



CLYDE MUIRSHIEL PARK AUTHORITY

Report to: Joint Committee
On: 5 June 2015

Report
By
Regional Park Manager

SUBJECT: WINDOWS ON WILDLIFE PROJECT - UPDATE

1.0 Purpose of Report:

- 1.1 To inform members of the Joint Committee concerning the achievements of the two year funded project Windows on Wildlife.

2.0 Recommendations:

- 2.1 That members of the Joint Committee acknowledge the achievements of the completed Windows on Wildlife Project.
- 2.2 That members are aware that although the project funding finished in September 2014 that the Regional Park has continued the employment of the WoW Officer for four days a week.

3.0 Background:

- 3.1 Windows on Wildlife (WoW) was a project to increase participation and learning of our natural heritage. It was based at Castle Semple Country Park and used images of wildlife as its main theme for engaging audiences.

Members wishing further information regarding this report should contact Mr David Gatherer, Regional Park Manager, Clyde Muirshiel Park Authority, 01505 614791.

- 3.2 WoW is an important component of the Park's delivery on a number of priorities as set out in the Park Workplan 2013/14, including:-
- To deliver active lifestyle, recreation and access opportunities
 - To contribute, safeguard and enhance biodiversity in the Park
 - To contribute to Renfrewshire Local Biodiversity Action Plan
 - To maximise opportunities for volunteering and skills development
 - To deliver priorities for woodland and wetland management
 - To maintain the Park's Commitment to environmental education
 - To provide information at visitor centres
 - To raise the profile of the Park
 - To provide an events and activities programme
 - To develop social media
 - To work with Park Authority partners
 - To seek external funding support for the work of the Park Authority
 - To deliver part of the Activity Plan of the Semple Trail Heritage Project
- 3.3 WoW was a two year project, employing one project officer that started on 1 October 2012 to the 30 September 2014 and was based at Castle Semple Visitor Centre. Principal funders were Renfrewshire LEADER (£24,320), Heritage Lottery Fund (£26,135) and Clyde Muirshiel Park Authority (£3,560).
- 3.4 WoW is part of the larger Semple Trail Heritage Project being led by Renfrewshire Council. This is an initiative to enhance the heritage of the Castle Semple Estate and people's enjoyment of it.

The principal partners in the Semple Trail Heritage Project are:-

- Renfrewshire Council
- Clyde Muirshiel Park Authority
- South Renfrewshire Access Network Initiative (SRANI)
- RSPB

And the principal funders to date are:-

- Heritage Lottery Fund
- Historic Scotland
- Renfrewshire LEADER
- Forestry Commission
- Renfrewshire Council
- Clyde Muirshiel Park Authority
- South Renfrewshire Access Network Initiative (SRANI)

- 3.5 The WoW project was part of the Park's delivery of Year of Natural Scotland, 2013.

4.0 Windows on Wildlife Activity 2012-2014:

- 4.1 The project officer was employed to deliver aspects of Windows on Wildlife.
- 4.2 Motion activated cameras were set up in the Castle Semple area and wildlife footage was collected. This filming of otters, badgers, deer, fox, rabbits, hares and roe deer was shown on social media.

- 4.3 Over the two years 32 Primary 5 and Primary 6 classes from Renfrewshire Primary schools, consisting of 941 pupils, have participated in the series of five photography workshops. A total of 160 workshops were delivered by the project officer. Additionally, a further 562 pupils received some training in photography at Houston Primary as part of a school project to create a school Eco calendar. In total 1,503 pupils participated in the photography workshops during the project.
- 4.4 During the final visit to each class the pupils were asked to put comments into a feedback box and the teachers were asked to fill in a feedback form. The pupil's responses were very positive with all five of the workshops being well received, particularly the addition of the photo competition. Fourteen of the sixteen feedback forms were received from the teachers giving positive comments with twelve scoring the workshops at 10/10 and two scoring 9/10. Comments on the feedback form included and "Some children now want to be photographers when they grow up", "Parents have commented on children's new found enthusiasm".
- 4.5 Talks were a popular way of engaging with a wider audience including groups from St Vincent's Hospice, Scottish Wildlife Trust groups and Lochwinnoch's Women's Rural Institute. Altogether, 37 talks have been delivered, 10 in the first year and 27 in the second year with a combined total of 1,506 attendees. Talks have been delivered to a number of groups as diverse as the Scottish Wildlife Trust and the attendees' at the 39th Scottish Ringers' Conference to students at University of the West of Scotland Zoological Society to a day group at Burn's Dementia Care Unit. Two training sessions for the organisation Scottish Badgers. This included a session on "Badger Awareness" attended by 9 people including two of the project volunteers who were offered free places to attend the course. Secondly, the Project Officer delivered a workshop entitled "Introduction to Camera Trapping" at the Scottish Badgers Annual Conference at Oatridge Agricultural College.
- 4.6 The project Facebook page, www.facebook.com/WindowsonwildlifeatClydeMuirshiel was the main form of social media that the project used. At the end of the second year the page has attracted **459** 'likes' and at one stage **1,486** people were reached on the page. The posts have been varied, from footage taken by the project cameras to photos taken by the school children. Posts have been shared by North East Scotland Camera Trapping, BTO Scotland and RSPB Lochwinnoch amongst others. YouTube is used to upload project and had 96 videos uploaded. Most videos that were uploaded have had over 40-100 views through YouTube with one video proving to be very popular with 2,030 views. It is worth noting that at the end of the 2 year period for the project 602 hours and 23 minutes of footage were filmed.
- 4.7 The Clyde Muirshiel webpage www.clydemuirshiel.co.uk is also used to deliver updates through blogs and through a dedicated news page. For those who maybe do not access social media monthly updates on the project are also reported in the village newspaper, Chatterbox and in the widely distributed Gryffe Advertiser. A blog has also appeared on Scottish Natural Heritage's website. Information about the project has also been delivered across other forms of media with a segment about otters being broadcasted on BBC Radio Scotland's 'Out of Doors' programme in March. Every fortnight the project is also being broadcast to a larger audience through regular appearances of the Project officer on STV Glasgow's The Riverside Show. The show, which is broadcasted live every week night, regularly has an audience of over 20,000 viewers.

- 4.8 A series of different events were organised covering a wide range of topics such as Otter Spotter Walks, small mammal trapping sessions and the Big WoW Weekends. In total, 36 events went ahead and attracted 706 participants. The Project Officer also attended 7 external events over the two year project which led to the engagement of a further 1,058 members of the public. Events ranged from 'The Big WoW Weekend', Tricky Tracks (animal tracking session), Swan Chats (a keeper style talk held monthly at Swan Bay), Small Mammal Surveys, Bird Ringing demonstration, an owl pellet dissection workshop entitled Poo and Pellets, Otter Spotter walks, Badger Watches, Photography Workshop for Kids, Small Furry Beastie Trapping, WoW Tuesday's How to be a Wildlife Spy and After Dark Guided Walks. In total **555** people attended the events programme.
- 4.9 Volunteers ranged from students seeking work experience and the unemployed. These volunteers have all been trained in the use of the motion cameras, siting of cameras, tracking, editing footage and animal behaviour identification. One student helped out at the first of the Big WoW Weekends and the other student spent her time carrying out a small mammal tracking survey in Parkhill Woods as well as editing footage. In total, **465** hours have been contributed by **35** volunteers to the project.
- 4.10 YouTube is used to upload project videos with 41 videos being uploaded in the first year of the project. Most videos that were uploaded have had over 30 views through YouTube with two videos proving to be very popular with 639 and 426 views respectively.
- 4.11 The Clyde Muirshiel webpage www.clydemuirshiel.co.uk was also used to deliver updates through blogs and through a dedicated news page. For those who maybe do not access social media monthly updates on the project are also reported in the village newspaper, Chatterbox and in the widely distributed Gryffe Advertizer.

5.0 Conclusions:

- 5.1 Windows on Wildlife has been a major success.
- 5.2 It has displayed innovation, in its use of motion activated cameras, in its external funding package and in its use of social media.
- 5.3 The Semple Trail Heritage Project has been enhanced by the outputs and profile achieved by the WoW project.
- 5.4 The WoW project has delivered Park priorities in tourism, health improvement, skills development, learning and conservation.
- 5.5 It is acted as a model for the development of the Tag-n-Track project.

Contribution to the National Outcomes of Report: Windows on Wildlife project.

1. We live in a Scotland that is the most attractive place for doing business in Europe	The WoW project promotes this part of Scotland as an attractive place, close to business locations.
2. We realise our full economic potential with more and better employment opportunities for our people	The Project has employed one person and raised the employability of 5 volunteers.
3. We are better educated, more skilled and more successful, renowned for our research and innovation	These objectives have been achieved by the Project Officer, the volunteers, the project management team and all participants at events
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens	In particular the 80 workshops in 16 primary schools to 470 pupils delivered on this outcome.
5. Our children have the best start in life and are ready to succeed	
6. We live longer, healthier lives	Active learning, recreation and healthy lifestyle are all promoted by the WoW project.
7. We have tackled the significant inequalities in Scottish society	The project was designed to be accessible physically, intellectually and financially.
8. We have improved the life chances for children, young people and families at risk	
9. We live our lives safe from crime, disorder and danger	
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need	The WoW project is a sustainable project.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	The WoW project enhances community cohesion through volunteering and events.
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations	This is the primary outcome for the WoW project.
13. We take pride in a strong, fair and inclusive national identity	Our wildlife is a strong part of our national identity.
14. We reduce the local and global environmental impact of our consumption and production	The project is locally based with low consumption of natural resources.
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs	The project directly delivers on this outcome as evidenced by its monitoring and reporting.