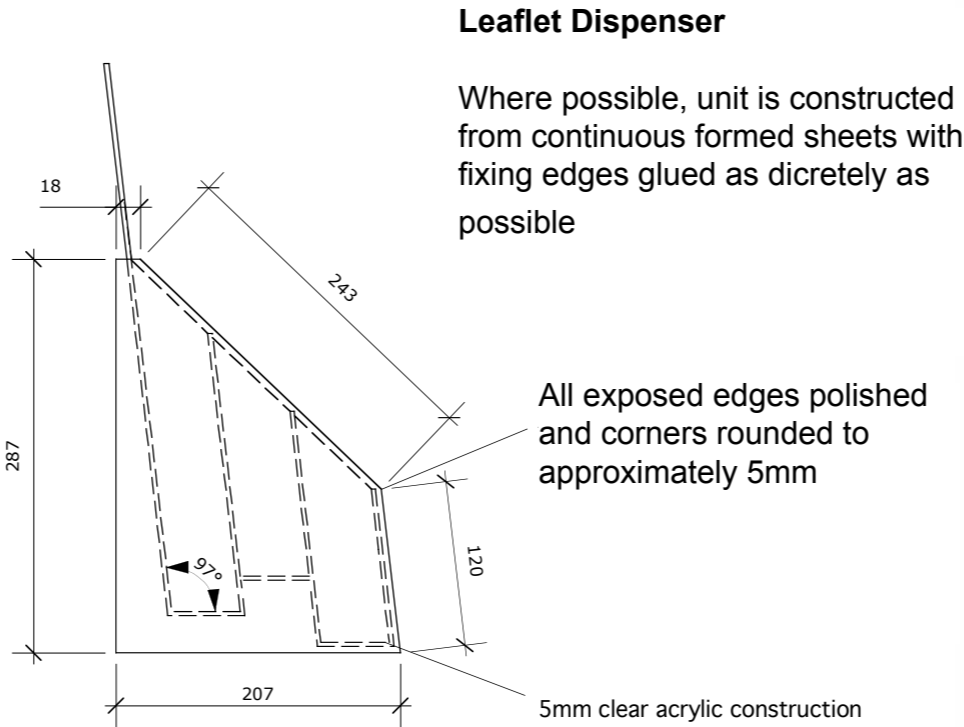
Date:
Sept 2013

Drawing No:
5616-008

Rev:
-



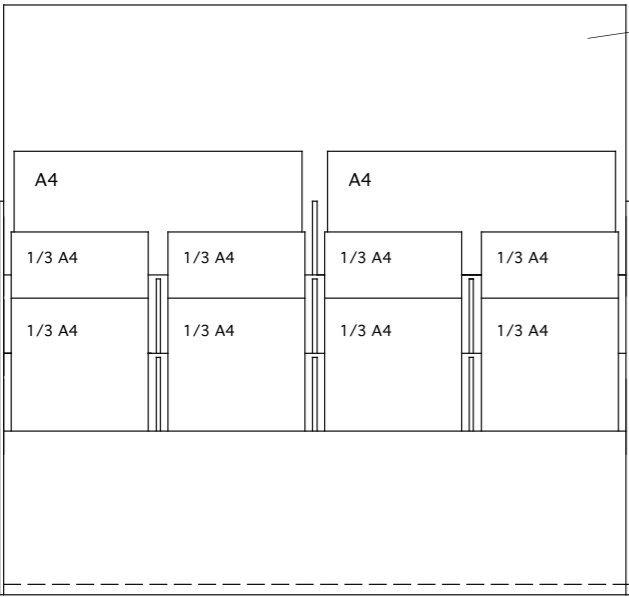
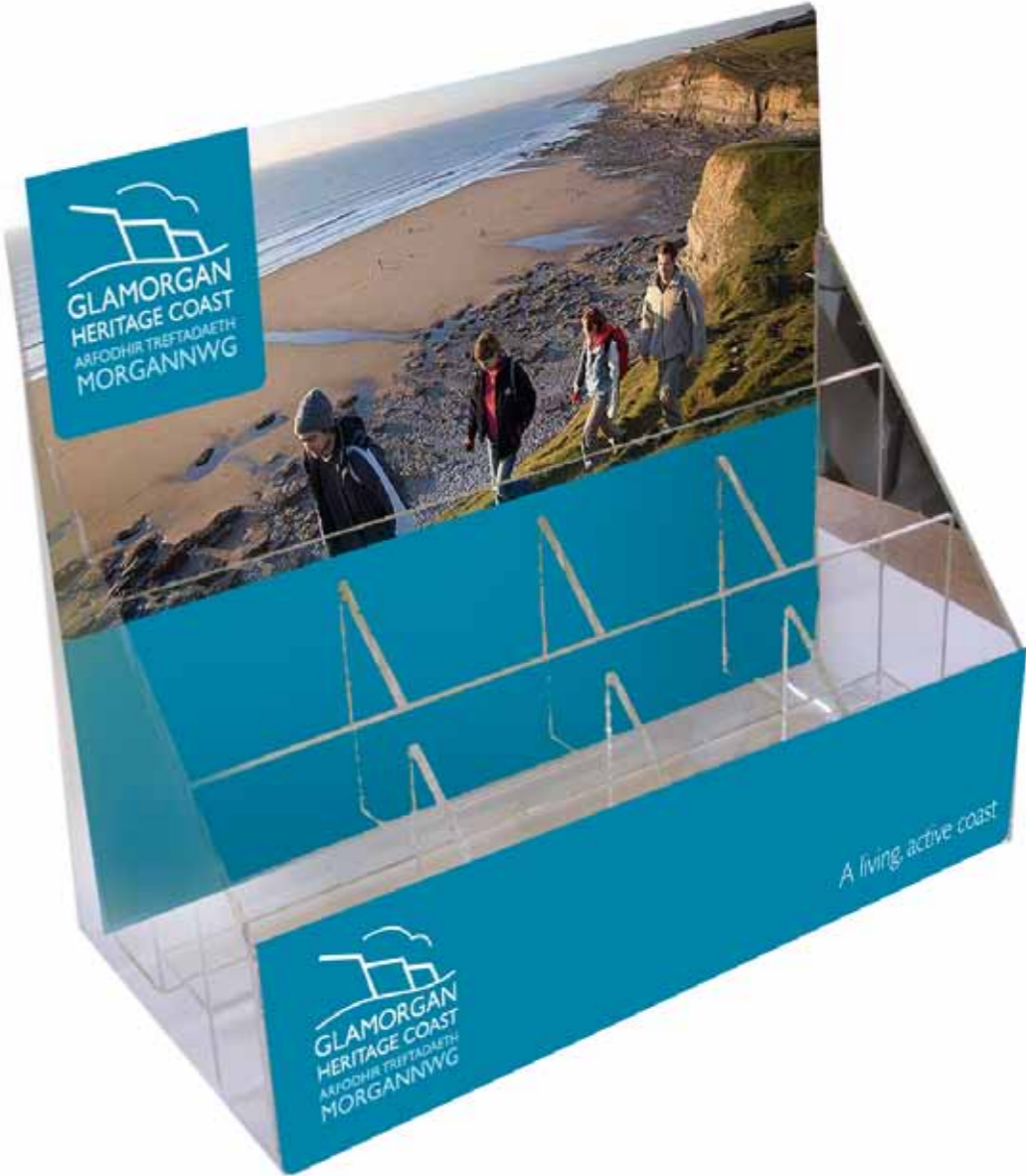
Front Elevation



Front Elevation

All exposed edges polished and corners rounded to approximately 5mm

5mm clear acrylic construction



Front Elevation
with leaflets shown

Leaflet capacities consist of:
2no pockets @ A4
8no pockets @ 1/3 A4



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Title:
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Tier 1 proposals
Branded leaflet dispensers

Scale:
NTS

Date:
Sept 2013

Drawing No:
5616-009

Rev:
-



Mobile Beach Unit

The photographs shown here are of the Beach Unit that was developed by The Pembrokeshire County Council and The Pembrokeshire Coast National Park Authority in 2012 for beaches along the Pembrok Coast.

The pictures here have kindly been supplied by Rebecca Evans, Interpretation Officer for the Pembrokeshire Coast National Park Authority and show the unit in operation last year.



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Title:
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Tier 2 proposals
Mobile Beach Units

Scale: NTS	Date: Sept 2013
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Drawing No: 5616-010	Rev: -
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Augmented Reality

How a GHC AR may look on site.
Example shown of the Hill Fort reconstruction at Dunraven



Augmented Reality

Examples of augmented reality in use



Title: The Glamorgan Heritage Coast Tier 2 proposals Augmented Reality		
Scale: NTS	Date: Sept 2013	
Drawing No: 5616-011	Rev: -	



Talking Telescopes

Examples of talking telescopes from 'Tourist Telescopes'



Nash Point

A good location for seeing the 'real time' activity on the GHC



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Title: The Glamorgan Heritage Coast Tier 2 proposals Talking Telescopes		
Scale: NTS	Date: Sept 2013	
Drawing No: 5616-012	Rev: -	



Oak frames

Examples of 'chunky' oak timber frames in a coastal environment, used for sign / interpretation



Oak frames

Detail showing engraved text in timber frame



Graphic example

Example of durable and environmentally sound graphic panel



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Title:
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Tier 1 proposals
Comparators / examples 1

Scale:
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Sculpture
Examples of sculptural pieces in coastal / marine environments



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Title:
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Tier 3 proposals
Comparators / examples 2

Scale:
NTS

Date:
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Drawing No:
5616-014

Rev:
-

Overarching main message

A Dramatic and Spectacular Landscape

The breath-taking landscape and unique character of the Glamorgan Heritage Coast is shaped by the power and the attraction of the sea

cross cutting messages relevant to each site

Diversity

lots of people have been coming to this part of Wales and settling here for thousands of years, living with, and alongside a wide variety of wildlife habitats, rare species, sea birds, butterflies and plants in amongst a diverse array of dramatic land forms

Care for the Coast

enjoy the coast, but understand the impact that you have on the landscape and its inhabitants with every visit. Respect the needs and wishes of the local communities and landowners. Support local businesses. Take away what you should not leave, and leave what you shouldn't take!

The Power of the Sea

enjoy the sea, its beaches and cliffs, and understand the power it has to shape and form the land, to create breath taking and beautiful landforms, to attract and inspire, but also be aware of its power to create danger - take care

sub-messages encompassed within the main message

1 - 'A Living Active Coast'

This living coast has supported local communities for millennia

2 - 'A Diverse & Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

3 - 'Inspiration, Discovery & Adventure'

Explore this coast of discovery, adventure, myth and legend



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Title:
The Glamorgan Heritage Coast
Tier 2 proposals
Overarching Topics & Messages

Scale:
NTS

Date:
Sept 2013

Drawing No:
5616-015

Rev:
-

Overarching main message

A Dramatic and Spectacular Landscape

cross cutting messages

Diversity

people, landscape, habitats and species

Care for the Coast

understand your own impact on the landscape

The Power of the Sea

power to shape the land, create beauty, inspiration and danger

Sub-messages for Nash Point

'Landscape & bio-diversity'

a diverse array of dramatic land forms, imposing cliffs, sandy beaches, sand dunes, grassland and flatlands supporting an array of habitats, rare species, sea birds, butterflies & plants, agriculture:

- Food and fishing
- Sea birds and bird watching
- Peregrine Falcons and House Martins
- Coastal Flowers
- Wild Carrot and cabbage
- Change in direction of the coast

2 - 'A Diverse & Ancient Coastline'

Discover the diversity of coastal landscapes and habitats in one spectacular coastline

'Rocks & Fossils'

the geology of the GHC, Blue Liassic, carboniferous limestone, stories in the stones, rock pooling, shore platforms, spectacular scenery and memorable views:

- Liassic blue rock formations
- Shore Platforms
- Limestone Cliffs and Shale (Liassic)
 - Sand Banks
 - Glacial Valley

'The Power of the Sea'

to shape and form the land, to create breath-taking and beautiful land forms, to attract and inspire, to create danger - lighthouses, shipwrecks and foghorns:

- two lighthouses built in 1832 - dangerous coast
- The only lighthouse in UK with wedding license
 - Strong tidal currents attract certain fish
 - Coastal erosion / precarious coastline
 - Ship wrecking and ship wrecks

Nash Point



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Title:
The Glamorgan Heritage Coast
Tier 2 proposals
Site specific topics & messages

Scale:
NTS

Date:
Sept 2013

Drawing No:
5616-016

Rev:
-

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix J



Current logo - Key messages

History
Coastline
Religion

Current logo - Key comments

Targets an older market
Baskerville - Traditional typeface c.1757
Gradient lessens strength of logo
Image - Detailed pattern v simple cliff graphic
Confusion between Glamorgan Heritage Coast
and Glamorgan Heritage Coast & Countryside

New logo - Key aims

Needs to compliment existing literature
Discovery
Adventure
Natural History
Family/young audience
Diversity
Spectacular landscapes
Stories
Uniqueness
Geology



Logo as was



Logo evolution step one
Containment solidified,
strengthened illustration
of cliffs and sea



Logo evolution step two
Coastal colour palette introduced,
strengthening of name, simplified logo

Logo evolution step two - variations
For use on printed literature, websites etc



Colour on white



Reversed out on colour



Welsh only logo for use on Welsh language pages on website



English only logo for use on English language pages on website

Colour Palette

Coastal Colour Palette

Coast and Countryside Colour Palette



Typefaces

Gill Sans - Headline

Gill Sans - Sub Heading

Body Copy - Lorem ipsum dolores
sit amet consecroit dolores sit amet
lorem sipsum dolores sit amet consecrit
dretaert attrium ertals ast. Lorem ipsum
dolores sit amet consecroit dolores sit
amet lorem sipsum dolores sit amet
consecrit dretaert attrium ertals ast.

Gill sans matches existing design, is contemporary,
clean, easily legible and doesn't date easily.

Imagery

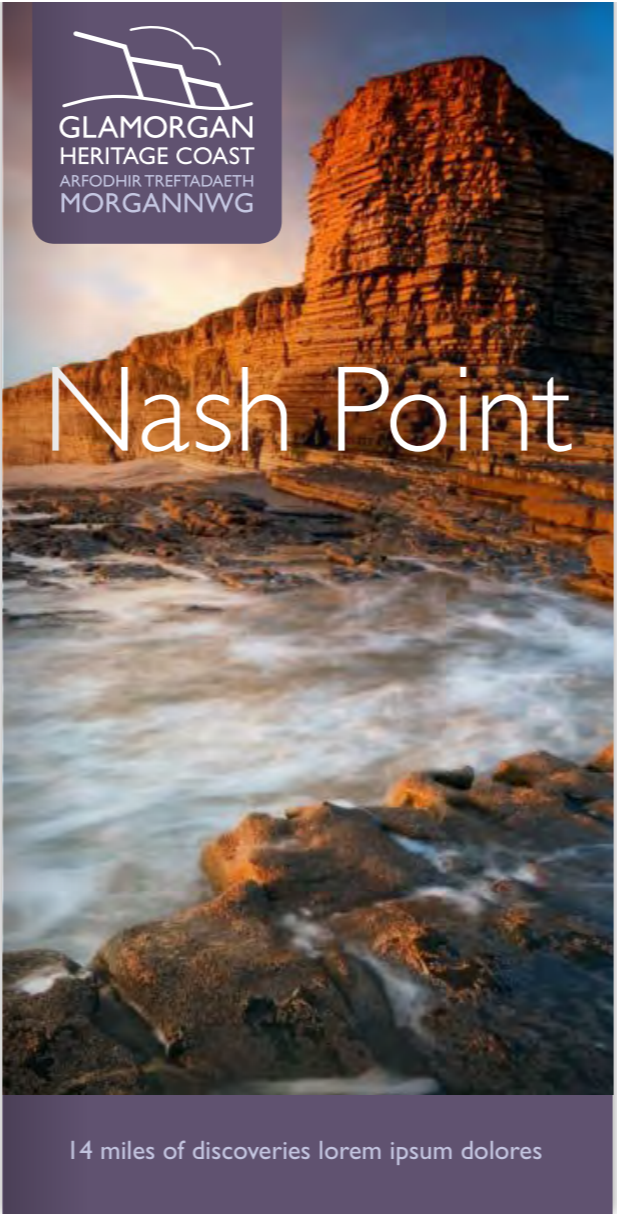
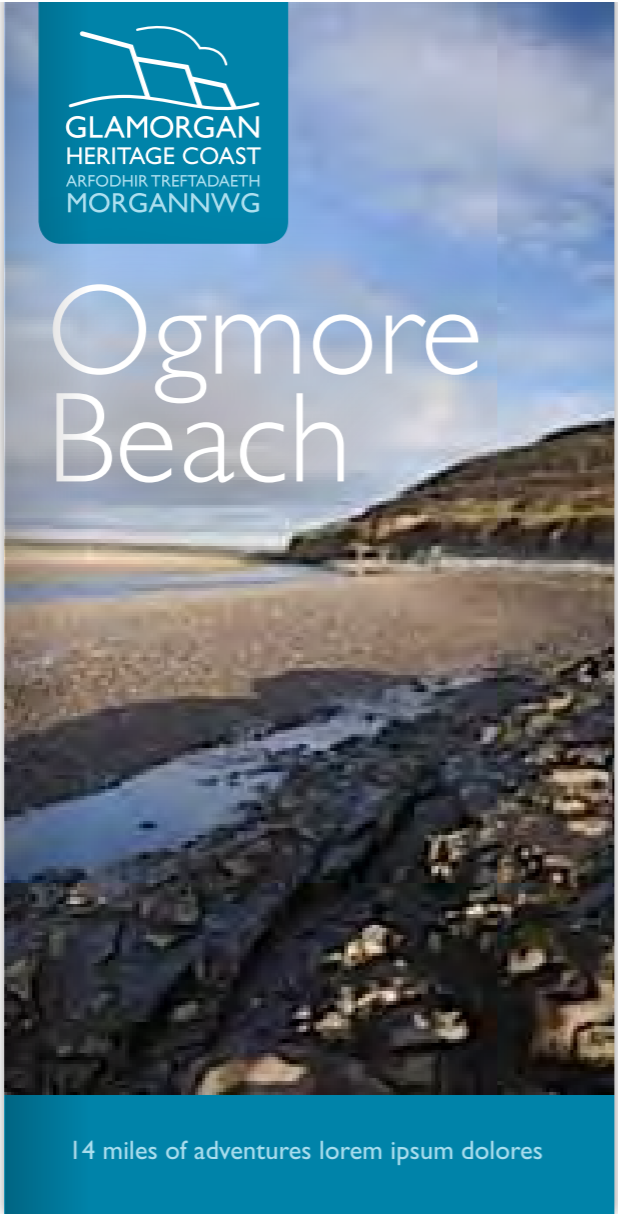
Powerful and dramatic photography



Logo evolution step two - countryside addition

Possibility of expanding logo to include 'and Countryside' using reversed out version on colour waves from coast and countryside colour palette

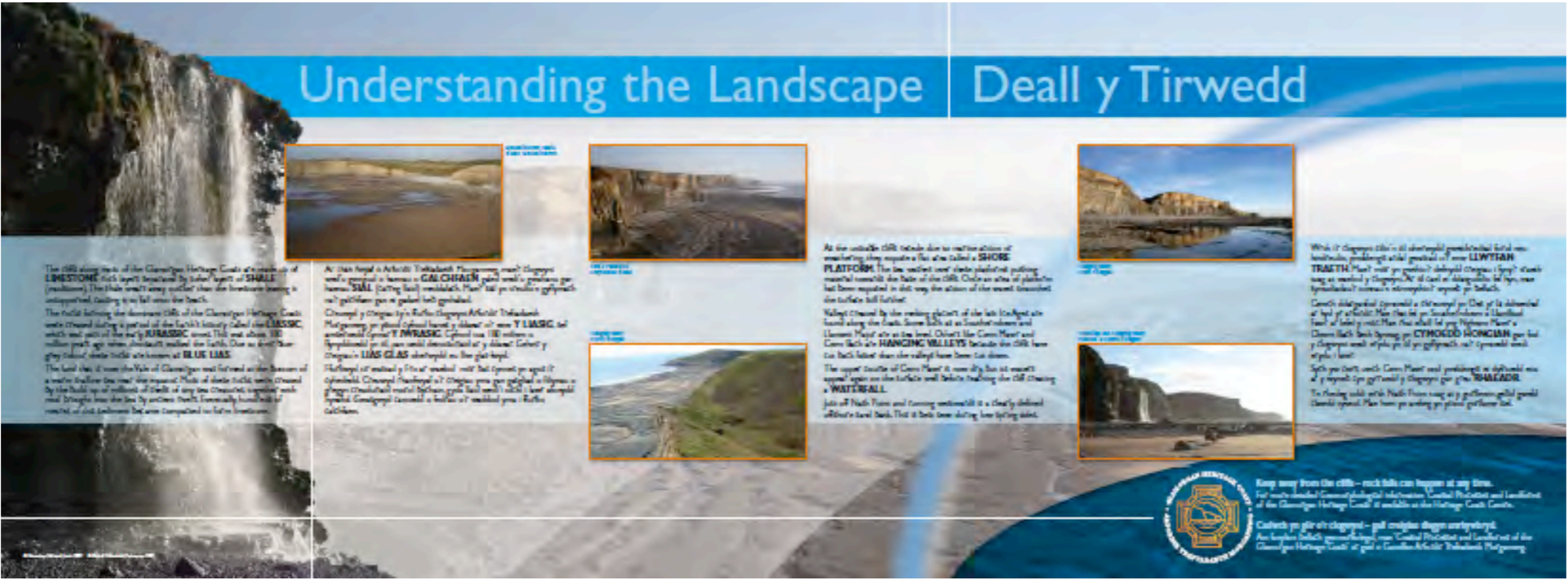




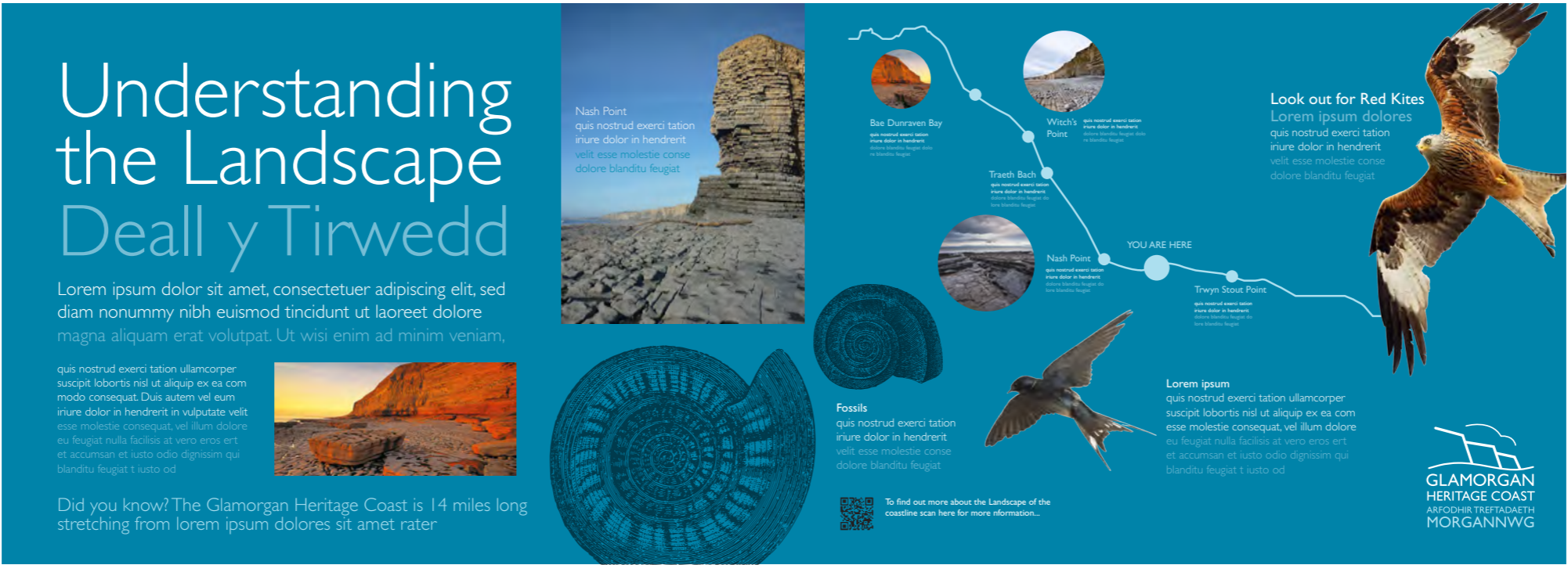
Logo evolution step two - application
Leaflet examples using the 'coast logo' and colour palette

Logo evolution step two - application
Leaflet example using the 'coast & countryside' logo and colour palette

Current design of graphic panel



Evolution of graphic panel



Signage examples
Mix of photography,
strong landscapes
and cut out wildlife

Welsh and English language
incorporated and easily
distinguished with subtle
colour coding

Cut out graphics

Bite size information.
Did you know facts for
easy accessibility



Permanent signage for use next to temporary signage (800 x 1200)



Website - English and Welsh language available



iphone - English and Welsh language available

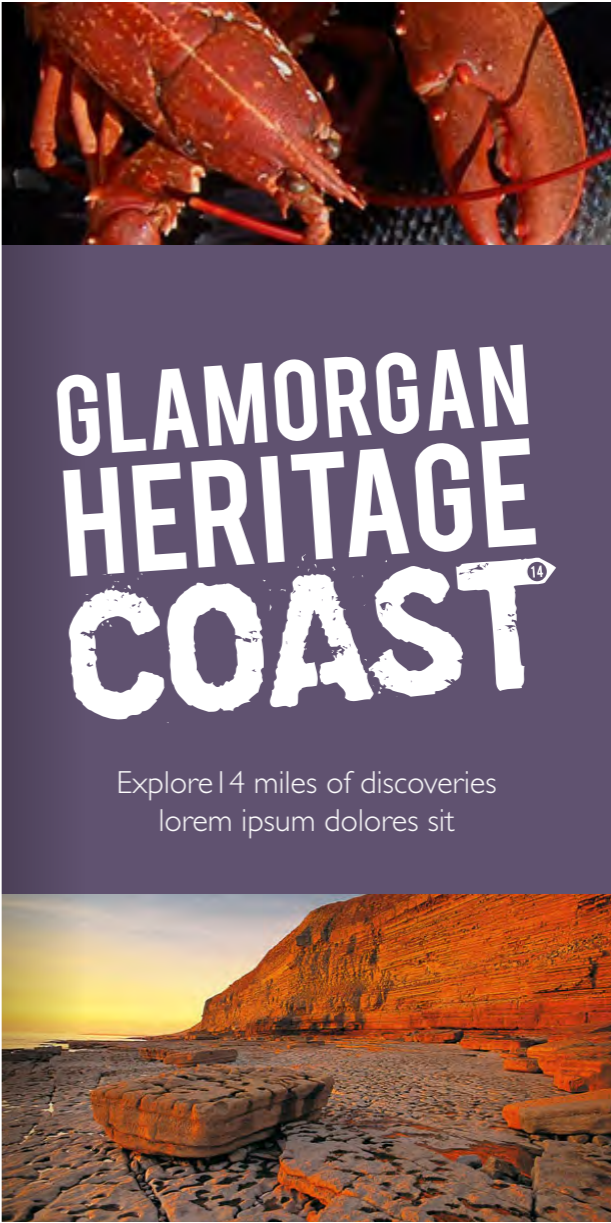
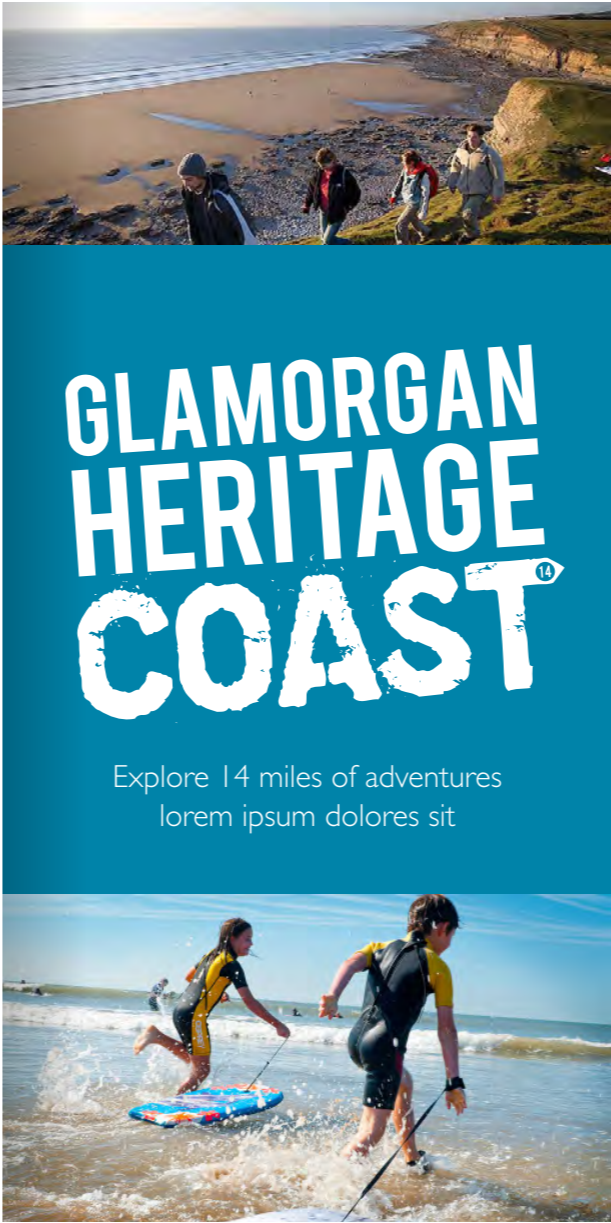
Leaflet holder - application



GLAMORGAN HERITAGE COAST

Logo evolution step ten

Coastal colour palette introduced, strengthening of name, coastal sign introduced as a typographic element, highlighting the 14 mile stretch. on a sign post graphic.





Logo evolution step ten

Coastal colour palette introduced, strengthening of name, coastal sign introduced as a containment, highlighting the 14 mile stretch as well as vectors of items/wildlife associated with that area.



Website - English and Welsh language available



Leaflet

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix

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Tier 1

- Welcome / Info Point
- Other signs - Walks / Safety / Signs etc
- Branded Leaflet Dispensers
- GHC Website
- H Heritage Coast Centre - reconfigure

Title: Glamorgan Heritage Coast Tier 1		
Scale: NTS @ A3	Date: Oct 2013	
Drawing No: 5616 - 002	Rev:	

Tier 2

-  Talking Telescopes
-  Mobile Beach Unit site (unmanned)
-  Augmented Reality
-  Audio Tours / Trails
-  Leaflets in collaboration with Plough and Harrow Pub
-  Gateway Welcome Point - Partnership with Bridgend
-  Accessible Coast Guide
-  Hub / Interpretation content (pig stys)



Tier 3

- Further Investment into website
- Footpath improvement for Accessible Coast
- ~ Accessible Coast App
- AR Augmented Reality
- H GHC Exhibition or Hub development
- Talking Telescope
- Improve Landscaping
- ART Public Artworks
- Mobile Beach Unit site (manned)



Title: Glamorgan Heritage Coast Tier 3		
Scale: NTS @ A3	Date: Oct 2013	
Drawing No: 5616 - 004	Rev:	

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix

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5616	Glamorgan Heritage Coast Interpretation Tier 1 cost plan revision B September 2013		Tier 1	Tier 2	Tier 3	type	quant	unit	Sub-total	section total
A GHC wide media										
1 GHC web site 1										£ 6,000
1.1	design, development and commissioning					AV soft	1	sum	£ 6,000	
2 Map artwork 1										£ 3,600
2.1	new map artwork for GHC					image	1	pc sum	£ 1,200	
2.2	individual maps for each site (inc. amends for main map)					image	8	pc sum	£ 2,400	
3 Branded leaflet dispensers 1										TIP Budget
3.1	artwork for dispensers – masters					image	2	pc sum	£ 650	
3.2	production of 24 no. units					prod	24	pc sum	£ 2,700	
3.3	roll out to 12 no. businesses in the GHC (admin / delivery costs)					prod	1	pc sum	£ 500	
4 Heritage Coast Ambassadors training 2										TIP Budget
4.1	allowance for training resources, client staff and consultant time					prod	1	pc sum	£ 6,750	
5 GHC leaflet										£ 3,506
5.1	leaflet artwork					AW	6	sum	£ 1,950	
5.2	Mapping – adaptations from main map for area map					AW	1	pc sum	£ 300	
5.3	image acquisitions (GCC supplied)					prod	0	pc sum	£ 0	
5.4	copy writing					CW	3	sum	£ 525	
5.5	leaflet printing (10,000 run on 130 gsm silk / matt)					prod	1	sum	£ 675	
5.6	contract proof					prod	1	sum	£ 56	
B Interpretation at key site – Aberthaw										
6 New welcome sign on power station wall (site 4.1) 1										£ 747
6.1	artwork					AW	1	sum	£ 325	
6.2	sign production – dibond with exterior grade laminate					prod	1	sum	£ 113	
6.3	sign frame (oak)					prod	1	sum	£ 309	
7 New site graphic and info point (site 4.2) 1										£ 3,765
7.1	artwork					AW	2	sum	£ 650	
7.2	artwork for sandblasted lettering & logos (all sites)					AW	1	sum	£ 325	
7.3	copy writing					CW	2	sum	£ 350	
7.4	illustration / image acquisition (from client sources)					client	0	no sum	£ 0	
7.5	production of oak sign unit (Type A)					prod	1	pc sum	£ 2,363	
7.6	production of HDC Fossil graphic (included in unit cost)					prod	1	sum	£ 0	
7.7	production of durable paper insert for changeable panel					prod	1	sum	£ 68	
7.8	sundry fixings for panels etc.					prod	1	pc sum	£ 10	
7.9	production of slate map of GHC (tier 1 – level 2)					2 prod	1	pc sum	£ 0	
7.10	landscaping to sign area (not interpretation)					client	0	no sum	£ 0	
C Interpretation at key site – Llantwit / Cwm Colhuw										
8 New site graphic and info point (site 5b.1) 1										£ 3,340
8.1	artwork					AW	2	sum	£ 650	
8.2	artwork for sandblasted lettering & logos (not required again)					AW	0	sum	£ 0	
8.3	copy writing (1 x main panel and 1 x edits of general info)					CW	1	sum	£ 250	
8.4	illustration / image acquisition (from client sources)					client	0	no sum	£ 0	
8.5	production of oak sign unit (Type A)					prod	1	pc sum	£ 2,363	
8.6	production of HDC Fossil graphic (included in unit cost)					prod	1	sum	£ 0	
8.7	production of durable paper insert for changeable panel					prod	1	sum	£ 68	
8.8	sundry fixings for panels etc.					prod	1	pc sum	£ 10	
8.9	production of slate map of GHC (tier 1 – level 2)					2 prod	1	pc sum	£ 0	
8.10	landscaping to sign area (not interpretation)					client	0	no sum	£ 0	
9 Cliff walks panels (site 5b.2)										£ 3,891
9.1	interpretation artwork					AW	3	sum	£ 975	
9.2	map illustrations (re-use existing map artwork)					image	3	no sum	£ 0	
9.3	copy writing (re-use existing copy with slight edits)					CW	3	sum	£ 300	
9.4	illustration / image acquisition (re-use existing illustrations)					image	0	no sum	£ 0	
9.5	production of plinth or lectern / supports for panels					prod	1	sum	£ 1,688	
9.6	production of HDC Fossil graphics					prod	3	sum	£ 928	
9.7	landscaping to sign area (not interpretation)					client	0	no sum	£ 0	
D Interpretation at key site – Nash Point										
10 Re-painted sign at Marcross junction (site 7.1) 2										£ 0
10.1	Re-painting work					prod	1	pc sum	£ 563	
11 New site graphic and info point (site 8.1) 1										£ 3,340
11.1	artwork					AW	2	sum	£ 650	
11.2	artwork for sandblasted lettering & logos (not required again)					AW	0	sum	£ 0	
11.3	copy writing (1 x main panel and 1 x edits of general info)					CW	1	sum	£ 250	
11.4	illustration / image acquisition (from client sources)					client	0	no sum	£ 0	
11.5	production of oak sign unit (Type A)					prod	1	pc sum	£ 2,363	
11.6	production of HDC Fossil graphic (included in unit cost)					prod	1	sum	£ 0	
11.7	production of durable paper insert for changeable panel					prod	1	sum	£ 68	
11.8	sundry fixings for panels etc.					prod	1	pc sum	£ 10	
11.9	production of slate map of GHC (tier 1 – level 2)					2 prod	1	pc sum	£ 0	
11.10	landscaping to sign area (not interpretation)					client	0	no sum	£ 0	
12 New signage on rear of existing interpretation sign (site 8.2) 1										£ 679
12.1	graphic artwork					AW	1	sum	£ 325	
12.2	copy writing					CW	1	sum	£ 175	
12.3	production of dibond graphic					prod	1	sum	£ 169	
12.4	sundry fixings for panels etc.					prod	1	pc sum	£ 10	

5616	Glamorgan Heritage Coast Interpretation Tier 1 cost plan revision B September 2013	Tier 1	Tier 2	Tier 3	type	quant	unit	Sub-total	section total
E Interpretation at key site – Monkash									
13	Plough & Harrow leaflet (site 14.1)		2						£ 0
14	New site graphic and info point (site 12)		1						£ 4,071
14.1	artwork				AW	2	sum	£ 650	
14.2	artwork for sandblasted lettering & logos (not required again)				AW	0	sum	£ 0	
14.3	copy writing (1 x main panel and 1 x edits of general info)				CW	1	sum	£ 250	
14.4	illustration / image acquisition (from client sources)				client	0	no sum	£ 0	
14.5	production of oak sign unit (Type B)				prod	1	pc sum	£ 3,094	
14.6	production of HDC Fossil graphic (included in unit cost)				prod	1	sum	£ 0	
14.7	production of durable paper insert for changeable panel				prod	1	sum	£ 68	
14.7	sundry fixings for panels etc.				prod	1	pc sum	£ 10	
14.8	production of slate map of GHC (tier 1 – level 2)		2		prod	0	pc sum	£ 0	
14.90	landscaping to sign area (not interpretation)				client	0	no sum	£ 0	
F Interpretation at key site – Dunraven									
15	Coast safety information by lifeguards (site 23.1)		1						£ 3,621
15.1	interpretive artwork				AW	3	sum	£ 975	
15.2	mapping – adaptations from main map for safety map				AW	1	pc sum	£ 300	
15.3	image / illustration allowance (icons for beach safety)				prod	1	pc sum	£ 300	
15.4	panel production				prod	3	pc sum	£ 928	
15.5	copy writing				CW	3	sum	£ 525	
15.6	adaptations to plinth				prod	1	pc sum	£ 563	
15.7	sundry fixings for panels etc.				prod	3	pc sum	£ 30	
16	New site welcome and info point (site 23.2)		1						£ 7,141
16.1	artwork				AW	3	sum	£ 975	
16.2	artwork for sandblasted lettering & logos (not required again)				AW	0	sum	£ 0	
16.3	copy writing (2 x main panel and 1 x edits of general info)				CW	1	sum	£ 425	
16.4	illustration / image acquisition (from client sources)				client	0	no sum	£ 0	
16.5	production of oak sign unit (Type C)				prod	1	pc sum	£ 4,809	
16.6	production of HDC Fossil graphics (included in unit cost)				prod	2	sum	£ 0	
16.7	production of durable paper insert for changeable panel				prod	1	sum	£ 68	
16.8	sundry fixings for panels etc.				prod	2	pc sum	£ 20	
16.9	production of slate map of GHC (tier 1 – level 2)		2		prod	1	pc sum	£ 0	
16.10	landscaping to sign area (not interpretation)				client	0	pc sum	£ 0	
16.11	bench seating				prod	1	pc sum	£ 844	
17	Minor refresh to the Heritage Coast Centre (site 26.1)		1						£ 6,300
17.1	Provisional allowance for content (welcome / overview)				prod	1	sum	£ 5,625	
17.2	Re-organise existing items, tidy office, remove glass etc.				client	0	sum	£ 0	
17.3	new external sign at entrance				prod	1	sum	£ 675	
G Interpretation at key site – Ogmore-by-Sea									
18	Gateway / welcome point (site 28.1)		1						£ 7,141
18.1	artwork				AW	3	sum	£ 975	
18.2	artwork for sandblasted lettering & logos (not required again)				AW	0	sum	£ 0	
18.3	copy writing (2 x main panel and 1 x edits of general info)				CW	1	sum	£ 425	
18.4	illustration / image acquisition (from client sources)				client	0	no sum	£ 0	
18.5	production of oak sign unit (Type C)				prod	1	pc sum	£ 4,809	
18.6	production of HDC Fossil graphics (included in unit cost)				prod	2	sum	£ 0	
18.7	production of durable paper insert for changeable panel				prod	1	sum	£ 68	
18.8	sundry fixings for panels etc.				prod	2	pc sum	£ 20	
18.9	production of slate map of GHC (tier 1 – level 2)		2		prod	1	pc sum	£ 0	
18.10	landscaping to sign area (not interpretation)				client	0	pc sum	£ 0	
18.11	bench seating				prod	1	pc sum	£ 844	
19	New site graphic and info point (site 31.1)		1						£ 3,340
19.1	artwork				AW	2	sum	£ 650	
19.2	artwork for sandblasted lettering & logos (not required again)				AW	0	sum	£ 0	
19.3	copy writing (1 x main panel and 1 x edits of general info)				CW	1	sum	£ 250	
19.4	illustration / image acquisition (from client sources)				client	0	no sum	£ 0	
19.5	production of oak sign unit (Type A)				prod	1	pc sum	£ 2,363	
19.6	production of HDC Fossil graphic (included in unit cost)				prod	1	sum	£ 0	
19.7	production of durable paper insert for changeable panel				prod	1	sum	£ 68	
19.8	sundry fixings for panels etc.				prod	1	pc sum	£ 10	
19.9	production of slate map of GHC (tier 1 – level 2)		2		prod	0	pc sum	£ 0	
19.10	landscaping to sign area (not interpretation)				client	0	no sum	£ 0	
H Interpretation at key site – Merthyr Mawr / Newton Burrows									
20	Newton Burrows sea front (site no. 39.1)		2						£ 0
I Installation / totals / fees etc.									
21	Sub-total – media costs (ex works)								£ 60,482
22	Installation / prelims / contingencies								
22.1	delivery & installation / management / liaison costs					1	pc sum	£ 6,804	
22.2	sub-total							67,287	
22.3	preliminaries allowance (at 4.5%)							3,028	
22.4	sub-total							70,314	
22.5	contingencies (at 10%)							7,031	
22.6	sub-total							77,346	
23	Total interpretation costs exc. Fees & VAT								£ 77,346
24	Professional fees and expenses								£ 15,782
24.1	Exhibition design fees & expenses (concept to completion @ 16%)				Exhib	1	sum	£ 14,657	
24.2	structural calculations for all units					1	pc sum	£ 1,125	
25	Total interpretation costs – Tier 1 (level 1)								£ 93,128

5616	Glamorgan Heritage Coast Interpretation Tier 2 cost plan revision 1 September 2013			type	quant	Sub-total	section total
A	GHC wide media						
1	Audio trail						£ 8,438
1.1	production of audio trail (6 trail locations)	AV soft	1		£ 8,438		
2	Mobile beach interpretation unit						£ 11,500
2.1	trailer (second hand)	prod	1		£ 1,500		
2.2	exhibition fit out (allowance for general content)	prod	1		£ 10,000		
3	Accessible GHC						£ 4,131
3.1	leaflet artwork	AW	6		£ 1,950		
3.2	Mapping – adaptations from main map for area map	AW	1		£ 600		
3.3	image acquisitions (allowance)	prod	1		£ 500		
3.4	copy writing	CW	2		£ 350		
3.5	leaflet printing (10,000 run on 130 gsm silk / matt)	prod	1		£ 675		
3.6	contract proof	prod	1		£ 56		
4	Apps / QR codes						£ 0
4.1	QR codes can be created for free	AV soft	1		£ 0		
5	Tracker Packs						TIP Budget
5.1	Tracker pack development and production	prod	1		£ 0		
6	Geo-caching						Youth Heritage
6.1	items for geo-caches	prod	1		£ 2,000		
7	Coastal Activities						TIP Budget
7.1	piloting projects	prod	1		£ 5,000		
B	Interpretation at key site – Aberthaw						
8	Audio trail (as above)						£ 0
C	Interpretation at key site – Llantwit / Cwm Colhough						
9	Audio trail (as above)						£ 0
D	Interpretation at key site – Nash Point						
10	Audio trail (as above)						£ 0
11	Talking Telescope						£ 5,800
11.1	production of unit including sound and two languages	prod	1		£ 5,625		
11.2	script writing	CW	1		£ 175		
11.3	installation (by rangers)	client	0		£ 0		
11.4	landscaping to sign area (not interpretation)	client	0		£ 0		
12	Nash Point lighthouse Pig stys						£ 16,875
12.1	Interpretive media allowance – pig sty 1 (9 sq m approx.)	prod	1		£ 8,438		
12.2	Interpretive media allowance – pig sty 2 (9 sq m approx.)	prod	1		£ 8,438		

E Interpretation at key site – Monknash					
13	Plough & Harrow leaflet (site 14.1)				£ 3,831
13.1	leaflet artwork	AW	6	£ 1,950	
13.2	Mapping – adaptations from main map for area map	AW	1	£ 300	
13.3	image acquisitions (allowance)	prod	1	£ 500	
13.4	copy writing	CW	2	£ 350	
13.5	leaflet printing (10,000 run on 130 gsm silk / matt)	prod	1	£ 675	
13.6	contract proof	prod	1	£ 56	
F Interpretation at key site – Dunraven					
14	Audio trail (as above)				£ 0
15	Augmented Reality point (1 year Trial)				£ 12,375
15.1	site specific 3D virtual model – Dunraven Castle	Dig soft	1	£ 8,438	
15.2	additional effects for model / sound etc.	Dig soft	1	£ 2,813	
15.3	Management & maintenance of app on contractors existing account	Dig soft	1	£ 1,125	
G Interpretation at key site – Ogmore-by-Sea					
16	Audio trail (as above)				£ 0
H Interpretation at key site – Merthyr Mawr / Newton Burrows					
17	Newton Burrows sea front (site no. 39.1)				£ 7,141
17.1	artwork	AW	3	£ 975	
17.2	artwork for sandblasted lettering & logos (not required again)	AW	0	£ 0	
17.3	copy writing (2 x main panel and 1 x edits of general info)	CW	1	£ 425	
17.4	illustration / image acquisition (from client sources)	client	0	£ 0	
17.5	production of oak sign unit type C	prod	1	£ 4,809	
17.6	production of HDC Fossil graphics (included in unit cost)	prod	2	£ 0	
17.7	production of durable paper insert for changeable panel	prod	1	£ 68	
17.8	sundry fixings for panels etc.	prod	2	£ 20	
17.9	production of slate map of GHC (tier 1 – level 2)	prod	1	£ 0	
17.10	landscaping to sign area (not interpretation)	client	0	£ 0	
17.11	bench seating	prod	1	£ 844	
I Installation / totals / fees etc.					
18	Sub-total – media costs (ex works)				£ 70,091
19	Installation / prelims / contingencies				
19.1	delivery & installation / management / liaison costs	inc. above	0		£ 0
19.2	sub-total				70,091
19.3	preliminaries allowance (at 4.5%)				3,154
19.4	sub-total				73,245
19.5	contingencies (at 10%)				7,324
19.6	sub-total				80,569
20	Total interpretation costs exc. Fees & VAT				£ 80,569
21	Professional fees and expenses				£ 15,718
21.1	Exhibition design fees & expenses (concept to completion @ 16%)	Exhib	1	£ 15,268	
21.2	Training for use of apps and AR etc.	AV soft	1	£ 450	
23	Total interpretation costs – Tier 2				£ 96,287

5616	Glamorgan Heritage Coast Interpretation Tier 3 cost plan revision 1 September 2013		type	quant	unit	Sub-total	section total
A GHC wide media							
1	Apps						£ 33,750
1.1	creation of 'Accessible GHC' app and content	AV soft	1	sum	£ 16,875		
1.2	creation of AR enabling app and content	AV soft	1	sum	£ 16,875		
2 Web site							
2.1	further investment into web site	AV soft	1	sum	£ 4,500		
B Interpretation at key site – Aberthaw							
3 Augmented Reality point							
3.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000		
4 Conversion of building							
3.1	provisional sum for building conversion	build	1	pc sum	£ 112,500		
3.2	provisional sum for exhibition content	prod	1	sum	£ 50,000		
C Interpretation at key site – Llantwit / Cwm Colhough							
5 Augmented Reality point							
5.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000		
6 Talking Telescope							
6.1	production of unit including sound and two languages	prod	1	sum	£ 5,625		
6.2	script writing	CW	1	sum	£ 175		
6.3	installation (by rangers)	client	0	sum	£ 0		
6.4	landscaping to sign area (not interpretation)	client	0	no sum	£ 0		
7 Improved landscaping to car park etc.							
7.1	provisional sum for works	build	1	sum	£ 56,250		
8 Public artworks / sculpture							
8.1	provisional sum for works	build	1	sum	£ 28,125		
D Interpretation at key site – Nash Point							
9 Augmented Reality point							
9.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000		
E Interpretation at key site – Monknash							
F Interpretation at key site – Dunraven							
10 Augmented Reality point							
10.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000		
11 Heritage Coast Centre							
11.1	Renew internal spaces, displays etc. (provisional allowance)	prod	1	pc sum	£ 225,000		
G Interpretation at key site – Ogmere-by-Sea							
12 Interpretation in life guard unit							
12.1	allowance for exhibition content	prod	1	pc sum	£ 39,375		
13 Augmented Reality point							
13.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000		
14 Augmented Reality point							
14.1	site specific 3D virtual model – Ogmere Castle	Dig soft	1	pc sum	£ 7,875		

5616 Glamorgan Heritage Coast Interpretation Tier 3 cost plan revision 1 September 2013		type	quant	unit	Sub-total	section total
H Interpretation at key site – Merthyr Mawr / Newton Burrows						
15	Augmented Reality point					£ 9,000
15.1	site specific key character (scripted and filmed)	Dig soft	1	pc sum	£ 9,000	
I Installation / totals / fees etc.						
16	Sub-total – media costs (ex works)					£ 617,175
17	Installation / prelims / contingencies					
17.1	delivery & installation / management / liaison costs	inc. above	1	pc sum		£ 69,432
17.2	sub-total					686,607
17.3	preliminaries allowance (at 4.5%)					30,897
17.4	sub-total					717,505
17.5	contingencies (at 10%)					71,750
17.6	sub-total					789,255
18	Total interpretation costs exc. Fees & VAT					£ 789,255
19	Professional fees and expenses					£ 149,564
19.1	Exhibition design fees & expenses (concept to completion @ 16%)	Exhib	1	sum	£ 149,564	
20	Total interpretation costs – Tier 2					£ 938,819

5616	Glamorgan Heritage Coast Interpretation 'In budget' example cost plan revision 1 September 2013		type	quant	Sub-total	section total
A	Tier 1 budget					
1	Tier 1 costs within budget					£ 45,278
1.1	All media			1	£ 45,278	
2	Installation / prelims / contingencies					
2.1	delivery & installation / management / liaison costs (10%)			1		£ 5,094
2.2	sub-total					50,372
2.3	preliminaries allowance (at 4.5%)					2,267
2.4	sub-total					52,638
2.5	contingencies (at 10%)					5,264
2.6	sub-total					57,902
3	Total interpretation costs exc. Fees & VAT					£ 57,902
4	Professional fees and expenses					£ 12,097
4.1	Exhibition design fees & expenses (concept to completion @ 16%)	Exhib		1	£ 10,972	
4.2	structural calculations for all units			1	£ 1,125	
5	Total interpretation costs inc. Fees ex. VAT					£ 70,000
B	Tier 2 budget					
6	Tier 2 costs within budget					£ 34,620
6.1	All media			1	£ 34,620	
7	Installation / prelims / contingencies					
7.1	delivery & installation / management / liaison costs (5%)			1		£ 1,947
7.2	sub-total					36,568
7.3	preliminaries allowance (at 4.5%)					1,646
7.4	sub-total					38,213
7.5	contingencies (at 10%)					3,821
7.6	sub-total					42,034
8	Total interpretation costs exc. Fees & VAT					£ 42,034
9	Professional fees and expenses					£ 7,966
9.1	Exhibition design fees & expenses (concept to completion @ 16%)	Exhib		1	£ 7,966	
10	Total interpretation costs inc. Fees ex. VAT					£ 50,000
I	Totals					
11	Sub-total – all works / tiers 1 and 2					£ 120,000
12	Total interpretation costs – Tier 3					£ 938,819

Glamorgan Heritage Coast

Interpretation Strategy

Stage 2 report - October 2013

Appendix

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1 Introduction

1.1 Introduction

This preliminary report builds on the research and site audits undertaken by the PLB team and supports the audit sheets for each site, making detailed comment and top-level recommendations for each of the key sites that form part of this interpretation plan. The report follows the sites from east to west. We would like to thank Nicola Sumner-Smith, Paul Dunn and Belinda Ashong for their time and commitment to this project and for assisting us in the gathering of essential information. [NB – stage 2 edits in blue](#)

1.2 The Glamorgan Heritage Coast

The Glamorgan Heritage Coast (GHC) is a 14 mile stretch of coastline on the South Wales coast running through the county boundaries of Glamorgan and Bridgend. The recently created '[Wales Coast Path](#)' runs through the GHC and this is a particularly picturesque section of it. The GHC was among the first stretches of coast in the UK to be designated as a heritage coast when it was selected as a pilot project in the early 1970's. The area includes the most southerly point in Wales and includes sites with geological, ecological, archaeological and historical significance. The Vale of Glamorgan Council wish to develop the coast's potential as a 'slow tourism' destination.

The purpose of this commission is to provide recommendations to help deliver an integrated approach to the delivery of interpretation and information about the Glamorgan Heritage Coast using a variety of methods, both traditional and innovative.

The intended outcomes of this study and report are to:

- Raise awareness of the heritage coast among local people and visitors
- Enable visitors, residents and businesses to identify where they are
- Enable those visitors to understand the area's special qualities and distinct local identity
- Positively promote the heritage coast and differentiate it from others

Ensure that the recommendations enable the interpretation to:

- Convey a sense of arrival and welcome
- Provide a consistent narrative and a clear sense of place
- Include physical and virtual interpretation, orientation and gateway features

Recommendations will be made under a three-tier structure as follows:

- Tier 1 – Basic provision up to an implementation cost of £70,000
- Tier 2 – Basic provision plus piloting new approaches up to a maximum cost of £120,000
- Tier 3 – Blue Sky approaches over and above the budgets identified



1.3 Scope of the Framework

The interpretive frameworks described and presented here should guide and inform all interpretive and signage activity on each of the respective sites, both within this project phase and any future development that may build on the schemes presented here.

This might include:

- Key principles of approach to signage position and style
- The level of / amount of information provided in any written, audio or visual form
- The development of any trails, leaflets and guidebooks
- Audio and audio-visual presentations
- Virtual media
- Any guided tours and talks
- Interpretation, orientation or directional graphic panels and installations
- Interactive elements and hands-on activity
- Any graphic styling, typography or illustrations

The key sites included in this study are as follows:

(Please refer to the map of audited sites appended to this report)

- The Leys at Aberthaw
- Cwm-Colhugh / Llantwit Major
- Nash Point & Lighthouse
- Monkash
- Dunraven Bay and Gardens
- Heritage Coast Centre – Dunraven
- Ogmere Beach and castle
- Merthyr Mawr
- Newton Burrows at Porthcawl

Additionally, sites in between and on the visitor route were visited, these include:

- Wick village
- St Brides
- Plough & Harrow public house
- East and West gateway sites
- Major and minor road junctions



2 Strategic Context

2.1 Introduction

There are a number of other proposed initiatives throughout Wales that we have reviewed and considered within the context of our work for the Glamorgan Heritage Coast. The relevant information contained within the reports from those strategies (and how it may impact on our work) have been summarised below and include:

2.1.1 Geocaching on the Glamorgan Heritage Coast

Overview:

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location. There are examples of geocaching on the Glamorgan Heritage coast such as 'Coast View' which is located near Llantwit Major. Further information on Geocaching can be found at www.geocaching.com

2.1.2 Vale of Glamorgan: Local Biodiversity action plan (LBAP), 2010

Overview:

This document explains why biodiversity is important at a local level, in the Vale of Glamorgan, how it can be protected and improved and sets out a programme of action, which shows how everyone can help.

Impact on the GHC:

One of the objectives of the Vale of Glamorgan LBAP is to conserve and enhance the biodiversity of the Vale by creating public awareness of local biodiversity through education and information to all sectors.

2.1.3 Cadw Interpretive framework: Origins & Pre-history of Wales, 2011

Overview:

Cadw commissioned the preparation of a strategic interpretation plan for the theme of Origins and Prehistory of Wales 250,000 BC to AD 431, in order to help to inform interpretive delivery at key specific sites across Wales. Many of these sites are located in coastal areas and sites were audited on the Pembrokeshire and Gower Coast.

Main Message:

The development of this Plan together with its interconnected storyline strand aims to create a more cohesive and compelling approach to interpreting the heritage of Wales for leisure visitors.



Media:

The report proposes a range of media that are appropriate to the unstaffed, often remote sites located in outstanding landscapes. The main access points for obtaining in depth interpretation will be on-line, downloadable and published resources, museum displays, hub or gateway sites and other supporting media. It is important that the limited provision of on-site interpretation is therefore comprehensively supplemented with online / downloadable resources and by taking a different approach to on site provision, specifically through people and events.

Impact on the GHC:

Prehistoric sites are located at many different places along the Glamorgan Heritage Coast and the remoteness of some of these locations could be supported by online interpretation.

2.1.4 Cadw Interpretive framework: Roman conquest, occupation & settlement of Wales, 2011:

Impact on the GHC:

No relevance to the Glamorgan Heritage Coast

2.1.5 Cadw Interpretive framework: Artistic responses to the landscapes, 2011

Overview and relevance to the GHC:

This interpretation plan proposes that the interpretation of artistic responses to the landscape should be based on telling, primarily, stories of people in the landscape and, in support, stories of the landscape itself, where they add to appreciation and understanding. This is similar to some of the observations made in the sense of place palette.

2.1.6 Cadw Interpretive framework: The Legacy of the Celtic Saints, 2011

Overview:

This interpretation plan proposes that the interpretation of Celtic saints, sacred places and pilgrims' paths should be based on telling stories of people at places and, in support, stories of the places themselves, where they add to appreciation and understanding. The people involved would be the saints – as we know them from the legends and, where known, those with whom they came into contact.

Main Message:

This interpretative plan has four themes, which, collectively, embrace the narrative of the people in the story, the places associated with them, the institution they served and the opportunities to explore all three today. The four themes are under the following headings:

- The early church in Wales
- Remembering the saints
- Seeking out the saints
- Pilgrims' paths



Media:

- Interpretative maps
- Promotional dispensers
- Websites
- Interpretative cartoon strips
- Interpretative panels
- Interpretative seats

Impact on the GHC:

In the Cadw-Celtic saints, spiritual places and pilgrimage interpretation plan the following recommendations which are relevant to the Vale of Glamorgan include:

- Encouraging visitors and local people to visit sites and consider today's landscape and how much it has or has not changed in the last fifteen hundred years
- Encouraging visitors and local people to follow the pilgrims' paths on foot, by bike or by car to experience the journeys of early pilgrims
- Encouraging visitors and local people to take photographs of sites of their choice and add them to saints-related and other appropriate websites / add them to social networking sites / take them to a local centre / enter a competition etc.
- Encouraging visitors and local people to write descriptions, or compose their own written tributes, in response to the sites associated with Celtic saints and contribute them as above

2.1.7 Cadw Interpretive framework: Lords of the Southern March, 2010

Overview:

The overarching aim for the Interpretation Plan of the Lords of the Southern March is to help visitors and local people understand the story of the Lords of the Southern March and the role they played in the making of Wales. Recommendations in this interpretation plan of the Lords of the Southern March suggest using a story-telling approach rather than presenting formal descriptions and explanations.

Main Messages:

The following themes for the story of the Lords of the Southern March include:

- The Lords of the Southern March played a vital – but changing – part in the history of Wales following the Norman Conquest
- Many castles, abbeys and other sites help to tell the long and fascinating story of the Lords of the Southern March and the landscape in which they lived



Media:

The media which could be employed in implementing this Interpretation Strategy include the following:

- Interpretive panels
- Printed media
- Websites
- Digital media
- Events and performances
- Storytelling, music, song and theatre
- Learning material and community activities
- Displays
- Silhouette figures
- Self-guided landscape trails
- Family trails
- Audio posts
- Audio / video tours and guides
- Banners
- 'Mystery history' packs

Impact on the GHC:

The Lords of the Southern March Interpretation Plan states the following recommendations about Ogmore Castle which is located on the Glamorgan Heritage Coast:

- Potential clusters of sites can help to explain the stories of the Lords of the Southern March, but which we have not developed, include Coity, Newcastle, Ogmore, Llenblethian.
- Clusters of sites provide opportunities to tell a more complex story in small packages around a series of related sites. The complete story can be accessed through a tour of the sites, either on foot, on bike, by car or even by boat, although the individual elements of the story are sufficiently robust to provide a vivid, 'stand alone' experience of the site, its history or its inhabitants. Each site within a cluster embodies a different storyline, or set of storylines, and the complete story from each cluster will explain a significant part of the overall theme.

2.1.8 Cadw Interpretive framework: Chapels, churches & Monastic landscape of Wales, 2011

Overview:

This plan sets out to provide a framework to guide Cadw and other interested organisations in their endeavours to interpret the history, architecture and landscapes associated with Wales' Christian beliefs and practices of worship. The plan covers chapels, churches and monastic landscapes, from the Anglo-Norman period (c. AD 1100) to the present day.

Impact on the GHC:

This interpretive plan states that a project is being developed in the rural Vale of Glamorgan using Video booths and other interpretive materials to bring the stories from the community, using the community to visitors. Churches including Ewenny Priory and St Illtud's Llantwit Major are taking part in this project.

2.1.9 Sense of Place Palette, 2012 (SOPP)

Overview:

This palette is the result of a collaborative process between the client team, local businesses and interest groups, tourism leaders and the consultant, Angharad Wynne. The objective was to create a framework for developing a clear identity for the Heritage Coast in order to help market the area as a destination with distinctiveness from other coasts in the UK.

- The SOPP presents a very useful body of topic research and highlights the key stories and characters that are significant to the GHC.
- It proposes a series of guidelines on colours, textures and materials based on and inspired by the coast that should be adopted and used in the implementation of any of the recommendations made in the report or any other projects initiated
- It draws on the culture, history, archaeology and art of the area for inspiration, and as suggested reference points for any projects carried out in the GHC
- It sets out a cultural buffet of ideas, suggestions, activities and projects that could be adopted or undertaken in order to develop the GHC area and to champion its best assets, its history, characters and landscape

Impact on the GHC:

- There is no 'action plan' to support the SOPP and so none of the ideas and suggestions come with any indication of how they might be implemented, how long they might take or how much they might cost. However, the document provides a useful touchstone and reference manual for other strategies and projects carried out within the area as well as a menu of ideas that could be integrated into other pieces of work such as this one.



3 Audience analysis

3.1 Introduction

From a variety of documents provided by the client team as well as consultations during the site visits, a range of evidence was gathered to assess audiences for interpretation at the Glamorgan Heritage Coast.

Current audiences to the Glamorgan Heritage Coast can be summarised as follows:

(These have been collated in Appendix D)

- Local people within 30 miles of the Coast
- Repeat visitors (75%)
- Short distance walkers / dog walkers
- Mid distance walkers (Circular walks)
- Special interest and activity groups
- Older people (post- family)
- Families
- Day trippers from immediate area in Wales
- Education / school groups
- More likely to be of white ethnicity
- More likely to be of AB, C1 or C2 social grades

General characteristics of audiences who came to the coast are:

- Due to the large proportion of regular visitors and those living locally, most people said that their visit was as expected
- However 3 quarters of first time visitors said that their expectations had been exceeded.
- In general it appears that people who visit regularly will continue to do so
- People who were on a day trip were likely to have visited many places along the coast (and they were in the AB social group)
- Only 11% of people visiting the coast were on holiday or staying away from home for one night or more
- Visits are dependent on the weather and the season
- A large number of visitors did not know the name of the stretch of coastline (52.2%)

Some key characteristics of the sites are:

- There are high numbers of visitors to the coastline at Ogmores, Dunraven, Llantwit Major and Merthyr Mawr.
- Lower numbers of visitors go to Monknash and Aberthaw.
- Ogmores, Dunraven, Llantwit Major and Nash Point were the most popular places for day-trippers.
- Activities and events along the coast are a big draw for certain groups of people.



3.2 Primary & Secondary audiences by site

The table below lists the primary and secondary audiences of each site on the Glamorgan Heritage Coast based on site audits, consultations and desk based research. The primary audiences of each site are the intended target audiences for the proposed interpretive provision since they comprise the main audiences for each site and as primarily leisure visitors are more likely to be engaged with the interpretation. Secondary audiences for each site include people whose immediate purpose in using the coast means that they are less likely to have an interest in the interpretation but as users / potential users of the sites they could be engaged by the interpretation and have their experience enhanced.

Site	Primary Audiences	Secondary Audiences
The Leys at Aberthaw	<ul style="list-style-type: none"> Local / regular users Short distance walkers / Dog walkers Long distance walkers (some people do walk all the way to Newton) 	<ul style="list-style-type: none"> Anglers Surfers Birdwatchers Some military use for training Some education groups (but difficult for coaches to access) Rock pooling and fossils Botanists
Cwm Colhugh (Llantwit Major)	<ul style="list-style-type: none"> Short distance walkers / Dog walkers (interested in circular walks and walks to Tresilion Cave / St Donat's Castle) Families Wheel chair users visit café Local people repeat visitors from Llantwit Major 	<ul style="list-style-type: none"> Young volunteers in LMSLSC and young people Surfers School groups from Atlantic College and Southerndown People from overseas with links to Atlantic College Shoppers from the town (Llantwit Major offers a different audience) Geologists People with archaeological / historical interest Cyclists Swimmers
Nash Point & Lighthouse	<ul style="list-style-type: none"> General audience Short distance walkers Organised groups visiting the lighthouse (educational groups) Families Regular local visitors 	<ul style="list-style-type: none"> Birdwatchers Photographers People with historical / geological interest Botanists Wedding parties Couples



Site	Primary Audiences	Secondary Audiences
Monknash	<ul style="list-style-type: none"> • Short distance walkers (Walk to Southerndown and circular walks) • Local people 	<ul style="list-style-type: none"> • Birdwatchers • Drinkers (from Plough and Harrow and Great Blighty Ale Trail) • Naturists • Horse riders • Campers • Anglers • Farmers • Archaeologists • Surfers
Dunraven Bay / Gardens / (Southerndown)	<ul style="list-style-type: none"> • Local families • Families on day trips • Local / regular visitors • Walkers / dog walkers • Disabled walkers • Families • Educational groups (including town / city school groups) • Day trippers who cannot get into the car park at Ogmore 	<ul style="list-style-type: none"> • Surfers • Swimmers • Anglers • Geologists and people with geological interest • People with archaeological and historical interest • Archaeological and historical groups • Geological groups • Lifeguards • Film crews • Photographers • Friends of the Glamorgan Heritage Coast working at the site
Dunraven Heritage Centre	<ul style="list-style-type: none"> • Families on day trips • Walkers / ramblers • School groups • Education groups 	<ul style="list-style-type: none"> • People with archaeological, historical and geological interest • Archaeological and geological societies • Friends of the Glamorgan Heritage Coast working at the site
Ogmore Beach / Common	<ul style="list-style-type: none"> • Walkers / dog walkers • Families (local and day trippers) • Historical and archaeological societies / enthusiasts 	<ul style="list-style-type: none"> • Horse riders • Wedding parties (photography) • Bird watchers • Pub goers • Kayakers

Site	Primary Audiences	Secondary Audiences
Merthyr Mawr	<ul style="list-style-type: none"> Walkers / dog walkers Local families 	<ul style="list-style-type: none"> Special interest groups (film enthusiasts / film makers, athletes, botanists, archaeologists, geologists)
Newton Bay	<ul style="list-style-type: none"> Holidaymakers from Trecco Bay Local people from Newton Walkers / dog walkers 	<ul style="list-style-type: none"> Boat clubs Windsurfers / kite surfers Kayakers Swimmers Anglers Jet skiers

3.3 New Audiences for the GHC

The proposal to introduce GHC branded literature dispensers at local businesses within the heritage coast area such as shops, pubs, post offices etc. will raise awareness of the project to a greater number of people with the potential to reach new audiences. Additionally, while many locals will use these facilities and know the coast (in some cases very well), others will not, or will not be aware of its significance. As such, making the GHC more visible with accessible information will increase the understanding and appeal of the coast to more people.

The potential to introduce digital technology that is accessible on site as well as remotely via the internet also has added potential to increase awareness and audiences.

4 Interpretive Framework

4.1 Setting Interpretive Objectives

Our approach to developing an interpretive framework for the Glamorgan Heritage Coast utilises interpretive best practice to establish interpretive objectives through Generic Learning Outcomes (GLOs). They are a means of measuring learning and assessing the impact of an organisation on learning. It is widely known that people have different learning styles, for example some people prefer to learn through doing and others through reading or interaction with other people. Generic Learning Outcomes have five categories that cover this wide range of potential learning methods and reflect the outcomes of that learning experience:

- Knowledge and understanding – you gain knowledge / deepen understanding, make sense of something
- Skills – you discover how to do something, perhaps something new, develop mental / communication skills
- Attitudes and values – your feelings and perception are changed or developed, you develop empathy or change / develop opinions
- Enjoyment, inspiration, creativity – learning surprises you, is fun and inspiring, opens an outlet from creativity or expression
- Activity, behaviour, progression – through the learning you change the things you do or intend to do, it affects your actions and behaviour, or you seek to progress and further develop learning

In addition to the GLO categories above, we need to bear in mind the following facts when developing an approach to a cultural landscape / recreational area:

- That many (local) visitors will be very familiar with the coast
- They are unlikely to be familiar with or to know about all the stories and significances
- Walkers, ramblers, cyclists, surfers etc. will gain much enjoyment from simply being at the coast and pursuing their activities but may seek specific information to support their activities
- Many people will be repeat visitors who come to the coast for the same reasons and activity time and again
- Some people will have never been here before and need to be told how to get around and how to find the beaches and footpaths

Whether familiar with the coast or not, the interpretation and signage should bring something of interest to everyone and allow them to take away information / messages that they would not have known or understood.



4.2 Interpretive Objectives

What will visitors know / understand after a visit?

- *That this is the Glamorgan Heritage Coast*
- *That this 14 mile stretch of the coast is designated as a 'Heritage Coast'*
- *That it passes through two counties – Glamorgan and Bridgend and includes the most southerly point in Wales*
- *Why the coast is designated as a 'Heritage Coast' and what its special qualities are*
- *That there is a diversity of landscape including beaches, rocky cliffs, sand dunes, flat lands*
- *That examples of flora and fauna found here are very rare*
- *There has been settlement since the Iron Age*
- *That there is a strong relationship with people / stories*

What skills might visitors develop?

- Visitors will know how to 'read' the landscape and understand it
- They will understand / learn how to use the coast through maps and information provided
- They will learn how to identify types of flora and fauna
- They will learn how to discover aspects of the coast for themselves

What will visitors feel (attitudes and values)?

- They will develop respect for and will care for the coastal habitats and environments
- They will consider and respect the wishes of the land owners
- They will consider the impact that they have on the coast in terms of what they leave behind and what they take away
- They will consider the impact of their visit on the local community and the benefits they can bring by using local services

What will visitors feel (enjoyment, inspiration and creativity)?

- They will be inspired by the drama of the coast
- They will be inspired to be creative in response to their visit
- They may wish to be a part of the coast's story by making a story or sharing a story inspired by their visit
- They will feel revived and relaxed

What will visitors do after a visit (activity / behaviour / progression)?

- They may be encouraged to visit other parts of the coast
- They will be encouraged to visit parts of the coast that are new to them
- They may choose to stay longer, using local services while they do
- They will come back for another visit, perhaps a longer visit
- They may make recommendations to friends and family to visit the GHC



4.3 Messages - what are we interpreting?

Interpretive messages help to organise the interpretation and are an expression of the key ideas you want people to take away from their visit. Each message, stated as a simple, complete sentence, contains one main idea and is as interesting and specific as possible. Visitors will never see the messages written, word for word, rather they are implicit in the interpretation and absorbed through the visitor experience. Few people are likely to absorb or remember more than five messages from their visit and so we look to this as the maximum number. The priority and importance of each theme may vary depending on the aspect of a site being interpreted.

The key to delivering these messages and topics efficiently and effectively is to ensure that the visitor is not bombarded with a plethora of stories to digest (through whatever media is selected), but to ensure that their visit is enjoyable and informative and that key messages are delivered where they need to be. To do this it is important that the interpretation does not attempt to tell the whole story at every opportunity. Rather, it should provide users with information to support and enhance their experience rather than it being the focus of their visit. The interpretive framework helps to define and prioritise the key interpretive messages to be told in order to ensure the objectives of the project are met without overloading the visitor with messages.

In proposing interpretive messages we have taken account of the existing 'Sense of Place Palette' prepared by Angharad Wynne.

The overarching main message for the Glamorgan Heritage Coast should be used to guide the development of the interpretive media and gallery layout. In addressing and developing the proposed key messages for the GHC, we have visited the sites, consulted with the coastal rangers and reviewed the Sense of Place Palette.



4.3.1 Themes / topics according to the Sense of Place Palette for the Glamorgan Heritage Coast

A historical and archaeological seascape

- Hill-forts, roundhouses along the coast
- Feasting site at Llanfaes
- Caratacus, Welsh princes of the region, great families, Norman castles, church murals
- Internationally renowned centre of learning
- Shipwrecks, Lolo [Morgannwyg](#), History of the Welsh Language.

A story beneath each stone (a storytelling destination)

The region is very rich in stories and alleged paranormal activity:

- Saints, wreckers, shipwrecks, pirates, ghost stories
- Local folktales like Cap Coch are an integral part of the flavour of the area, and the characters communicate something powerful about the personality of this place.
- The fact that it is also the home of Wales's International Storytelling Festival is an added benefit.

Spectacular coastline, landscape and geology

- Liassic limestone, platforms, second highest tidal range in the world
- Honeycombworm
- One of the largest estuaries in Britain, a haven for wildlife
- Coastal nursery for fish and sea life, diversity of species
- Merthyr Mawr nature reserve, over 1/3 of all Welsh wild flowers there.

Adventure and discovery

- Getting off the beaten track
- Trying something new e.g. surfing
- History of Learning at Llantwit
- Marconi
- Exploration of paranormal activity
- Exploring the coastal path and other walkways, uncovering geological mysteries and fossil treasures, means there's many ways of communicating this theme.



4.4 A summary of topics / stories along the coast

The following list identifies the stories / topics that are pertinent to the coast as a whole:

- A meeting place for the users of the sea and the land
- Landscape
- Nature
- Storytelling and local folk tales
- Adventure and exploration
- Iron age hill-forts
- History of sea trade and shipping
- Monasticism and the stories of individual saints
- Ghosts and shipwrecks
- Remains of Norman castles and tales of Norman Knights
- Piracy and smuggling
- Lifeguard patrols
- Manor Houses with estates
- Rambling and walking
- Photography
- Geology
- Agriculture
- Food and local dishes
- Bird watching
- Gardening
- Fishing
- Botany



4.6 Topic content by site – from source material

The following identifies the headline topic content by site derived and summarised from a number of sources including the following:

- | | |
|-------------------------------------|-----------------------------------|
| • 'The Sense of Place Palette' | Angharad Wynne |
| • 'The Story of Ports and Shipping' | R.E.Takel |
| • 'Circular Walks Leaflets' | Various |
| • Existing interpretation on site | Vale of Glamorgan Council Rangers |

The extended summary is attached at appendix C

4.6.1 Aberthaw

- Start / End of GHC
- Vikings here in 1032 – driven back to their galleys – 'Robber's Run' – escape route
- 12th and 13th century battles on the Bristol Channel
- History of the port with links to other sites
- The 16th century port and harbour
- Wool / food exports including butter, wine, salt, dried fruits, leather
- Import and export
- Coal exports to France in the 16th and 17th centuries
- Limestone and sheep exported
- 17th century trade with the West Indies – sugar and tobacco
- 1636 – Tobacco warehouse built
- 1813 – new harbour built for a larger number of vessels at all tides
- The port declined by the 1840's
- Pebble limekilns – 1888 (40 tonnes per day)
- The railways took trade from the ports and Aberthaw ceased as a port by WWII
- WWII machine gun / tank traps



4.6.2 Llantwit Major / Cwm Colhugh

- Iron age people began to arrive in 500 BC
- Iron Age hill-forts
- Earth works appeared and there was trade with the Veneti tribe of Brittany
- Roman Port / Roman Villa
- The Irish Raids of AD367 and the downfall of the Roman Villa
- Battle at Llantwit in 1100 AD – Welshmen laid the land to waste
- Battle of Llantwit – 1597
- This once important port was lost in the storms of the 16th century
- This affected other ports in the region despite a short term increase in activity
- Visitors came here by sea as it was too difficult overland
- St Illtyd's Monastery was dominant at Llantwit Major – it spread Christianity along the coast
- St Illtyd (5th / 6th century Welsh Saint)
- Defeat of the Irish Pirate John O'Neil is celebrated on the 3rd May
- Links to St Donats, Nash Point and Llantwit Major via walks and trails
- The importance of Limestone and the formation of Blue Lias (Jurassic part of coast)

4.6.3 St Donats Castle

- The Silures Tribe
- Caratacus / Caradog leader
- The castle is reputed to be one of the most haunted places in Wales
- 'Matilda of the Night'
- Sir Edward Stradling / Sir Harry Stradling
- Sir Harry Stradling captured by Colyn Dolphin (A Breton Pirate)
- Colyn Dolphin was caught and hanged in St Donats Park
- In another story, Colyn Dolphin was buried up to his neck in sand at Tresilian
- The castle was bought by William Randolph Hearst in 1925
- George Bernard Shaw: "This is what God would have built if he had had the money"
- St Donats castle was used by British and American troops in WWII
- International story-telling festival held at St Donats
- St Donats Arts Centre

4.6.4 Nash Point and Lighthouse

- Round house foundations visible at the point
- Two lighthouses built in 1832 because of dangerous coast
- The only lighthouse in the UK to hold a wedding license
- WWII Pillboxes
- Strong tidal currents attract certain types of fish – Cod in the winter / Bass in the summer
- Coastal erosion
- Precarious coastline
- Ship wrecking and ship wrecks



Nash Point continued

- Shore Platforms and Limestone Cliffs and Shale (Liassic)
- Sand banks
- Glacial Valley
- Sea birds and bird watching - Herring gulls, Black headed gulls, Jackdaws, Rooks
- Peregrine Falcons and House Martins
- Coastal Flowers – Pink Thrift, Blue Rock Sea Lavender found on the edge of the cliff
- Wild carrot and cabbage, Woolly Thistle
- Rare Tuberus Thistle
- Circular walk to Monkash
- Liassic blue rock formations
- Change in direction of the coast – becomes rougher to the west

4.6.5 Monkash

- One of the largest Monastic farms in Glamorgan
- Bodies of shipwreck victims 'rescued' by Monks and buried at the Grange
- Old Grange Ghosts
- Small Limestone Kilns
- Rare bats
- Rock strata
- Walks to Southerndown / Dunraven Bay / Nash Point
- Nature Reserve
- Ruins of a Corn Mill

4.6.6 Dunraven

- Dunraven Garden and Deer Park
- Dunraven Castle
- Iron Age Hill-Fort
- [This is perhaps the largest headland on the GHC](#)
- Long Line sea fishing
- Rock Pooling
- Fossils
- The 'Blue Lady' (Ghost)
- Legend of Sir Bedivere and King Arthur
- Residence of the Princes of Siluria
- Iestyn ap Gwrgan – the last native Prince of Glamorgan
- The Mabinogion
- Walter Vaughan shipwrecker
- Walks to Ogmere



4.6.7 Ogmore

- The Common – walks
- Rare Fritillary butterfly
- The 'White Lady of Ogmore'
- Buildings of Sutton Stone from Ogmore Quarry
- 16th century trade
- Ogmore Castle (1106) and the Stepping Stones
- Castle has a connection to Dunraven castle - Arnold Butler
- Mari Flanders
- Smuggling
- Walks to Southerndown and to Merthyr Mawr and the sand dunes
- Carboniferous limestone examples can be seen

4.6.8 Merthyr Mawr / Newton Burrows

- Start / End of GHC
- One third of all Welsh Flower species are found here
- Meadows / Woodland
- 2nd highest sand dunes in Europe
- Lawrence of Arabia filmed here
- Sand dune rejuvenation / habitat
- Merthyr Mawr – a natural stopping point
- The New Inn and its Innkeeper – the infamous freedom fighter - Cap Coch
- Smuggling, Packmen, murder
- The medieval port (Porthcawl)
- 16th century coal exports
- Walks to Ogmore Castle and Newton Bay
- Walks to Candleston Castle
- SAC / SSSI / SAM
- Great for Natural History here
- Contrast in landscape to elsewhere on coast
- Rabbit warrens
- Walks to Merthyr Mawr



4.7 Developing and considering the messages for the GHC

[See revised section on themes in main \(stage 2\) report](#)



5 Site audit – detailed notes

5.1 Introduction

These notes support the audit sheets for each site, making detailed comment and top-level recommendations / suggestions for each of the key sites that form part of this study. In addition to the key sites, the team have looked at every part of a journey from one end of the GHC to the other including all the key decision making points, road junctions and stopping points to identify where any gaps may prevent an holistic and complete experience and understanding of the coast.

A set of audit sheets were completed during the site visits to capture the headline information and these are appended to this report at appendix A. The audits record what is at each of the sites now under a number of headings.

The detailed audit notes here include recommendations and ideas which are not intended to be followed in their entirety, rather these are a list of recommendations / ideas that should be considered and discussed with the purpose of identifying the priorities under each tier of the project to move forward into stage 2 of the project. These include only suggestions that are site specific (unless stated). For any media that is used across the whole GHC such as web site, digital media, walking trails etc. see chapter 6 - 'initial approach to media'.

In order to make efficient use of the time during the feedback meeting, discussion may need to be restricted to the key sites rather than looking at every junction and car park.

Brown signs have been suggested at a number of junctions, however, to install all of them may be overkill and only the essential points may need attention.

The headings below are as follows:

- Significance - articulates why this site has been reviewed
- Current provision - what is there now in terms of visitor information & facilities
- Recommendations / ideas - what could be done to improve the visitor experience / provision of information at this site specifically
- Considerations - a number of key issues affecting safety, local people etc. that need to be looked at and resolved before or during any implementation work is carried out. These would need to be included in any action plan and this may require risk assessments, consultations and planning applications.

The report follows the sites from east to west and the numbers in brackets relate to the numbers on the map of audited sites, drawing number 5616-001 (Appendix B)



5.2 Aberthaw

5.2.1 Aberthaw (1) B4265 / Gileston Rd junction and turn off for Heritage Coast visitors

Significance

- This is the eastern boundary of the GHC

Current Provision

- This is the first junction for visitors travelling west along the main coast road (B4265) and will be the first reference to the coast for any visitors travelling from the east along the B4265. Currently there are no signs at this junction that mention the Glamorgan Heritage Coast or direct visitors to it. In fact, no traffic signs or any signs point down the Gileston Road at all. There is a large war memorial on the opposite (north) carriageway and a bus stop at each side of the road for buses travelling along the B4265.

Recommendations / ideas

- New brown signage be introduced at this junction to direct visitors and locals to the Glamorgan Heritage Coast, beach and viewpoints.
- Any signage or markers need to be visible from both directions.
- Potential for a GHC 'gateway' at this point and so a GHC marker or boundary marker be re-considered at this junction. Any marker needs to be carefully positioned to ensure it is not a hazard to traffic, but does raise awareness of the significance of this site. [NB. Marker or boundary stone not desired.](#)

Considerations

- This junction raises many issues about the identity of and the boundary to the GHC and how it is accessed and enjoyed. Before the type of signage can be agreed, the importance of this site in the context of the GHC needs to be fully considered and agreed. In other words....
- What is the attraction of Aberthaw beach, and why should visitors go there / why should we direct them to it? Is it enough that it is the western end of the GHC, or does there need to be a greater draw?
- This road junction is the 'gateway' to the [eastern](#) end of the Glamorgan Heritage Coast. However, you will only pass this site if you are using the coast road (B4265). Visitors from Cardiff and south-west England who have a fixed destination such as Bridgend, Cowbridge or Llantwit Major, may be more likely to use the A48.
- What is the potential impact of gateway signage at this location in terms of increased traffic heading through the village of Gileston and would residents welcome this or not?
- Is there a benefit to businesses within the GHC?
- Known business's that might benefit are 'The Hay Loft' self-catering holiday cottage and 'Limpert Bay' B&B.



5.2.2 Aberthaw (2) Gileston - junction and turn off for the beach and Heritage Coast

Significance

- Minor junction for visiting the GHC

Current Provision

- In the centre of the village on the Gileston Road, there is a grassed traffic island with a telephone box, waste bin and finger post. The signs on the fingers direct people to the beach or to West Aberthaw, or to St Athan (back to the B4265).
- There is also a telegraph pole that dominates the traffic island and a planter attached to the finger post.
- There is no mention of the Glamorgan Heritage Coast or any sign of the GHC logo.
- The finger signs are small but legible and in keeping with the aesthetic of the village and this very neat and tidy centre and focal point.

Recommendations / ideas

- Discreet new brown signage is added to the existing sign post on the island that directs visitors and locals to the Glamorgan Heritage Coast and indicates that there is a car park there. This is more likely to keep any car drivers moving if they know a car park is available at the end of the track only a half a mile away.

Considerations

- Ideally, anyone looking for the GHC needs to keep moving through the village and should not be encouraged to stop as there is nowhere to park and no facilities to take advantage of such as café, toilets etc.
- Currently the designated footpath along the coast is just around the corner from this point but the preferred route is through Limpert Bay, which is about a ten-minute walk from here.
- Therefore, we would not recommend any other interpretation or installations at this point unless it fell on any advised walking routes passing through Gileston. If so, then an orientation map and overview of the GHC could be considered.



5.2.3 Aberthaw (3) Approach road to the GHC from Gileston

Significance

- Only route / road access to the eastern end of the GHC

Current Provision

- There are two main footpath access points along this road and the current provision is based on the existing status of permissive paths / designated footpaths which are in abeyance awaiting the outcome of negotiations with the landowner. Once this has been finalised, these junctions can be considered further.
- Access point 1: junction at road and farm track - this junction has two signs, one of which is mounted on the stone wall and directs people to the left and down to Limpert Bay and reads - 'to beach and coastal path'. This sign is small and not suited to car drivers as it can be missed, but is discreet and in keeping with its surroundings.
- The second sign is a new way marker post standing in front of the wall with a '[Wales Coast Path](#)' logo and a designated footpath marker directing people to the right and along the farm track.
- Access point 2: A footpath crosses a sturdy wooden footbridge over a ditch and behind the power station. This is the route of the '[Wales Coast Path](#)'. There is a way marker post that carries way markers to direct walkers over the bridge or back to the footpath at Access point 1.

Recommendations / ideas

- Access point 1: That a larger sign to the beach be considered with a car park sign that directs visitors and locals to the beach and the Glamorgan Heritage Coast.
- Access point 2: re-direct way marker if footpath designation changes

Considerations

- Any future changes to the designated footpaths / permissive path situation and land ownership issues. Ideally, the footpaths would not be directed away from the coast at either of these points so the way markers may be able to be re-located.
- Layering of the 'brand' - '[The Wales Coast Path](#)' and 'The Glamorgan Heritage Coast', and avoiding any confusion and duplication of signage.



5.2.4 Aberthaw (4) Beach and Car Park

Significance

- First [or last](#) views of the Glamorgan Heritage Coast
- GHC flanked each end by 'blots on the landscape' – power station at the east end and commercial resort at the west

Current Provision

- The land here up to the beach is privately owned on both sides of the road. The land to the east is owned by Npower and the land to the west by a local landowner – Mr Ray Thomas. Relationships with Npower are good and there was once a car park on their land for use by beach visitors. However, this fell into dis-use and the signage and access to it has since been removed. Mr Thomas owns the car park that beach users now use for free (approximate capacity is 60 cars), but the surface is uneven and pot holed and in need of maintenance. Vandalism is an issue and seats use scaffolding bars rather than timber and look very un-inviting. The power station dominates the site and a large concrete perimeter wall screens the site from the car park and forms a walled walkway around the beach side of the power station. The end of the wall presents itself to anyone arriving at the car park and a large sign indicates that this is 'Aberthaw Power Station' and 'Danger'. This is the first piece of information that any visitors see on arrival.
- There is an existing GHC changeable graphic panel on the west facing side of this concrete structure but this is not visible until you go into the car park and not readable unless you get out of the car and go up to it. The GHC panel carries the following information in Welsh and English:
 - Map of the whole of the GHC with a 'you are here' locator, the route of the coastal path, location of the Heritage Coast Centre at Dunraven and all car parks (8 in total) on the coast
 - Safety message about cliffs, cliff falls and dangerous tides
 - Contact details for the Rangers for further information
 - Photographs of the coast and flora and fauna but no captions and no interpretive content.
 - A4 black and white print out of tide tables for the month are slotted in over the panel in the top right corner.
 - The exterior of the unit is in blue plastic and carries the GHC logo, an 'I' for information and the word 'INFORMATION' in Welsh and English.
 - The unit is practical in that the contents can be changed, it has not been vandalised, but the vinyl lettering on the outside is worn and the design / style would seem to be more urban and does not suit the beach / coast environment.



Aberthaw (4) current provision (continued)

- There is a litter-bin to the left and under the sign.
- There is an old ruined cottage in the car park that was being considered for renovation by the landowner as a toilet and shower block for surfers and campers with the possibility of a camp site nearby.
- Along the permissive path there are some former 'tank traps' in the form of large concrete blocks. The landowner re-arranged these a while ago to form an un-broken wall and so they no longer appear in their original and intended arrangement.

Recommendations / ideas

- There needs to be a clear sense of welcome and arrival at this location. This is the most [easterly](#) end of the GHC and as such represents a start point or an end point for anyone wants to walk or experience the entire GHC.
- Discussions with land owners need to be entered into to gauge the potential for any new interventions at this site that might include any of the following:
 - New welcome signage on the north facing side of the end of the concrete wall. The new sign should retain the existing messages about the power station and safety but as part of an overall message of welcome and arrival at Limpert Bay / The Lays / Aberthaw
 - Use of the top of the section of the power station perimeter wall for artwork / marker to indicate the start or end of the GHC. This could be in the form of sculpture, signage etc.
 - Re-location / re-design of the GHC information sign to ensure it is seen and used by visitors and introduce a style that fits the vernacular of the coast and responds to the 'sense of place palette'.
 - Some car park re-surfacing around the entrance where there is currently a dip / pot-holes that are filled with rain water.
 - Discussion with the landowner about a joint project to renovate the old ruined cottage as a focal point for visitors. If this is not to become a facility for campers then it may still be useful as an interpretation point with GHC interpretation, orientation and covered picnic space. A toilet could still be considered depending on the cost of introducing any services required.

Considerations

- Will development of this site increase its appeal and encourage more visitors to come and will this have a negative or positive impact on the facilities, the car park and the village of Gileston?
- Does the GHC as an 'area' actually have a start or an end? Will it be used in this way?
- Is this site of sufficient significance to encourage visitors to come here?



5.3 Llantwit Major

5.3.1 Llantwit Major - Significant road junctions (5a)

Significance

- Significant set of junctions leading to the GHC
- Car park in town centre – good for walking down to Llantwit beach?

Current Provision

- Brown sign to beach

Recommendations / ideas

- There are about 3 junctions here in close proximity that all lead to the beach and some rationalisation of signage along with highlighting the GCH at the relevant junctions needs to be investigated
- Brown sign be updated and enlarged to signpost the GHC and Cwm Colhugh beach at this junction
- Potential for GHC 'gateway' installation in area of chevrons in town centre (opposite Old Swann Inn)
- Consider GHC promotional and orientation signage in adjacent car park with directions to the beach from here including distance / walking times / tide times etc. [There is also potential for this approach to be taken within the existing town council information centre, which would then provide a 'hub' facility.](#)

Considerations

- Highways
- Potential for information provision within the adjacent car park - consider ownership and existing signage (not audited)



5.3.2 Cwm-Colhugh / Llantwit Beach (5b)

Significance

- This is a good base for walking from – including circular walks
- Good facilities including the only beach front café along the whole of the GHC
- Archaeological significance – fish traps, hill fort, medieval port, shipwrecks, WWII
- Geological significance – Tresillian / Reynard's cave, stony beach, blue lias stone

Current Provision

- It is possible to walk to the beach from Llantwit town centre along a good footpath. This would be about 1.5 miles and take about half an hour.
- The site has a privately owned café with a shop and nearby there is a relatively new lifeguard building with public toilets. This café is the only café actually at the beach-front on the whole of the GHC.
- There is ample car parking for around 800 to 1000 cars which is free to use
- On arrival at the site the impression is a little make shift due to the emergency works needed to safely fence off the access to the old car park that [was damaged when covered by high tides](#). Reflective chevrons block the entrance to the old car park and adjacent signage is all prohibitive / warning signs. Behind and to the left of these chevrons is an old set of three interpretive panels that rest on a stone plinth at the base of the cliff. At this location, they are on the junction of the coast path so anyone walking the coast path will pass them. The new chevrons partially obscure and distract from the panels. It is planned to renew these three panels by March this year though any plans should be put on hold pending the outcome of this study.
- Content for the three panels is as follows:
 - The Westerly Walk - map and circular walk route
 - The Northerly Walk - map and circular walk route
 - The Easterly Walk - map and circular walk route – to be replaced by map and info on Llantwit
- These interpretive panels are situated at the foot of a set of steps that lead up / down to the coast path to / from the east and are three steps up with an unguarded drop.
- The new car park was originally intended to be a pay and display car park and a concrete base for the machine was installed. This is still in place and suggestions for an alternative use are sought. Unfortunately this is also very urban in character as are the bollards around it. There are cycle racks / bays adjacent, also quite urban in character and a picnic area behind.
- There is a GHC information panel in the same format as the one at Aberthaw and carrying the same information. This is fixed to the side of the café to the left of the door in. This panel is located with the permission of the café owner who indicated that she would be happy to consider any ideas to enlarge or relocate this and any other panels on her property.
- This site (and the café) are used by wheelchair users though the path into the café forecourt is awkward due to a ramp placed at the threshold (by the council apparently). [During summer months and on good weekends in winter, the forecourt of the café is used to sell ice creams.](#)



- A Coastal path sign directs visitors to the continued coast path around the back of the lifeguard building. This route takes you past a commemorative plaque in memory of John Foulds who worked for the lifeguard and coastguard service on this coast.

Recommendations / ideas

- This is a significant visitor destination along the Heritage Coast and the site needs a greater sense of arrival and welcome and a coherent approach to information, signage, interpretation, landscaping and furniture that currently does not exist. The landscaping appears to have been done in a piecemeal fashion and not thought through before committing to it. This is true of the urban design approach to the obsolete pay and display machine plinth, the bollards, cycle racks and temporary barriers.
- The site has changed priorities due to the loss of the car park and consideration needs to be given to the siting of any new information or landscape features to work with the new arrangement.
- Any renewal of the interpretation in its current location is inaccessible. It is up three steps and with an unguarded drop presents a health and safety risk to the public. Whilst this is small in contrast to the risks of walking on the cliffs or under them, the introduction of visitor information represents an invitation by the provider to the public to use them.
- The plinth that the interpretation panels were on might provide a good platform for a general 'Glamorgan Heritage Coast' welcome sign in large letters as an art project.
- This is a site that is largely accessible with accessible facilities and provides a good opportunity for mobility impaired visitors to see the beach and cliffs. Therefore, any new visitor information should be located in an accessible place.
- The café is a great facility to have on the coast but the information panel is positioned at a pinch point between the building, the door into the café and the picnic bench. This might be better located away from the door of the café if a suitable position can be agreed. As with the panel at Aberthaw, consideration should be given to introducing a style that fits the vernacular of the coast and responds to the 'sense of place palette' whilst increasing the size to carry more information and include a dedicated space for tide tables and other temporary information.
- Additional information might include interpretation as well as a local area map at a larger scale that indicates where the coast path can be accessed.

Considerations

- The severe tides and their destructive power - impact on location and materials used in any media
- Land ownership issues (café) - consultation with cafe owner regarding re-locating external information and installing any GHC information inside the cafe.



5.3.3 Stile - Dimlands Road to Tresillian Bay (6)

Significance

- Restored stone stile – part of a network of restored stiles along the GHC
- This stile is at the junction of road and footpath across the fields to Tresillian

Current Provision

- The stile is well signed and has a new way marker and post
- An old slate sign signposts the footpath to 'Dimhole' and 'Tresillian' and is in very good condition – just needs the arrow re-painting

Recommendations / ideas

- N/A

5.4 Nash Point

5.4.1 Road junction at Marcross - (7)

Significance

- This is a significant turning off point from the coast road to Nash Point & Lighthouse

Current Provision

- There are two signs – one of which is a finger post set against the hedgerow that signposts Llantwit Major one way and Nash Point Lighthouse in the other.
- The other sign is a stone sign set high on the gable wall of the property that faces the east bound section of the main coast road here. Through icons, this highlights the presence of parking, toilets and refreshments at Nash Point, but the sign is pale with poor contrast.
- Both signs are only apparent if you are travelling east.
- If you are travelling west, the junction is very confusing if you are not a local.

Recommendations / ideas

- This is a significant junction to one of the most iconic destinations along the coast. You cannot reach Nash Point by car without passing through this junction. Therefore, brown signage to the GHC with Nash Point and Lighthouse as part of the sign is required.
- There is a drain / ditch running parallel to the road to the beach. Any signage should be considered to run at low level along this bank as it would be very visible to traffic heading east.
- The sign on the end gable wall should either be renewed with a larger more visible sign (but in similar materials), or the lettering on the existing sign should be touched in with white paint to make it more visible.

5.4.2 Nash Point - Cliff top and facilities (8)

Significance

- Nash Point is an SSSI
- Hill-fort on the cliff top
- Car park and kiosk are privately owned
- Road through gives access to Nash Point lighthouse – owned by Trinity House
- The coast path passes right through the grounds of the lighthouse and between the privately owned car park and kiosk

Current Provision

- There is a good approach road to the site passing between the kiosk to the cliff side and the car park on the opposite side.
- A fee is required for the car park and there is an overflow car park in the field further along.
- [Most people park in the car park and walk to the lighthouse from there. The lighthouse cottages are on long term leases so people who live / stay there do park adjacent to those buildings.](#)
- The kiosk provides refreshments and there is a GHC information sign on the right hand (west facing) side of the building placed with the permission of the owner.
- The land owner has hand painted a prohibitive sign on a barrier at the entrance to the footpath – it reads - “no fires or BBQs please”.

Recommendations / ideas

- Nash Point is a popular destination on the GHC as it is one of the iconic viewpoints and frequently photographed sites. There could be a greater sense of arrival and welcome at the cliff top by introducing low level signage to welcome visitors to 'Nash Point and Lighthouse'.
- The kiosk / landowner has given permission to site the GHC orientation panel on the side of the building. This is useful but it is at a gateway to a footpath leading to the cliff which has two disadvantages in that people reading it may block the path and then head along the path towards the cliff top rather than down the path to the beach. Consideration needs to be given to re-siting the panel at a more open location where it is more likely to be viewed by people heading to the beach – especially as it carries information about tides. [However, the movement of and risk posed by traffic needs to be considered during any scheme development.](#)
- The recently introduced interpretation panel is located at the top of the footpath to the beach with its back to the cliff road and car park. First impression is that this is some kind of barrier or fence. It can be reasonably assumed that the panel is on the footpath to the beach but it is not immediately obvious and the panel is situated on an inaccessible and uneven path meaning that any close inspection of it requires the reader to stand on rough / bumpy ground. Consideration should be given to re-locating the panel on even ground at the entrance to the footpath where it can be viewed by people who may not be able to use the footpath.



- A unified approach to welcome, information and interpretation be considered at a level and accessible location so that information is available to people who are unable to walk down to the beach as well as to those who are able. There are excellent views at the top as well as the bottom of the cliff and the coastal path is at the cliff top and that is where the information is required.
- Some form of landscaping at an appropriate point might be considered to provide a platform for signage and interpretation that will highlight the paths and viewpoints at this location.
- That landowners 'prohibitive' signage should be removed and the message incorporated into official signage. [We understand that negotiations with the landowner to replace this signage has already taken place.](#)

Considerations

- Land ownership issues and consultations required to explore opportunities for collaboration



5.4.3 Nash Point – lighthouse and views (9)

Significance

- Nash Point was the last manned lighthouse in Wales – it is still a working lighthouse but unmanned most of the time
- The lighthouse and grounds are privately owned – by Trinity House
- The light house is open to the public (with an admission fee)
- The coast path leads through the light house grounds, right past the door of the lighthouse
- It is [sometimes](#) possible to see the entire length of the Heritage Coast from the top of the lighthouse

Current Provision

- The lighthouse keeper puts an 'A' frame board outside the front door when the lighthouse is open. This gives opening times and dates, last entrance time and charges as well information about guided tours, weddings and holiday cottages.
- Inside, there is a single corridor leading to the ground floor of the lighthouse. The walls of the corridor have photographs and charts and the ground floor of the actual lighthouse acts as a holding area for groups or individuals waiting to go to the top.
- There is a showcase with lighthouse models for sale and underneath a space for leaflets.
- Under the stairs is a table for signing in and guide books and tour tickets etc.
- There are a number of levels that the visitor passes through en route to the top, space is limited but there is some break out space and there are charts and photographs on the walls.
- A small building adjacent to the fog horns which was formerly a pig sty and is currently unused.

Recommendations / ideas

- Trinity House will not invest in interpretation but the lighthouse keeper indicated that they would be willing to consider giving up space for interpretation and information about the GHC providing that they do not have to pay for it and it does not impact on operations. We should therefore look at providing GHC information in the holding area on the ground floor and possibly at a higher level if possible, [though the level of investment needs to be proportional to the amount of access that can be gained.](#)
- As part of a wider initiative taking in local businesses within the GHC, a GHC branded leaflet dispenser could be installed in the holding area to carry the local visitor leaflets (GHC wide).
- The tour of the lighthouse starts with a talk on the ground floor before going upstairs. The lighthouse keeper said he would be happy to integrate messages about the GHC into this talk.
- With regards to the former pigsty. This building might be considered as a pilot interpretation project by using the external or internal space.

Considerations

- Lighthouse operations and space
- Removable / mobile information would be required so as not to impede other users of the spaces, such as weddings etc.



5.4.4 Nash Point – beach (10)

Significance

- Geology – the Liassic blue rock formations are very evident here
- Nash Point is an SSSI
- Nash Point is the point at which the coast changes direction and the weather gets rougher towards the west

Current Provision

- There is one official footpath to the beach, but people have made tracks down in different locations. The designated path is relatively easy going and so needs to be signed to make sure visitors do not try to negotiate the tracks instead.
- There is no interpretation or signage at the beach or along the path¹

Recommendations / ideas

- Providing that information and safety advice is clear to anyone walking this path before they set off, we would not suggest that any further signage is installed along this path or on the beach unless the gentle path has any point along it where the route may need to be confirmed with way-markers. (The designated path was not visited / audited)
- On the beach, there are some very good fossils within the stones – easily visible. It might be good to retrieve one or two to embed into an interpretation point at the cliff top to illustrate the geology story there and also enable people who cannot get down to the beach to see and touch the fossils.
- Review of [footpath signage](#) required to ensure the footpath is clearly marked

Considerations

- Consultation with land owners regarding any new way markers

¹ The route taken on the day of the visit was the direct (steeper) route and so we were not able to see what the other route was like in terms of access or information provision

5.5 Monknash

5.5.1 Monknash – road junction on Heol Las (11)

Significance

- Turn off from coast road to the track leading down to the car park and beach

Current Provision

- There are two temporary signs on the traffic island / green space at the three way junction here. One of these signs is for the Plough & Harrow pub.
- There are no signs to direct traffic to the GHC or even the beach and so Cwm Nash as a destination to anyone except locals would be very difficult to find

Recommendations / ideas

- Brown sign highlighting the presence of and directions to the beach as part of the Glamorgan Heritage Coast

Considerations

- Land ownership regarding the land on which any signage might be installed as well as the impact on increased traffic to the privately owned car park and footpath to the beach

5.5.2 Monknash - Car park and footpath to beach (12)

Significance

- Only car park for this beach – any cars parked elsewhere are on private land and likely to cause an obstruction
- Car park is privately owned (in farmer's field) with an honesty box for payment

Current Provision

- The car park is relatively small and soon fills on a busy day
- Car park sign has been installed by land owner and reads, "Monknash Estates Car Park - £2"
- There is another price of £1 but it is unclear as there is a police warning poster stuck over part of the sign.
- Another sign – in disrepair – reads 'no parking on this road or beyond this point'
- All signage is bilingual
- The road to the beach is narrow and has double yellow lines all along both sides.
- The road ends at the nature reserve where a stile provides access to a wooded path leading the rest of the way to the sea front. The path is uneven and was quite wet and so sturdy boots are required. Monknash is therefore not accessible to anyone who is unable to walk this route.



Current Provision continued

- At the entrance to the nature reserve there is a stile with a small graphic set into the top that reads, 'Glamorgan Heritage Coast', please do not pick the wild flowers; leave them to set seed for next year'. This is an old sign that has been defaced.
- There are the remains of a water mill along the path through the nature reserve but there is no information or interpretation about it.

Recommendations / ideas

- Through collaboration with the landowner, erect new signage at the car park that provides all information regarding parking, footpaths, access and behaviour while on private land. This signage can provide good and clear information about routes to the beach and where not to go and can give an overview of the GHC in the same way that the blue notice boards do at other sites.
- Renew the sign on the stile to the nature reserve and consider other interpretation at this point including leaflets / apps etc. Leaflets could include information about the path, the wildflowers and the water mill and could be kept at the pub.

Considerations

- Land ownership issues restricting potential development - requires consultation to explore opportunities for collaboration
- Beach popular with surfers, may require specific information directed at this group

5.5.3 Monknash - beach (13)

Significance

- The beach is remote
- The walk through the nature reserve presents a different atmosphere as you approach to that felt at other locations on the GHC
- Walks to Southerndown at low tide are possible

Current Provision

- No information, signage, interpretation or seating of any kind at the beach
- The footpath disintegrates somewhat as it reaches the beach – this is due to erosion from the strong tides²

Recommendations / ideas

- No recommendations for any signage or other installations at this time

Considerations

- The tide and waves are extremely powerful here and any installations of any kind are at risk of being washed away.

² The Rangers / land owners may well be considering repairs to the point at which the footpath meets the beach to make the final descent easier.



5.5.4 Monknash – Plough & Harrow (14)

Significance

- Very popular pub with good food and choice of real ales
- Was formerly part of a Monastic Grange linked to Neath Abbey

Current Provision

- The pub has produced a leaflet about the history of the grange and the pub – these are available on the tables in the pub.
- There is a small leaflet dispenser in the porch. At the time of the visit this carried only 3 leaflets – Cowbridge Physic garden, Plough & Harrow, Forest Products.

Recommendations / ideas

- Install a GHC branded leaflet dispenser in the pub porch to carry the existing and other GHC leaflets (GHC wide).
- Offer to renew the interpretation leaflet on the pub and grange to carry the GHC message and stories etc.

Considerations

- Collaboration with pub landlord required.



5.6 Wick

5.6.1 Wick - junction B4265 / Church St (15)

Significance

- Major road turning towards the Glamorgan Heritage Coast

Current Provision

- No signage to the beach or the GHC
- The only sign points to Broughton

Recommendations / ideas

- Install a brown sign directing people to the Glamorgan Heritage Coast (Nash Point / Monkash) to the left or to local services straight on (village shop)

Considerations

- Highways issues - consultation required

5.6.2 Wick – Broughton Rd / Church St junction (16)

Significance

- Secondary road turning towards the Glamorgan Heritage Coast

Current Provision

- No signage to the beach or the GHC
- Only sign is a street sign for Broughton Road

Recommendations / ideas

- Install a brown sign directing people to the Glamorgan Heritage Coast (Nash Point / Monkash) to the left

Considerations

- Highways issues - consultation required



5.6.3 Wick – Davis St / B4265 junction (17)

Significance

- Major road turning towards the Glamorgan Heritage Coast

Current Provision

- No signage to the beach or the GHC

Recommendations / ideas

- See considerations

Considerations

- This junction may be better left unsigned for the following reasons:
 - The road leads through a residential area and traffic should therefore be minimised if possible
 - Any traffic heading west for the GHC should have turned off at Church Street
 - Any traffic heading east for the GHC should have turned off the B4265 onto Heol Las (coast road)
 - The junction at Church Street may be better to direct traffic down
- Consultation with Highways should be undertaken

5.6.4 Wick – village shop and post office (18)

Significance

- Good location for drinks, snacks, maps, leaflets etc. on a central point along the GHC

Current Provision

- No signage to the shop but shop itself is very visible

Recommendations / ideas

- Consult shop keepers regarding the possibility of installing GHC branded literature dispenser with map and information regarding other media that may be available (see later sections of report).

Considerations

- Consultation with shop keepers required



5.7 B4265

5.7.1 B4265 – Major junctions (19a & 19b)

Significance

- Junction at 19a is a major road turning for the GHC for traffic heading east along the B4265
- Junction at 19b is a major road turning at St Brides for the GHC for traffic heading both east and west along the B4265 and is the junction that leads to Southerndown and Dunraven Bay

Current Provision

- At 19a - signs for Broughton and brown signs to both sides for the Plough & Harrow
- No signs for beach or the GHC
- At 19b (Ewenny Road) – road signs only for Southerndown and Ogmore by Sea
- No signs for beach or GHC
- There is also a very attractive grassed traffic island at this junction with a historic sign for the village of St Brides. The island has a war memorial with bench seating and litter bins and appears to be very well maintained

Recommendations / ideas

- Brown signage for the GHC at both junctions with local destinations sub-signed, e.g. 'Glamorgan Heritage Coast – Dunraven Bay'
- Potential for GHC 'gateway' installation at 19b

Considerations

- Highways issues - consultation required



5.8 Southerndown / Dunraven

5.8.1 Southerndown - main road / beach road junction (20)

Significance

- Junction at 20 is a major road turning for the GHC for traffic heading to both Dunraven Bay and Ogmore Beach along Main Road through Southerndown.

Current Provision

- There is a sign to the beach for Dunraven – visible to traffic heading in both directions.
- There is no sign at this point to Ogmore

Recommendations / ideas

- Brown signage for the GHC at this junction to signpost the GHC and Dunraven Bay as well as Ogmore
- Potential for a GHC 'gateway' at this junction, with artworks / signage

Considerations

- Highways / this junction is in a well kept and picturesque corner of Southerndown village and so any interventions should be sympathetically designed and consulted on.

5.8.2 Dunraven Bay – cliff top car park (21)

Significance

- The car park is on the coast path and affords great views of a long stretch of the GHC
- The car park is council owned with ample car parking and is a short (but inclined) walk down to the beach.

Current Provision

- Pay and display machine
- There is lots of 'prohibitive' signage but nothing that signposts the GHC
- No interpretation or information other than the 'prohibitive' signs

Recommendations / ideas

- Parking should be encouraged here for those who can or wish to take advantage of the walk down to the beach, leaving space for less abled visitors at the beach car park.
- Provide welcome signage rather than 'Prohibitive' signage, and provide a 'sense of arrival' [for any visitors or walkers who may stop here before driving down into the bay.](#)
- Provide orientation information at this point to help visitors locate themselves on the GHC and understand that it is a short walk down to the beach from here and what there is to see and do there including the Dunraven House and Estate and Gardens and the iconic views from there.



Considerations

- Conditions of footpaths from here in all weathers if encouraging more people to use them.
- Any conflict between pedestrians and cars using the route from here down to the beach.

5.8.3 Dunraven Bay – cliff & beach views (22)

Significance

- Some of the most spectacular views of the GHC gained from the cliff tops in Dunraven Estate
- The blue Lias rock formations and shore platforms
- Views looking east towards and over the platforms
- Views from Witch's Point looking west over Dunraven Bay and beyond

Current Provision

- Interpretive panel at the top of the cliff through the garden walk (Dunraven estate)

Recommendations / ideas

- We are told that the path through the gardens is fully accessible all the way to the cliff top viewpoint. Some slight improvements are required at the last section up to this viewpoint and an overall review of the path to ensure it is accessible would be useful
- Maintenance / cleaning of the panel

5.8.4 Dunraven Bay – beach & beach car park (23)

Significance

- This is the only large headland on the whole of the Glamorgan Heritage Coast.
- It is an SSSI
- Shipwrecks and wreckers

Current Provision

- There is a building at the edge of the car park that provides toilets and a kiosk for refreshments and general seaside souvenirs as well as a lifeguard unit – [the toilets are open all year round and the kiosk is open from Easter to the end of September](#).
- A sign at the corner points visitors towards the Heritage Coast Centre but it is not easy to read as the lettering is small and with poor contrast
- There is a picnic area behind the sign.
- At the point where the path meets the beach there is a platform and wall that is for a temporary lifeguard hut, [where lifeguards operate from during the summer months](#). This will be put back in position during the season. Next to this is a plinth for a graphic panel – the graphic panel is no longer there.
- Many 'prohibitive' signs were removed by the Estates and Rangers teams to de-clutter the area
- Presently, no interpretation of the beach at this point



Recommendations / ideas

- Renew or refresh the signage that directs visitors to the Heritage Coast Centre. This should be promoted more from this point as a destination to visit to find out more about the Dunraven Estate and the whole of the GHC.
- The sign should act as a visitor welcome to the whole area and provide orientation to the Heritage Coast Centre and also to Dunraven House, Estate and Gardens.
- Renew the graphic panel by the beach entrance (already planned when the building and culvert works are completed). The angle of the existing plinth looks shallow and should be set vertically instead to reduce the potential for vandalism and make it easier to read for wheelchair users and also allow rain / sea water to drain off easier.
- Consider alternative location for interpretation and use the existing plinth only for health and safety and tide information due to its proximity to the beach, cliffs and lifeguard hut. Alternative positions for interpretation could be at the edge of the picnic area – the junction between the Heritage Coast Centre and the entrance to Dunraven Estate. This location would be used as a focal point for information about the centre, the gardens, the beach, access to the coast path and look out points etc.

Considerations

- Locations of panels to ensure no conflict / hazard between car drivers and pedestrians
- Strong tides / waves – re location of any information

5.8.5 Dunraven Bay – castle / house (24)

Significance

- The site of the house has been occupied since the Iron Age
- The house was demolished in the 1960's. The rumour is that it was demolished by the owner to avoid having to pay taxes
- Footpaths from here to Witch's Point and the site of the old Hill Fort

Current Provision

- At the time of visiting there was no sign at the entrance to the estate (at car park level) but there is a sign at the gated entrance to the grounds
- There are two graphic panels within the footprint of what was the house. One is about the house and the other is about the landscape. The latter is set in front of views looking over Dunraven Bay.

Recommendations / ideas

- Provide cleaning / maintenance of the existing panels



5.8.6 Dunraven Bay – estate and gardens (25)

Significance

- Landscaped garden walk
- Occupation of site since Iron Age
- Dunraven Estate is a SSSI
- Arnold Butler & the 3 Golden Cups

Current Provision

- At the time of visiting there was no sign at the entrance to the estate (at car park level) but there is a sign at the gated entrance to the grounds that states that the park is an SSSI and carries 'prohibitive' messages as well as the GHC logo
- A wooden sign at the entrance to the gardens provides opening times
- In the garden there is an introductory graphic panel set on a stone plinth. The panel is in need of replacement
- There is some seating in the garden
- Summer house / veranda overlooking the Tudor Garden
- The footpath leads from the final garden up towards the cliffs and the spectacular views

Recommendations / ideas

We understand that work is ongoing and the GCC is working with Dunraven Estates to improve signage / interpretation. The following recommendations can be considered within the context of any work being discussed.

- Install welcome and entrance sign at the beach car park gate to carry joint Dunraven and GHC branding, opening times, footpath information including distances and walking times to cliffs. Promote the spectacular views at this point
- Refresh all existing signage en route to the gardens – at the entrance to the park and the gardens
- Renew existing garden interpretation panel
- Provide interpretation of each garden – Victorian, Fruit and Tudor – can be in alternative forms to panels, e.g. hand held graphic bats to pick up
- Provide simple graphic based interpretation in the Summer House
- Provide orientation information at the exit to the garden to promote the cliff walk, coast path and views with walking times and accessibility information
- Provide map of the Estate plan to show paths and to tie in with the farm scheme panel.
- Ensure routes back to the beach are clear and communicated

Considerations

- This park and gardens are free and open access and vandalism is a possibility / risk



5.8.7 Dunraven Bay – Heritage Coast Centre (26)

Significance

- The only internal GHC interpretation facility on the whole coast
- Headquarters for the GHC Ranger team

Current Provision

- Single sign at the beach car park pointing to the centre
- Sign on the gable end of the building in large yellow lettering stating 'Heritage Coast Centre' in Welsh and English
- Mobility scooter for hire – in main reception area
- No welcome signage at the centre but there is a sign over the door with a GHC logo
- Notice board for messages / notices to right of entrance door
- Picnic benches outside the front door
- Shop, toilets, exhibitions, facilities for talks / lectures
- GHC overview exhibition with touch screen kiosk
- Interpretation on Dunraven Castle, estate and gardens

Recommendations / ideas

- The approach to the centre is along the road from the beach car park and the first decision point is the entrance to the car park (for staff and people who are using the centre for meetings / talks etc.) This would benefit from a sign that says that it is a staff car park (and a car park for centre users / wheelchair users / disabled badge carriers). The sign could direct visitors along to the next entrance point
- At the entrance point, a sign to say that this is the Glamorgan Heritage Coast Centre and indicate what is on offer here
- The entrance area would benefit from a refresh, and possibly some re-arrangement of the steps to create a more open entrance area / relocation of the notice board to enable a more welcoming message
- Re-configure the interior spaces. The retail area is far greater than the current stock requires. This space would be better used as a combined GHC orientation / hub exhibition and retail area, so relocation of the GHC exhibition from the back room to here would be required
- The centre needs to be open, active and vibrant all year round and this space needs to provide a welcome and establish the Glamorgan Heritage Coast which should be the primary topic for this site
- Refresh the glass screen and counter to make more the information and pay point more welcoming
- All content to be GHC branded and as the hub and link to all and any materials out in the landscape or inside any other facilities, businesses etc.



Heritage Coast Centre recommendations (continued)

- The Dunraven Estate interpretation is not very old and provides a good overview of the House, estate and associated stories. However, it creates an emphasis on this subject as the primary message and function of the centre and does not refer to the 'Glamorgan Heritage Coast'. Therefore, a recommendation would be to review this exhibition content and design within the overall scheme under tier three of the project budget
- The existing GHC exhibition space can then be used as a meeting / gathering or storage space rather than using the bunk barn. Chairs, tables, shop stock, temporary exhibition material, mobility scooter etc. can be stored here [providing the space is planned to maintain the fire escape route through here](#). The Bunk barn can then be maintained in a state of readiness always which would make it more appealing to any would be occupants

Considerations

- Operational procedures for the centre
- Member of staff would be required to talk to visitors about the coast in this space as well as sell items from the shop
- Training and information packs for Heritage Coast Ambassadors
- Maintain space / provision for the mobility scooter
- Views through to the office behind the shop counter
- Suggestions would fall into a higher budget than is currently available – possibly tier 3



5.9 Ogmore-by-Sea (27)

5.9.1 Ogmore - Commons Car Parks (27)

Significance

- First car park on the B4524 approach road into Ogmore was visited – no other (small) car park visited – only large car park at the sea front, car park at Ogmore Castle and car park at Merthyr Mawr
- One of a number of car parks along the front in and around Ogmore
- Good views of the GHC from here and across to Porthcawl

Current Provision

- Space for around 15 cars or so but with overspill onto the grass
- Pay and display point and litter bin
- This car park has been recently re-landscaped and provides a good firm and dry surface to park on

Recommendations / ideas

- Potential as a 'gateway' point for arrival and welcome to 'Ogmore-by-Sea on the Glamorgan Heritage Coast'
- Include information at the pay and display point to show the route and distance from here to the main car park with a map of the area including the castle and dunes
- Repeat this information at other smaller car parks

Considerations

- Do not clutter any views with any installations

5.9.2 Ogmore-by-Sea – beach, car park & buildings (28)

Significance

- Large car park used for visitors to the beach, and coast path as well as for the lifeguards and toilets
- [There is another car park for access to the dunes at Candleston Castle or the dunes can be accessed by parking at Ogmore Castle and crossing the stepping stones.](#)
- [This is the western most part of the GHC within the Vale of Glamorgan boundary](#)

Current Provision

- Lifeguard building – in poor state of maintenance and earmarked for demolition and re-build
- Pay and display points throughout car park with 'prohibitive' signs
- Toilet block with GHC changeable (blue) sign on back of building
- Ogmore-by-Sea environmental information panel next to GHC sign provides information about beach safety, toilets and information points



Recommendations / ideas

- Potential as a 'gateway' point for arrival and welcome to 'Ogmore-by-Sea on the Glamorgan Heritage Coast'
- Combine welcome gateway with seating, interpretation and 'prohibitive' messages
- Promote walks along the coast and coast path and guided tours with Rangers
- Collaborate with lifeguard unit to provide some internal interpretation within any new building
- Re-locate GHC and other signage on back of toilets to front of toilet block [or add a panel and retain the position of the panel on rear of toilet block](#)
- Ensure this information is repeated if necessary at other locations as required
- Review accessibility of toilets (not audited)

Considerations

- Do not clutter any views with any installations

5.9.3 Ogmore-by-Sea – beach and coast path (29)

Significance

- Geological formations of beach
- Relatively flat and accessible stretch of coast path at (or near to) beach level
- Different landscape characteristics – dunes to one side, common to the other
- Many walks accessible from here

Current Provision

- Coastal Footpath way markers

Recommendations / ideas

- [There was once geological information at the gate leading onto the common. Information has been provided by the Countryside Council for Wales to re-instate this somewhere. Consent is required, but interpretation of the geology could be located at the gate to the walk \(with geological strata construction\) to highlight this structure and the rocks at beach level](#)
- [Re-locate litter bin slightly away from current position to enable interpretive point to be appropriately positioned](#)
- Maintain / repair the coast path to ensure that it is accessible

Considerations

- Ensure materials are suitable for this seaside environment



5.9.4 Ogmore-by-Sea – Ogmore Rd (30)

Significance

- Main road along eastern side of sand dunes providing great views of the dunes
- Road leading out of Glamorgan and into Bridgend – road to Ogmore Castle and Porthcawl

Current Provision

- There is a lay-by and a car parking area along the western side of this road providing opportunities for car drivers to get out and take in the views – these were not audited

Recommendations / ideas

- Consideration of unobtrusive car park signage and orientation points within car park

Considerations

- Highways issues re any signs that might affect traffic speed and direction into and out of car parking areas

5.9.5 Ogmore-by-Sea – Ogmore Castle & stepping stones (31)

Significance

- Norman Castle ruins
- Castle and stones are part of scheduled monument

Current Provision

- Only sign is that car park is liable to flooding
- Audio interpretation point in the castle (by VOG)
- All other interpretation is within castle boundary (Cadw owned and managed)

Recommendations / ideas

- Provide some information here about the GHC and the route over the stepping stones from this car park. Tide information should also be provided here as any walkers setting out from this car park could get cut off or even find the car park flooded
- Investigate replacement of missing audio point for castle (should be two)
- No other suggestions for castle – CADW owned

Considerations

- Land ownership and SAM issues – consultation with CADW would be required
- Any outcomes from the Cadw interpretive strategy: 'Lords of the Southern March'. These were not articulated in the document available for review



5.10 Merthyr Mawr

5.10.1 Ewenny Road / County boundary (32 & 33)

Significance

- Turning onto and off Ewenny Rd to continue journey onto Bridgend section of the GHC
- County boundary signs for entry to Vale of Glamorgan (32) and Bridgend (33)

Current Provision

- Vale of Glamorgan county entry sign on east bound side of road
- Bridgend county entry sign on west bound side of road
- Brown sign for Ewenny Farm guest house
- Brown sign for 12th century church

Recommendations / ideas

- Brown signage for the Glamorgan Heritage Coast and local destinations at both junctions

Considerations

- Consultation with Highways

5.10.2 New Inn Road / Merthyr Mawr Road (34)

Significance

- Turning off towards Merthyr Mawr and Candleston Castle and sand dunes to continue journey onto Bridgend section of the GHC

Current Provision

- No signage

Recommendations / ideas

- Brown signage for the Glamorgan Heritage Coast, Candleston Castle and sand dunes and Merthyr Mawr local shops.

Considerations

- Consultation with Highways



5.10.3 Merthyr Mawr / Candleston Castle (35)

Significance

- Nature Reserve and scheduled monument
- Highest dune system in Wales
- Stone Age, Bronze Age, Iron Age and Roman finds

Current Provision

- Good sized pay and display car park providing access to footpaths to Candleston Castle and the Dunes and further to Newton Burrows and Porthcawl
- Welcome, orientation and interpretation panel notice boards – produced by the Merthyr Mawr Estate with support and funding from the Countryside Council for Wales and the Welsh Assembly Government
- Panel includes map that provides information about a circular walking route from here around the dunes – this covers part of the coastal footpath.

Recommendations / ideas

- Collaboration with Merthyr Mawr Estate to renew panels (retain structure) to provide links to GHC ([good relationship with land owners currently exists](#))
- Removal of redundant organisation names as appropriate

Considerations

- Consultation regarding land ownership and SAM issues

5.10.4 New Inn Road / A48 (36)

Significance

- Major turning off towards Merthyr Mawr and Ogmore to continue journey onto Bridgend section of the GHC heading west and Glamorgan section heading east

Current Provision

- No signage apart from sign to Merthyr Mawr

Recommendations / ideas

- Brown signage for the Glamorgan Heritage Coast
- Potential gateway location

Considerations

- Consultation with Highways



5.11 Porthcawl / Newton Burrows

5.11.1 Bridgend Road A4106 / Clevis Crescent & Beach Road A48 (37 & 38)

Significance

- Road junctions / turns to continue the GHC to Newton Burrows

Current Provision

- No signage apart from brown sign to Leisure Park

Recommendations / ideas

- Brown signage for the Glamorgan Heritage Coast and Newton Burrows at both junctions

Considerations

- Consultation with Highways

5.11.2 Newton Burrows (39)

Significance

- Access to sand dunes – significant site – SAC and SSSI
- Western end of the Glamorgan Heritage Coast – start / end point
- Access from Porthcawl and leisure park / caravan park

Current Provision

- No welcome signage
- Interpretation panel by Bridgend Council at start of dunes walk (Bridgend Coastal Path)
- Lifeguard unit – in container (hours of attendance unknown)
- No facilities

Recommendations / ideas

- Welcome signage for Newton Burrows
- GHC end / start point gateway to match anything proposed for Aberthaw
- Walking tours
- Consultation with Leisure and caravan park regarding locating information / interpretation on site and / or inside buildings there

Considerations

- This is Bridgend council and private land – so consultation / collaboration would be required in order to do anything here



6 Initial approach to media

6.1 Introduction

The second stage of the project will look at the more specific proposals for media following discussion around the recommendations made in this report. However, the following section identifies some of the likely media aligned to each 'tier' based on the findings and conclusions drawn so far. These need to be developed based on the next meeting to consider the inputs of the client team, suggestions that may come out of that regarding practicality, alignment to other projects and cost. Another guiding factor to agree will be the spread of media across the coast and the priorities that should be given to various aspects of the brief. For example, the following are all important or appropriate requirements to be considered: (This is not a final list and stage 2 of the project will explore other ideas and opportunities as part of the creative process.)

- Integration / layering proposals with other organisations / initiatives
- Ensuring there is consistent branding across the GHC
- Orientation (brown) signage at major and / or minor road junctions
- Footpath signage and finger posts
- Visitor welcome and orientation signage at individual sites
- The integration of (or removal / replacement) of existing media
- Interpretation on site – graphic panels
- Gateway structures / artworks and sculpture
- Seating and landscaping
- Provision of essential (safety) information

Further interpretive media / initiatives might include any of the following:

- Digital media supported by a dedicated GHC web site, apps, QR codes
- Virtual media / tours, augmented reality, GPS linked maps
- Print based walk / area leaflets
- Internal exhibition development – existing locations or new
- Information provision (about the GHC) at participating sites – e.g. local businesses
- Information provision (about the GHC) at transport sites – e.g. bus stops, train stations
- Permanent and / or mobile interpretation points
- Enhancements to accessible routes – physical and interpretive
- Tactile media, talking telescopes, level thresholds and accessible pathways
- Resources for walking tours – education packs, tracker packs, rock pooling kits
- Performance and story telling spaces (external)
- Embellishing viewpoints – provision of binoculars, telescopes
- Beach pod mobile seasonal interpretation points
- Collaboration with land owners / incentives for developments
- Developing an 'Ambassadors' programme through the Friends and Rangers



6.2 Tier 1

Under tier 1, the proposed media may comprise of some of the following:

- Branding
- Road junction signage (some / essential points)
- Key site welcome signage
- GHC boundary markers / gateways
- On site graphic interpretation
- On site safety information
- Some tactile / sculptural / artistic pieces
- Minor landscaping
- Web site development
- Minor changes to the Heritage Coast Centre welcome area
- Training for 'Heritage Coast Ambassadors'

6.3 Tier 2

Under tier 2, the proposed media may comprise of some of the following:

- Roll out of GHC branded literature / welcome information at local business's and participants including shops, B&B's, Nash Point lighthouse, Wick village shop, Plough & Harrow pub etc.
- Beach pod mobile seasonal interpretation points
- Augmented reality / apps / virtual tours / QR codes to link sites to GHC web information / audio tours for the GHC to include route lengths, distance, times and tide information
- The accessible coast – improvements dedicated to enhancing the accessible sections of the GHC including launching an 'accessible coast guide'
- Partnerships with landowners – helping to spread the message of 'respect the local residents' in exchange for permission to locate interpretation on their land

6.4 Tier 3

Under tier 3, the proposed media may comprise of some of the following:

- Major landscaping to create better impressions at key sites / re-align visitor arrival and welcome points
- Review and re-arrangement of the visitor facilities at the Heritage Coast Centre including a re-design and improved welcome reception and information for visitors including the introduction of interactive digital mapping tools for orientation.
- Partnerships with landowners – collaborating on converting the old barn at Aberthaw into an all weather interpretation point and gateway for the GHC



7 Sustainability Vision

7.1 Introduction

A sustainability questionnaire was issued to the steering group to inform the creation of a sustainability vision for the project. From the answers provided, the key points of the vision are as follows:

- Durability is the key consideration given the site specific threats from severe coastal weather and the probability of vandalism
- A life span of ten years plus is sought for all on site media
- Use of sustainable materials where possible but durability and cost are key considerations
- Meeting as high a rating as possible for energy efficiency is an aspiration
- Higher capital spend to meet more efficient on-going running costs will be considered but a balanced approach needs to be taken between increased spend now with durability, life expectancy and reduced running costs
- The promotion of endeavours to meet sustainable targets is not a requirement
- Flexibility is not a prime consideration but there will be a need to change information on site such as tide times and events for example.
- The Heritage Coast Centre needs to be versatile with contents moveable rather than changeable
- Re-use and re-cycle of any materials purchased under this project is not a priority but would be considered
- Locally sourced skills and materials are a consideration as part of the 'sense of place' but cost is a higher criteria
- Re-use of existing materials would be desired only if they are in good condition and contain relevant information / content. Changes would be made where this is not the case or it does not fit the wider strategy

8 Next steps

8.1 Introduction

The next stage of the project (stage 2) will develop the proposals under the three tiers of the project budget / plan. This will include the following outputs: (please refer to revised programme)

- Steering group review of this document and collated feedback
- Discussion at feedback meeting - agree priorities
- Client submits written feedback and sign off for interim report
- Refinement of relevant sections of report – themes, topics, recommendations
- Preparation of matrix – site / suggested media / budget tier
- Further ideas development and concept development of ideas under Tier 1
- Outline development of ideas under tiers 1 and 2
- Cost planning and action plan
- Review of branding
- Prepare and submit draft final report

Client input / decision making required:

- General feedback on contents of this report
- Comments on what might be considered appropriate to take forward
- Decisions on which recommendations should be carried forward to stage 2
- Comment on separation of ideas into tiers 1, 2 and 3 proposals
- Input and information regarding overlap / integration with other / on-going projects
- Suggestions for Rangers involvement in projects / initiatives
- Clarification of all funding / budget availability

