



SUMMARY

'Celebrating the Wild' brings together a range of projects encompassing film, multi-media interpretation, events, festivals, activities, conservation and youth engagement. These projects will showcase the people and biodiversity of mountain landscapes, bringing a special focus to Glen and Ben Nevis. Most significantly, these projects will raise public awareness of the fragility of mountain ecosystems and inspire people to make new connections with natural and cultural heritage.

The internationally important mountaineering heritage of Ben Nevis will be passed on to a new generation, encouraging healthy lifestyles and a lifelong relationship with the outdoors. Celebration and recognition of excellence in mountain culture will ensure a legacy of photographers, film makers, artists, adventurers, explorers, writers and conservationists are there to enjoy and protect wild landscapes into the future. The festivals and activities will also unite these often separate areas of interest, encouraging collaboration and new approaches.

Raising awareness of the pressures which Ben and Glen Nevis face, both from climate change and from recreational impacts will go hand-in-hand with encouraging minimal impact ethics and conservation activity. It is equally important to increase public understanding of the economic, social and environmental value of our wild mountain landscapes through concepts such as ecosystem services and through biodiversity activities.

PROJECT DESCRIPTION

Celebrating the Wild will bring together a group of interconnected projects comprising:

1) Festival: "Celebrating the Wild"

Due to its iconic status as the highest mountain in the British Isles, Ben Nevis has wide and powerful appeal. It is the perfect symbol of wild nature: vast, ancient, uncontrollable, mysterious, deadly, beautiful, inspirational and a rich source of life. It holds fascination and curiosity for millions of people, across age, gender, culture and national boundary.

The Fort William Mountain Festival will leverage this appeal to a national audience and will focus on the past (mountain heritage), the present (innovation in mountain culture) and on Scotland's future (its young people, its landscapes and biodiversity). The project will bring a new dimension and focus to the Festival, developing a raft of interconnected activities which will celebrate the rich heritage of the area. It will adopt an inclusive approach to mountain education, interlinking film, influential speakers, multi-media platforms and experiences of wild places, as the inspiration for learning about mountain heritage, nature, ecosystem services and threats such as climate change. The programme will engage a generation in Scotland's natural heritage.

The Festival will act as a platform for all the Nevis Landscape Partnership projects, promoting opportunities for people to take part as well as to share and find inspiration in mountain experiences, ideas and visions. The creation and development of a junior Scottish Award for Excellence in Mountain Culture to mirror the current successful adult version will be supported by annual films, speakers, school outreach projects and an award ceremony.

2) Interpretation/Education - Mountain Culture and Environments

It is equally important that both historical and contemporary contributions to mountain culture are celebrated and brought to public attention. This will be achieved through the Nevis Landscape Partnership working with the Fort William Mountain Festival, The Highland Mountain Culture Association and The West Highland Museum to create a range of new interactive interpretation projects.

Current and past accomplishments of leading mountaineers have left a rich heritage of world-class first ascents on Ben Nevis. Many of these are now recognised as having influenced the development of standards, attitudes and approaches to mountaineering and climbing on an international scale. Interpretation projects will ensure this cultural heritage is conserved, shared and celebrated by a much wider audience.

The unique climate, geology, topography, flora and fauna which constitute the unique mountain landscapes of the Nevis area also provide the backdrop for cutting edge mountaineering and climbing. Interpretation boards will bring this 'backdrop' into the foreground, celebrating the wider mountain environment and all of its diversity. This aspect of broadening appreciation to include rare and often threatened mountain biodiversity and ecosystems is central to the project.

3) Citizen Science: Biodiversity Events

A range of events will be promoted at the Festival, with supporting display material describing the diverse range of habitats, flora and fauna specific to Ben and Glen Nevis. People will be encouraged to book onto these events which will be run over the spring and summer period to coincide with lifecycle activity. The events will focus on both the larger scale importance of ecosystems and the specific UKBAP **Priority Species** (see www.ukbap.org.uk) and local priority species (see Lochaber Biodiversity Action Plan): Pearl-bordered fritillary, Chequered Skipper, Water Vole, Black Grouse, Scottish Wood Ant, Red Squirrel, Lichens. Additionally some survey of **Priority Habitat** may be included such as: Native Pine Woodlands, Blanket Bog, Upland Heath.

Different levels of citizen science will be used to allow people from a variety of abilities, background and ages to access to science and nature. Data collected through wildlife surveys will improve knowledge of habitats, biodiversity, climate change and important at risk species which will inform future management of a unique array of ecosystems. The sharing of enthusiasm and knowledge and the transfer of skills will strengthen human ties with the natural heritage of the area.

These events will encourage the visiting public and local community to learn about and care for the biodiversity and ecosystems within Glen Nevis. The events will be supported by the Conservation Volunteer workforce and assisted by NLP and other key Partners. Training will be given in a range of basic field identification and survey skills. Data will contribute to the National Biodiversity Network (www.nbn.org.uk), and the public will be encouraged to continue this important work in their own recreational time.

Examples of the activities that will be undertaken are as follows:

A wide range of surveys, focusing on key species.

Species recording and monitoring

Citizen science activity

Community engagement and activity promotion

Training in survey techniques

Wildlife sighting upload area on website

Postcard survey sheets

Habitat monitoring

Annual data analysis and reporting

Collating and sharing data between stakeholders

Wildlife Calendar

4) Carpe Diem Zone – Outdoor Activity

The audience of the Fort William Mountain Festival is encouraged not only to spectate but also to participate. There is a broad range of workshops to take part in including winter walking skills, avalanche awareness, ice climbing, photography, gaelic hill names, astronomy and solar studies, art, and mountain biking. Presentations take place in the evenings only so that our audience can explore the hills and have their own adventures before coming together to share their stories with one another and hear from our guest speakers.

To further promote taking part in outdoor activities and also to provide opportunities for individuals to put something back into looking after Ben Nevis the Fort William Mountain Festival will develop the Carpe Diem Zone. We will encourage audience members to seize the day by booking on to a guided trip up Ben Nevis. These activities will be offered free of charge to participants, encouraging those with financial challenges to try something new. There will be a range of routes on offer from simple walking to technical rock climbing. Once on the summit the guides and clients then take part in a litter sweep and clean up of the summit of Ben Nevis and the top half of the mountain or maintenance work on the path.

This will take place to coincide with the Friends of Nevis Clean Up Weekends and it will be coordinated by the Friends of Nevis. The clients will receive the guiding for no cost to them in return for being able to contribute to the clean up of Ben Nevis. It has been difficult to find volunteers to clean the summit and top half of Ben Nevis who have the fitness and motivation to do the job. It will also encourage people into a healthier lifestyle through an opportunity they might not otherwise be able to afford or consider themselves capable of. It will put forward messages such as care of, and respect for, the landscape within hands-on situations and real experiences with trained guides and activity providers who also care about the environment. These professional guides will form a long term relationship with the Partnership and the Festival, being supported and promoted as landscape champions.

The benefits of the Carpe Diem Zone are –

1. It adds new ideas to the Mountain Festival experience—a way of engaging new audiences.
2. It will encourage people into a healthier lifestyle through an opportunity they might not otherwise be able to afford or consider themselves capable of.
3. It will put forward messages such as care of, and respect for, the landscape within hands-on situations and real experiences with trained guides / activity providers who also care about the environment – landscape champions.
4. The audience would not just be hearing about the outdoors – they have the opportunity to experience it at a level they are comfortable with.
5. The possibility of gaining volunteers for different path works / litter picking / time on a project group / festival volunteers, etc. Some people just want to be out there or involved – not necessarily taking part in a competitive or high adrenaline sport of some description.

5) Youth Award for Excellence in Mountain Culture

Creation of the new Youth Award to increase and promote positive and creative engagement with mountain environments. This will include the involvement of a Youth Ambassador, an annual outreach events in local schools and the creation of a film depicting youth excellence in the outdoors. The project will encourage respect for the landscape and provide key messages to be publicised around Scotland encouraging outdoor activity. The project will also work alongside established charities to assist in rehabilitation and recovery for those needing help to return to the outdoors.

Objectives

This project aims to:

- Celebrate the local landscape in all its diversity
- Increase community engagement with outdoor activity, citizen science and conservation
- Remove barriers to participation - providing free activities for unemployed and low income audiences
- Contribute to the conservation and promotion of mountain heritage and culture at a national scale
- Establish local Landscape Champions
- Use multi-layered levels of science and learning activities to fit different audiences, all of which contribute to data and knowledge providing a coherent landscape view of biodiversity.
- Establish valuable data for national records (national biodiversity network) and to aid biodiversity management plans
- Augment the sharing of scientific and environmental knowledge and enthusiasm.
- Encourage and inspire positive environmental behaviour and healthy lifestyles
- Increase partnership working and landscape-scale management approaches
- Meet the need for environmental monitoring, while ensuring challenges outlined within emerging governmental biodiversity and environmental strategies are addressed and widely recognised.
- It will create and develop a junior Scottish Award for Excellence in Mountain Culture to mirror the current successful adult version. Encourage people to have a spirit of “giving back” to the landscape and to those who cherish it.

The project also contributes to the core scheme objectives:

Scheme Objectives		
Protect and enhance landscape character for future social and environmental benefit	1	v
Encourage responsible access and mitigate visitor impacts	2	v
Strengthen ecosystem resilience and plan for future adaptation	3	v
Connect people with the landscape through meaningful and memorable experiences	4	vv
Increase learning and appreciation of cultural heritage	5	vv
Support community participation in conservation and visitor management	6	v
Increase knowledge, skills and employability in conservation and eco-tourism	7	v
Increase public awareness of the importance of biodiversity, ecosystem services and environmental pressures	8	vv
Adopt a partnership approach to visitor/land management, which is future focused, adaptive and landscape-scale	9	
Develop the local economy in a sustainable way	10	v
Contribute to health and wellbeing by encouraging and improving access to the outdoors	11	vv
Provide an example of best-practice in sustainable nature-based tourism	12	v

DELIVERABLE OUTPUTS - TARGETS

Year 1 Outputs	No	Audience	Vols
Interpretation display	8	44000	
Mountain Festival	1	1000	100
Promote Nevis Landscape Information and Projects to Festival Audience	1	1000	
Guided outdoor experiences for new audiences	5	20	
Promotion of Responsible Access / Leave no Trace	1	1000	
Influential speakers to promote mountain culture and environments	4	1000	
Creation and presentation of Junior Scottish Award for Excellence in Mountain Culture	1	1000	
Film of first recipient of the Award	1	1000	
School Outreach Events	4	1000	
Influential speakers/personalities to promote and deliver the award	1	1000	
Mountain Culture interpretation/installation	1	44000	
Display and promotion of mountain biodiversity and ecosystems	1	1000	
Year 2 Outputs	No	Audience	Vols
Citizen Science Days/Events	5	150	
Mountain Festival	1	1100	100
Interactive Interpretation display	1	45000	
Showing of NLP film	1	1100	
Promote Nevis Landscape Information and Projects to Festival Audience	1	1100	
Promotion of Responsible Access / Leave no Trace	1	1000	
Display and promotion of mountain biodiversity and ecosystems	1	1000	
Guided outdoor experiences for new audiences	5	20	
Summit clean up	1	25	
Influential speakers to promote mountain culture and environments	4	1100	
presentation of Junior Scottish Award for Excellence in Mountain Culture	1	1100	
Film of recipient of the Award	1	1100	
School Outreach Events	4	1000	
Influential speakers/personalities to promote and deliver the award	1	1100	
Landscape Champions promoting leave no trace and conservation with clients through year	5	300	
Year 3 Outputs	No	Audience	Vols
Citizen Science Days/Events	5	150	
Mountain Festival	1	1200	100

Interactive Interpretation display	1	46000	
Showing of NLP film	1	1100	
Promotion of Responsible Access / Leave no Trace	1	1200	
Display and promotion of mountain biodiversity and ecosystems	1	1000	
Promote Nevis Landscape Information and Projects to Festival Audience	1	1200	
Guided outdoor experiences for new audiences	5	20	
Summit clean up	1	25	
Influential speakers to promote mountain culture and environments	4	1200	
presentation of Junior Scottish Award for Excellence in Mountain Culture	1	1200	

Film of recipient of the Award	1	1200	
School Outreach Events	4	1000	
Influential speakers/personalities to promote and deliver the award	1	1200	
Landscape Champions promoting leave no trace and conservation with clients through	5	300	
Year 4 Outputs	No	Audience	Vols
Citizen Science Days/Events	5	150	
Mountain Festival	1	1300	100
Interactive Interpretation display	1	47000	
Showing of NLP film	1	1100	
Promote Nevis Landscape Information and Projects to Festival Audience	1	1300	
Display and promotion of mountain biodiversity and ecosystems	1	1000	
Promotion of Responsible Access / Leave no Trace	1	1300	
Guided outdoor experiences for new audiences	5	20	
Summit clean up	1	25	
Influential speakers to promote mountain culture and environments	4	1300	
presentation of Junior Scottish Award for Excellence in Mountain Culture	1	1300	
Film of recipient of the Award	1	1300	
School Outreach Events	4	1000	
Influential speakers/personalities to promote and deliver the award	1	1300	
Landscape Champions promoting leave no trace and conservation with clients through	5	300	
Year 5 Outputs	No	Audience	Vols
Citizen Science Days/Events	5	150	
Mountain Festival	1	1400	100
Interactive Interpretation display	1	48000	
Promote Nevis Landscape Information and Projects to Festival Audience	1	1400	
Showing of NLP film	1	1100	
Display and promotion of mountain biodiversity and ecosystems	1	1000	
Promotion of Responsible Access / Leave no Trace	1	1400	
Guided outdoor experiences for new audiences (post project - summer 2019)	5	20	
Summit clean up	1	25	
Influential speakers to promote mountain culture and environments	4	1400	
presentation of Junior Scottish Award for Excellence in Mountain Culture	1	1400	
Film of recipient of the Award	1	1400	
School Outreach Events	4	1000	
Influential speakers/personalities to promote and deliver the award	1	1400	
Landscape Champions promoting leave no trace and conservation with clients through	5	300	

OUTCOMES

Celebrating the Wild will promote the concept of mountain culture primarily to the population of Fort William, but also to people across Scotland and the rest of the UK. The heritage of climbing and mountaineering on Ben Nevis and in Glen Nevis will be further promoted and as well as its importance to modern day climbing culture and ethics and styles of climbing around the world.

The Carpe Diem Zone will encourage active lifestyles, engagement with the landscape that surrounds us and provide the opportunity to give something back to the landscape. It will promote the concept of utilising the landscape going hand in hand with looking after it.

The Fort William Mountain Festival will continue to promote the understanding and appreciation of the world's mountain places and people by creating opportunities for people of all ages to share their mountain experiences, ideas and visions. It will expand its audience and reach more people through films, creating a lasting documentation of the importance of the mountaineering heritage of Ben Nevis. Furthermore, the Festival will act as a platform for the entire Nevis Landscape Partnership scheme – encouraging participation and disseminating information to a much wider audience.

Biodiversity events and displays will not only raise awareness of the diversity, complexity and fragility of mountain environments, they will also increase understanding of the value that ecosystems play in all our lives. Events will contribute to both National records and to local understanding. The legacy of this project is to have both inspired and provided the training for people to continue contributing to our national understanding of biodiversity and its reaction to pressures such as climate change. Data from 5 years of biodiversity events will also assist in future management plans.

The Festival will continue to encourage active lifestyles, participation in outdoor activities and engagement with the landscape of Glen Nevis and Ben Nevis. Specifically it will promote the concept of giving something back to reduce our impact and repair damage done by exploring and having adventures in the landscape.

The Junior Award for Mountain Excellence will engage our young community in positive interaction with their landscape. It will foster care for the environment, confidence, collaboration and creativity. Most importantly, it will facilitate a breadth of ways to have a healthy connection with the outdoors. The local schools have a unique asset on their doorstep, the highest mountain in the British Isles, yet this is often undervalued or else felt to be somehow inaccessible. This project will overcome these barriers, raise awareness of the opportunities available and inspire a sense of ownership, responsibility and pride in this natural asset.

ACTIVITIES AND TIMETABLE

YEAR 1

Aug 2014 – Preparatory work on displays – content/design/

Aug 2014 – Planning for Festival

Sep 2014 – School Outreach

Sep 2014 – Commission displays

Sep 2014 - Carpe Diem Activity Days

Oct 2014 – Creation of Junior award

Nov 2014 – Selection of Award recipient

Dec 2014 – Creation of Award Film

Jan 2015 – School Outreach Events

Feb 2015 – Mountain Festival, Leave no Trace promotion, Biodiversity Displays and event promotion, Carpe Diem promotion, Films, Speakers, NLP project promotion, Installation of Mountain Heritage Displays.

YEAR 2

May 2015 – Sep 2015 Landscape Champions accessing free training and working with private clients

May 2015 - Preparatory work on interactive display – content/design

May 2015 – Citizen Science Event – Lepidoptera

June 2015 - Citizen Science Event – Red Squirrel

July 2015 – commission display

July 2015 - Citizen Science Event – Aquaculture

Aug 2015 – Citizen Science Event – Habitats

Aug 2015 – Citizen Science Event – Wild flowers

Aug 2015 – Citizen Science Event – Lichen

Sep 2015 – Carpe Diem Activity Days

Sep 2015 - School Outreach

Year 3- 5 repeat the same timetable as year 2

EVIDENCE, REVIEW AND REPORTING

The above outputs will be monitored by the Mountain Festival team which meets on a 4-6 weekly basis from May through to February each calendar year. The progress of this project will be part of a normal agenda for meetings and will have natural deadlines to be in place for each coming Festival which takes place annually in February.

The evaluation of the project will also be monitored through staff and visitors to the West Highland Museum and through teachers and pupils in the 4 Lochaber based Secondary Schools.

The NLP manager and core staff will also assist in ongoing evaluation and review:

- Records of volunteer activity will be kept at all meetings and events.
- Numbers of attendees to the Festival monitored each evening
- A report following each Festival
- A Festival Review meeting each year
- Numbers of participants in Citizen Science Events counted through registration
- Annual report and review of Citizen Science Events and data
- Number of participants recorded for Carpe Diem Activities
- Annual review with Landscape Champions
- Annual Report of Junior Award and school outreach

HERITAGE CONSERVATION

Many of the outcomes will benefit heritage conservation through increased awareness of its value and fragility. Education, promotion and direct conservation activity will reduce impacts on natural heritage.

This project will link with education on conservation standards and heritage of the mountains and landscapes that surround them through schools. There will be no conflict of different types of heritage, indeed, the project will assist in debate and discussion about what heritage is within our youth.

There will also be no damage to heritage or the landscape as the main part of the project will be to enhance visitor and youth experiences of their heritage and landscape and educate protection, respect and knowledge of the mountains, rivers and lochs which sustain us.

The project will enthuse and engage the community and visitors in active care for our natural heritage. Citizen science events will contribute to an increased and sustainable awareness of landscape and environment. Data collected through wildlife surveys will improve knowledge of habitats, biodiversity, climate change and important at risk species which will inform future management of a unique array of ecosystems. The sharing of enthusiasm and knowledge and the transfer of skills will strengthen human ties with the natural heritage of the area.

BENEFICIARIES AND COMMUNICATION

Celebrating the Wild is in essence a multi-media communication and engagement project. It will engage with thousands of local and visiting people acting as a platform to raise appreciation for mountain culture and environments. It will also act as a platform to communicate the wider Nevis Landscape Partnership projects, aims and vision.

Beneficiaries will include:

Local schools and young people
Local community
Retired
Unemployed
Students
Visitors
Mountaineering community
Heritage and mountain culture
Local environment
Biodiversity
Scientific community
Conservation organisations
Local economy
Business community
Stakeholders
Health and wellbeing

KEY MESSAGES FOR THE PROJECT

- The national importance of Ben Nevis to mountain culture and heritage
- Engagement of youth in positive, health outdoor activity
- Respect and care for mountain environments
- Awareness of vulnerable iconic species in the local area through community participation and citizen science.
- Understanding ecosystems, climate change and government biodiversity plans.

How you will ensure volunteers, staff, contractors, visitors and the wider public understand what you are doing and why?

- Working collaboratively
- Briefing participants
- Ensuring regular update/planning meetings with project participants trials with small groups Communication and media use will be prevalent in relation to the Festival and Youth award being presented each year and will re-enforce messages to young and old about the importance of respect, care and enjoyment of the outdoors.
- Communication through press, social media, website.
- Communication to be utilised
 1. Website
 2. Film
 3. Speakers
 4. Social media
 5. Leaflets
 6. Reports
 7. Events

How you will store heritage information, update it and make sure it is accessible in the future?

- Website
- Publications/leaflets
- Social media
- Data on record as part of national biodiversity network
- In relation to accessibility of heritage to future generations, we will work alongside the West Highland Museum and take their guidance in whatever way we could. We will also be able to have an archive of films which will create its own record.

WIDER CONTEXT

This project links into the entire NLP scheme and acts as a public engagement channel for all projects. Ben Nevis occupies a unique place both in mountaineering heritage and as a stage for pushing the current limits of climbing standards. The international importance of this landscape to mountain heritage and culture will be brought to a wider audience.

PROJECT BUY-IN

The Nevis Partnership has been a long term supporter of the Mountain Festival, and this project will facilitate a new phase with a more specific focus on Ben Nevis, conservation and youth engagement. Friends of Nevis will work with the Carpe Diem Zone to coordinate and harness the energy of the volunteer guides and clients. Many

local guides have already been consulted and a significant number are keen to be involved as Landscape Champions for Ben Nevis.

The Highland Mountain Culture Association, Outdoor Capital UK and the West Highland Museum are all supportive of this project. Local High Schools have been consulted and are supportive of being involved in the project.

PROJECT LEAD

The project will be led by the Highland Mountain Culture Association (Mike Pescod) / Fort William Mountain Festival Team member (Tina Davenport) and supported by core NLP staff.

PARTNERS / CONTRACTORS ETC.

Design/print/installation of interpretation panels will be contracted to a third party in compliance with HLF procurement guidelines.

There will also be support from the partners involved to date, i.e:

- The West Highland Museum (Manager: Colleen Foggo) – in kind
- Corpach Boatbuilding Company Limited (Owner: Don Hind) - cash
- The Scottish Mountaineering Trust (James Hotchkis) - cash
- Kinlochleven Secondary School (acting Head Teacher) – in kind
- Richard Else (Ambassador / Film Maker / Author / Photographer – The Adventure Show, The Great Climb, The Edge, etc) – in kind

PROJECT DEVELOPMENT

This project has grown from the initial HLF proposal. Rather than having many separate activities, such as wildlife surveys, youth engagement, leave no trace promotion, outdoor activity and Landscape Champions, these elements have been drawn together into one coherent project. This creates a more meaningful project with wider scope and overlapping outputs which reinforce each other. It also has far stronger identity than many individual activities, and as such provides something more tangible and with more impact for the public.

BUDGETS

Year 1 - Aug 2014 - Mar 2015

ACTIVITY	Unit Cost	Number	Total Value		
			Cash	In-kind	Vol.
Volunteer days supporting the Festival	£50	100			£5,000
Speaker covering Mountain Culture	£1,000	4	£4,000		
Nevis Guided Outdoor Activities - Carpe Diem	£200	5	£1,000		
Production of Display Boards/interactive elements	£100	8	£800		
Display Case	£250	1	£250		
Production of interactive display element	£1,750	1	£1,750		
Design & creation of a new Youth Culture Award (<i>one off cost</i>)	£1,150	1	£1,150		
Creation of a promotional film about recipient of first Junior Mountain Culture Award	£650	1	£650		
Production costs (Limelights – sound, projection, lighting, etc.)	£700	1	£700		

Speakers to the Thursday matinee event (appearance / expenses)	£500	1	£500		
Transport & refreshment costs for the 4 schools to attend the event	£125	4	£500		
TOTAL	£6,475	£127	£11,300	£0	£5,000

Year 2 April 2015 – March 2016

ACTIVITY	Unit Cost	Number	Total Value		
			Cash	In-kind	Vol.
Volunteer days supporting the Festival	£50	100			£5,000
Speaker covering Mountain Culture	£1,000	4	£4,000		
Nevis Guided Outdoor Activities - Carpe Diem	£200	5	£1,000		
Creation of a promotional film about recipient of Junior Mountain Culture Award	£650	1	£650		
Speakers to the Thursday matinee event (appearance / expenses)	£500	1	£500		
Production costs (Limelights – sound, projection, lighting, etc.)	£700	1	£700		
Transport & refreshment costs for the 4 schools to attend the event	£125	4	£500		
Showing of NLP film	£0	1			
Creation of interpretive display to increase learning and appreciation of mountaineering cultural heritage	£2,000	1	£2,000		
Total	£5,225	£117	£9,350	£0	£5,000

Year 3 – April 2016 – March 2017

ACTIVITY	Unit Cost	Number	Total Value		
			Cash	In-kind	Vol.
Volunteer days supporting the Festival	£50	100			£5,000
Speaker covering Mountain Culture	£1,000	4	£4,000		
Nevis Guided Outdoor Activities - Carpe Diem	£200	5	£1,000		
Showing of NLP film	£0	1			
Creation of a promotional film about recipient of Junior Mountain Culture Award	£650	1	£650		
Speakers to the Thursday matinee event (appearance / expenses)	£500	1	£500		
Production costs (Limelights – sound, projection, lighting, etc.)	£700	1	£700		
Transport & refreshment costs for the 4 schools to attend the event	£125	4	£500		
Creation of interpretive display to increase learning and appreciation of mountaineering cultural heritage	£2,000	1	£2,000		
Total	£5,225	£117	£9,350	£0	£5,000

Year 4 - Apr 2017 - Mar 2018

ACTIVITY	Unit Cost	Number	Total Value		
			Cash	In-kind	Vol.
Volunteer days supporting the Festival	£50	100			£5,000
Speaker covering Mountain Culture	£1,000	4	£4,000		
Nevis Guided Outdoor Activities - Carpe Diem	£200	5	£1,000		

Showing of NLP film	£0	1			
Creation of a promotional film about recipient of Junior Mountain Culture Award	£650	1	£650		
Speakers to the Thursday matinee event (appearance / expenses)	£500	1	£500		
Production costs (Limelights – sound, projection, lighting, etc.)	£700	1	£700		
Transport & refreshment costs for the 4 schools to attend the event	£125	4	£500		
Creation of interpretive display to increase learning and appreciation of mountaineering cultural heritage	£2,000	1	£2,000		
Total	£5,225	£117	£9,350	£0	£5,000

Year 5 – April 2018 – Mar 2019

ACTIVITY	Unit Cost	Number	Total Value		
			Cash	In-kind	Vol.
Volunteer days supporting the Festival	£50	100			£5,000
Speaker covering Mountain Culture	£1,000	4	£4,000		
Nevis Guided Outdoor Activities - Carpe Diem	£200	5	£1,000		
Showing of NLP film	£0	1			
Creation of a promotional film about recipient of Junior Mountain Culture Award	£650	1	£650		
Speakers to the Thursday matinee event (appearance / expenses)	£500	1	£500		
Production costs (Limelights – sound, projection, lighting, etc.)	£700	1	£700		
Transport & refreshment costs for the 4 schools to attend the event	£125	4	£500		
Creation of interpretive display to increase learning and appreciation of mountaineering cultural heritage	£2,000	1	£2,000		
Total	£5,225		£9,350	£0	£5,000

PERMISSIONS AND COMPLIANCE

Citizen Science Events will be presented to SNH and SEPA as required for consent. Landowners will be given prior notice of these events. All Carpe Diem activities will comply with activity operating procedures, risk assessments and insurance requirements.

LEGACY AND MAINTENANCE

Legacy will be the responsibility of The Highland Mountain Culture Association, its Directors and the Fort William Mountain Festival volunteer team as long as all are in existence. The Festival will have established itself not only as one of the most important mountain culture events in the UK, it will also have gained the reputation of being a stage for environmental awareness, education and engagement.

The Junior Award is expected to gain momentum and wider support with the vision to make this a national award. It is hoped that this project will ensure longevity due to the nature of its purpose. Enhanced visibility of the Awards and mountain heritage will exist within the West Highland Museum. The films & productions made will be in existence and can be shown for many years to come. The Junior Award will be promoted and treated as the Adult Award has been which is now in its 7th year (in 2014). No substantial or additional maintenance or management will be required other than updating of information.

Engaged local community with citizen science on different levels, creating stronger links with community and environment and better understanding of conservation issues and governmental biodiversity strategies.

Augmented data and knowledge on habitats and species meaning that conservation organisations are better informed and therefore more equipped to manage vulnerable habitats in the area.

Landscape Champions will continue to act as role models to their clients and the next generation of guides, as well as remaining ambassadors for the local area and its conservation.

RISKS AND RISK MITIGATION

Risks for this type of project are low. Risks would be perceived as lack of funding or lack of support from project partners. Neither of these areas is seen to be high risk at this point in time. The Mountain Festival has a track record of securing funds sufficient to act as match funders for this project.

BACKGROUND:

The Highland Mountain Culture Association is a Company Limited by Guarantee and not having a Share Capital. Relevant documents would consist of the Memorandum of Association and the Articles of Association. The HMCA was incorporated in October 2004 - <http://www.companiesintheuk.co.uk/ltd/the-highland-mountain-culture-association>

The Fort William Mountain Festival was created in 2004 and is the home of The Scottish Award for Excellence in Mountain Culture (*the Award*) which was initiated in 2008. The Award and The Mountain Festival are both projects of The Highland Mountain Culture Association Limited (*HMCA*).

The Highland Mountain Culture Association Limited, is a not for profit organisation, which aims to promote the understanding and appreciation of the world's mountain places and people, by creating opportunities for people of all ages to share their mountain experiences, ideas and visions. To showcase these ideals, it stages annually a programme of events within the Lochaber area, called The Fort William Mountain Festival.

The board of the Highland Mountain Culture Association Limited understands the importance of the landscape that surrounds Fort William; Ben Nevis and Glen Nevis in particular. The landscape gives us employment and resources for business. It gives us endless scope for participation in active lifestyles, for challenge and adventure, all in a natural environment. It also gives us inspiration for art, creativity, self expression and self discovery. Through the Fort William Mountain Festival we aim to help the local population understand this and to gain a greater sense of value of the landscape.

We showcase the heritage and modern culture that has grown around Ben Nevis and compare these with other mountainous places around the world. We help to create films that showcase our heritage and culture and take these to audiences around the world. These films act as enduring records of the mountain culture we value so highly.

The Fort William Mountain Festival helped to deliver projects such as the Jimmy Marshall / Robin Smith project we put together in 2010. This involved two leading modern day climbers making ascents of all the climbs that Smith and Marshall did in 1960. The climbs were filmed, short edits were sent down the mountain during the

week to go online and the whole week was described in a presentation at the Fort William Mountain Festival to a full house of 400 people. The footage was then put together in a film that won several awards – The Pinnacle (<http://hotaches.com/climbing-films/the-pinnacle/>)

A similar project took place in 2013 with Andy Cave. This resulted in a similar week of climbing with edits going online as they were climbing, a presentation at the festival and a film called Distilled (<http://hotaches.com/climbing-films/distilled/>) with the strap line “Scotland in winter is an arena where mountaineers pit their skills against exacting climbs, often in ferocious conditions, and is respected by climbers around the world. Distilled examines what makes the climbing here so potent”.

The film competition within the Mountain Festival encourages film makers, especially young film makers, to create their own work and learn from other film makers both professional and amateur. The results of this competition have been to showcase some beautiful films such as “Ben” by Kate Owen (<http://vimeo.com/25178734>), “Meall a' Bhuiridh” by Misha Somerville (<http://vimeo.com/47661117>) and “When” by James Dunn (www.youtube.com/watch?v=mjeKwAFq-Lw).

RICHARD ELSE STATEMENT OF SUPPORT

The Fort William Mountain Festival is hugely important and has rapidly established itself as one of the UK's premier events. It's not simply an opportunity for filmmakers and outdoor enthusiasts to gather and celebrate our wild places, but it serves a valuable function in raising awareness of the fragility and importance of our mountain environments. I'm lucky enough to travel extensively, both to visit and work in some of the world's most precious places and also to participate at film festivals in Europe and North America. With that in mind, I can say that the Fort William Mountain Festival takes its place with the very best available elsewhere and provides a rare opportunity to link adventure and environment together and show their interdependency.

Richard Else, Triple Echo
Filmmaker, author &
photographer.

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BIODIVERSITY

A feasibility survey as part of a project to relocate fresh water pearl mussels into the river Nevis has revealed that the area of viable habitat has decreased drastically since the first survey carried out, meaning the project can no longer go ahead. This highlights the severity of the effects of climate change on habitat quality in the Nevis area. In order to understand and inform management strategies there is a real need to implement survey actions. An ongoing survey of aquaculture (led by Lochaber Fisheries Trust) initially focussing on salmon redds could be used as an early indicator of climate change and may also improve understanding of particularly at risk species. An important area for Salmon spawning in the river Nevis is just outside the visitor centre and the area is vulnerable to disturbance. Citizen Science activities will focus on sampling, the salmon life cycle, food-webs and electrofishing will provide information about fish populations and the potential impact of other water users.

The water vole is in SNH's Species Action Framework. In Highland Scotland they tend to be found in scattered meta populations. There is a population in upper Glen Nevis. To help with the ecology of the species we plan to collate existing data and seek specialist advice as to the possibility of extending the population downstream of Steall and also linking up with a known population in Kinlochleven.

Proactive work to improve the water voles environment will include controlling the mink population in lower Glen Nevis. In addition to protecting and improving water vole habitat, this project will encourage the local community and visitors to learn about and engage in wildlife conservation. Using citizen science to involve and engage the public may also help to illustrate the need to manage mink in the area which may reduce conflict regarding management while protecting an at risk Scottish species.

There is a small population of Red Squirrel in the Glen. Survey and monitoring work, involving volunteers will provide more detailed information regarding the location and size of populations. This project will increase public awareness of the issues facing Red Squirrel, through events utilising the appeal of one of Scotland's Big 5 species to engage new audiences in the appreciation and conservation of natural heritage. To this end, project outputs will focus on generating

experiences/media/materials which inform and inspire.

Ben/Glen Nevis is home to some rare butterfly, such as the Chequered Skipper. A wide range of survey and monitoring activities will record data for key Lepidoptera species in the area. Besides providing opportunities to train volunteers in more technical survey methods, the public will be encouraged to participate informally through postcard surveys and an interactive website.

Information and interpretation material will be produced bringing an involvement in citizen science to a wider audience.

TECHNICAL SPECIFICATIONS

N/A

ADDITIONAL INFORMATION

This application is one of many which The Highland Mountain Culture Association wish to link with the Nevis Landscape Partnership and further discussions with the NLP or its partners are welcomed by the HMCA and the FW Mountain Festival Team.



The Nevis Partnership, An Drochaid, Claggan Road, Fort William, PH33 6PH
The Nevis Partnership is a Charity registered in Scotland, No SCO33418