

Investment / Sponsorship Opportunity Title	Beaufort Hill Ponds and Woodlands	Number	034
Originator's name	John Hillier	Validated	28 May 2013
Originator's organisation	Beaufort Hill Ponds & Woodlands Preservation Society	Date	20 May 2013
Email Id	john.hillier@beauforthillwoodlands.org.uk	Tel. No.	01495 350159

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

THE PONDS

The Beaufort Hill Ponds & Woodlands Preservation Society was formed in March 2005 in response to the threatened loss of the Beaufort Ponds after the closure of the local steelworks in 2002. The aims of the Society were to help maintain and improve the ponds and woodlands and to preserve the environment for future generations. There are two large ponds on the site - the Upper and Lower Boat Ponds and two smaller ponds - the Butterfly and Drake Ponds.

THE WOODLANDS

Over recent years, there has been a phased development of mixed broadleaved woodland. The site entrances have been built for easy access and also to encourage use by the local community. Car parking areas have been built overlooking the ponds to encourage visitors to the area; the old informal pathway network has been upgraded and resurfaced linking up much of the Woodlands. A new bridge with the inclusion of an "all ability" circular path was constructed around the Upper Boat Pond, giving good access not only to walkers, but also to wheelchair and pushchair users. This pathway links up with a network of other pathways throughout the Woodlands site. Our group is currently restoring many of the other old informal routes.

Our work is to enhance the Beaufort Hill Ponds and Woodlands for the benefit of wildlife and the community of the surrounding area.

We aim to:

1. Promote sustainable development and environmental awareness through; events, website, newsletter and on-going management of the woodlands and ponds
2. Promote good practice with regard to recycling and composting, not throwing away anything that can be re-used.
3. Make sure all materials used are environmentally friendly, and sourced from local suppliers where possible.
4. Provide new wildlife habitats for example through the management of the Woodlands and Ponds.

2. WHERE IS THE LOCATION?

DIRECTIONS

Exit the Heads of the Valleys Road (A465) at the Rassau roundabout and head towards Ebbw Vale along the A4046. Take the first turning left heading towards Beaufort on the A4047 and follow this route through Beaufort. After approximately 3/4 mile you will see the Beaufort Theatre on the right hand side and a junction on the left. Take the second left after this junction up a short hill called North Street. The woodland is sign posted at the bottom of this hill. Turn left at the top of the hill



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and the Highlands Road car park is located on the right.

Beaufort Hill Woodlands

Highlands Road, Beaufort, Ebbw Vale. NP23 5RG

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

YES

If YES, please indicate what type of support is required and the benefits this will provide

Although Beaufort Hill Ponds & Woodlands Preservation Society has many members and volunteers that contribute to the development and management of the woodland, we always welcome additional support from anyone that is able to do so. Some of the activities of this years projects are listed below:

1. Management of trees and scrub – creating the informal pathways that will open up the woodland, help with the removal, chipping and shredding of waste. This waste will be reused for mulching around our heather borders and the lining of the informal pathways.
2. Management of formal pathways – clear edging by strimming, brush cutting and mowing.
3. Planting of wildflower plugs
4. Install “sleeper bridges” over culverts along informal pathways.

Financial support required?

YES

If YES, please indicate the value of the support required and the benefits this will provide

Beaufort Hill Ponds & Woodlands Preservation Society, in their management plan has pledged to re-establish many of the footpaths that have slowly disappeared by overgrown scrub and trees. The woodlands site has undergone enhancements that encourage the local community to enjoy the leisure, health and well being that is being promoted.

We seek support with the following:

1. Chainsaw maintenance, cross cut and felling small trees up to 380mm (15"), this training takes 5 days and will enable the trainee to become competent, complete with NPTC City and Guilds assessment, which is a requirement of the local authority and for insurance purposes when managing the woodland. The course costs £725.00 per person and including 5 days training, all registrations and NPTC Assessment.

Two volunteers/directors are seeking support (2 x £725 = £1450)

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?



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Beaufort Hill Woodlands is increasingly popular with walkers from the community and far; our monthly footfall figures shows this clearly. The woodlands have on average 1440 visitors per month (January 2012 – December 2012). New figures will be available in July 2013.

We believe that this increase in popularity has been assisted by the policy to advertise and promote the woodlands and events via a variety of media; currently we have a new notice board, a well maintained website, email and the use of social media sites such as Twitter and Facebook all to message our community and supporters of up and coming activities:

- Website hits:

Beaufort Woodlands

From November 2006 to 31st March 2013 using Sitemeter = 7955
 From 1st April 2013 to 23rd May 2013 using Google Analytics = 311
 Grand Total = 8226

Ebbw Fach Trail

From 21st Aug 2011 to 31st March 2013 using Sitemeter = 1523
 From 1st April 2013 to 23rd May 2013 using Google Analytics = 411
 Grand Total = 1934

- 189 followers on Facebook
- 78 followers on Twitter
- Beaufort Hill Ponds & Woodlands Preservation Society delivers its newsletter to the community and wider via print or web, we are currently on issue 5.
- PR exposure on www.wefundthevalleys.com and related marketing channels (e.g. to all the 1000 members of the South Wales Chamber of Commerce and regional business clubs).
- Inclusion in a quarterly article of Valleys Life or City Life (20,000 circulation) N.B. the value of the current annual WECAN contract is £4800.
- PR (e.g. press releases, website placement and social media channels) linked to the new Valleys Heart & Soul £400,000 marketing campaign and updated www.thevalleys.co.uk website to promote the region to visitors primarily within 2 hours drive time & 1 million residents. The current website has attracted 280,000 visitors to date with 22,000 from 15 May – 15 June 2012.
- PR exposure on the Valleys Regional Park website (40+ partner organisations):
www.valleys.org.uk

We are committed to promoting any support from members, local community, businesses and organisations within the voluntary sector via each of the aforementioned promotional approaches.

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5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

Beaufort Hill Ponds & Woodlands Preservation Society aims to help maintain and improve the ponds and the surrounding woodlands, preserving this environment for future generations. The area contains two large man made ponds dating back to the 18th Century - built to feed the Nantyglo Ironworks and two smaller naturalised ponds. The surrounding industrial revolution landscape was reshaped some 30 years ago. Progressively the land has been partial planted with trees and has naturalised with grass, heather and gorse. Our ecological survey emphasises the opportunities for research and education, areas we wish to exploit – for both local schools and wider community.

Beaufort Hill Ponds & Woodlands Preservation Society is very lucky to have regular volunteers that support the initiatives that develop the woodlands. These volunteers are active with the labour intensive work, advertising of the weekend events via a variety of media; currently we have a new notice board, a well maintained website, email and the use of social media sites such as Twitter and Facebook all to message our community and supporters of up and coming activities, we also encourage pupils from the local schools to volunteer.

We currently have a management project plan that will provide further educational and leisure facilities for the community and will include an “Activity Day” which will further promote the ponds and woodlands, encourage volunteering and to engage the community in constructing locally sourced willow panels, the assembly of bird/bat boxes and establishing further hibernacula for native species.

Beaufort Hill Ponds & Woodlands Preservation Society is seeking support in any form feasible to help the running of these on-going activities.

6. ANY OTHER COMMENTS?

What Beaufort Hill Ponds & Woodlands Preservation Society hopes to achieve with this project is to improve the quality of this newly developed park, provide community access and achieve active participation in gaining a greater sense of pride, ownership and care for their local community amenities. This will also create opportunities for improved social interaction, well-being and a healthier lifestyle and learning environment. This sustainable development will confidently be improved and supported by the community to a standard that will achieve the accolade of the “Community Green Flag Award”.

7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

Mr John Hillier – Director

Beaufort Hill Ponds & Woodlands Preservation Society

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