

LIVE Operation C81315

FINAL PROGRESS REPORT

The Progress Report is made up of 12 sections:

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Lead Beneficiary Name:	University College Cork
Case Name:	Llŷn Iveragh Ecomuseums (LIVE)
Case ID:	C81315
Claim Period:	Final: December 2022 – September 2023

A Progress Report must be supplied with every claim form submitted. Failure to submit this information will prevent you from submitting your claim, and lead to grant payments being delayed.



1. Progress update:

Please provide a narrative update of progress and achievements in this period.

Work Package 1 – Operation Management:

In the final year, the focus of WP1 continued to be on the outputs of the project, maintaining structures that facilitated full compliance with all contractual obligations, maintaining the management and operational structures and continuing to facilitate good communication between beneficiaries, with stakeholders, with the Project Development Officer (PDO), and with other key persons and groups.

Task 1.1 Develop and Implement a Project Management Structure (Responsible Partner: UCC):

Project management continued during the final year with the team of Knowledge Gatherers finishing their contracts, the closure period beginning, and the financial reprofile being submitted. Good communication was maintained, and regular meetings were held with the PDO. Monthly meetings of the Executive Management Group continued unless it was deemed by a quorum that no meeting was necessary. Minutes were kept and will be retained in the project archive. Developing a Document Management Plan was particularly important during this period.

Task 1.2 Develop and Implement an Operation Risk Management Plan (Responsible Partner: UCC)

The risk management plan has been updated and will be submitted with the claim.

Task 1.3 Financial and Administrative Management (Responsible Partner: UCC):

The financial reprofile was submitted and approved in this period. Processes were put in place for project closure. Each beneficiary has decided to retain their own project records and UCC, as lead partner, will continue to be the main point of contact, to hold the project archive, and to be the responsible party for the Operation. Each beneficiary is aware of their obligations to notify UCC should the local point of contact change and of their document retention obligations.

Task 1.4 Organise project meetings, facilitate information exchange visits and internal communications (Responsible Partner: UCC):

Online project meetings have ensured smooth progress of the operation and communication within the consortium. Secure online file sharing platforms are being utilised to ensure maximum collaboration and transparency within the consortium. UCC supports the use of Teams and Sharepoint for online collaboration.

Management meetings of the Executive Management Group (EMG) took place monthly. Minutes were circulated and sent to the PDO. A review meeting also took place between the PDO and the Project Manager (PM).

Other regular meetings include those between the main operation delivery staff (PM, Local Coordinators, Digital Community Officer, Marketing Officer, Engagement Ranger); meetings with the entire group of Knowledge Gatherers open to any project participants.

Regular meetings take place between the PM, the Senior Responsible Officer and Dr Fidelma Butler, who assists with management within UCC and leads WP2.

Two cross-border learning exchange visits took place in May and August, respectively. A team from Llŷn visited Iveragh for stakeholder knowledge exchange and to participate in the Closing Event in Waterville. The Dr Fidelma Butler, Orla Breslin, and Lucy Taylor visited Llŷn to attend the Eistedfodd, visit various Ecoamgueddfa sites and to meet with the team there in August.

A brief report of these visits and the shared learning that took place is contained in the final project newsletter.

Task 1.5 Perform a summative Evaluation and oversee the contract with the external evaluator

(Responsible Partner: UCC:

The inception report from the external evaluators (Wavehill) has been submitted. Internally, progress against output and result indicators is being measured alongside the overall impact and achievements of the project.

Work Package 2 – Knowledge Gathering:

All knowledge gathering tasks were completed during the project delivery phase. The team of knowledge gatherers worked closely with community members, project partners and, where relevant, national and expert organisations. They researched their topics using a range of information sources including academic research, local knowledge, new information, archives and databases. They led numerous events for local community members and stakeholders to ensure a high level of knowledge exchange. These events were tailored for local business needs. The knowledge gatherers also fed information into other work packages to develop a wide range of outputs for various audiences. They were, in many cases, also involved in developing these resources and outputs. As envisaged from the start, the activities in this WP underpinned all other activities across the Operation. The outputs are visible online and across both peninsulas in printed resources. See later WP reports for details of these outputs.

The Knowledge Gathering team provided significant input into knowledge exchange events in the final period. They lead some of the ambassador events, including indoor lectures highlighting how to engage special interest groups such as birdwatchers to visit the peninsula. They also lead outdoor 'walk and talk' events to highlight some of the activities that could attract off-season visitors and help to engage people with the local heritage. These events were advertised in the monthly newsletter, on social media, and on the Eventbrite platform and attracted an average audience of about 15 community members.

Datasets:

As well as this WP feeding into outputs for the project, there are online datasets that are accessible on the National Biodiversity Data Centre: <https://maps.biodiversityireland.ie/Dataset/344>, which contains all wildlife sightings from the project team and citizen science efforts for 2021, including chough sightings data and common lizard citizen science records. Additional datasets have been submitted for subsequent years but have not yet been processed by the National Biodiversity Data Centre. Whale and dolphin sightings datasets are available at <https://zenodo.org/record/7509398>. Anonymised survey and report data related to some of the community research that was carried out are available at <https://zenodo.org/record/4737278>. All of these datasets will remain publicly accessible on these open access repositories into the future.

Publications:

In addition, there are numerous publications that are still in review and that we expect will be published in the months following the end of the project. All of these acknowledge the project and the programme funding and will be published in theme-specific journals. The expected papers will focus on:

- The work done on common lizards on Iveragh (which is also included in a Master's thesis that will be available online once it is finalised, probably early 2024)
- The work done on monitoring the seasons, which includes citizen science data and the very successful collaboration with the national weather service
- A study of winter feeding sites of the rare red-billed chough
- The survey of the intertidal submerged woodland site at Bunaneer, Castlecove, which was one of the pieces of work that came directly from community interest.

- A study of the plankton communities in the waters around Iveragh (this is also being included in a Master's thesis, which will be completed in 2024). The continuing research is reliant on collaborations with a local aquaculture facility and the meteorological observatory in Cahersiveen.

Links to these publications will be added to the website once they are finalised.

Further work and collaborations:

Options are still being explored to expand the work done on Maude Delap and to find ways to continue to better preserve and communicate her legacy and archive material. These conversations are being held with personnel from University College Cork, from the various archives in the UK and Ireland, with the Valentia Island Heritage Centre and with the Delap family. Likewise, discussions are underway to continue the community and archaeology work done at the ancient submerged woodland site. Archaeologists from University College Cork, Bangor University, and the University of Wales St David's are investigating opportunities within the Agile Cymru funding scheme.

A survey of farmland biodiversity and the work done on the behaviour of the red-billed chough have been integrated into ongoing work in Kerry to enable farmers to access payments for supporting biodiversity on their farms and to encourage the traditional farming methods used locally to be celebrated as a local attraction. Likewise, the work done on meadow making in both regions is continuing and being expanded, largely due to the knowledge sharing activities that took place during the project. As part of these tasks, various community groups including the Cahersiveen Tidy Towns, Ballinskelligs Environmental Action Group and the Green Glens group were all supported in developing new initiatives to engage residents and visitors with their locality.

Work Package 3 – Community Engagement (Cyngor Gwynedd):

Our final year of the project, post-covid lockdown, we were able to organise more cross-border visits and activities to cement long-lasting collaboration between our cohort of ecomuseum ambassadors and citizen scientists. As well as collaborating to create and trial our overlapping outputs, we were able to actively visit and engage with and within both communities, strengthening the bond between our two coastal communities.

TASK 3.1: Initiate a cooperative network consisting of Welsh and Irish community organisations, academic departments, and local governments:

The outcome of this task links directly to one of our output indicators – the establishment of a cross-border network promoting cultural or heritage assets. Evidence to support our achievement of this indicator will be submitted separately in the form of a list of people who have agreed to share their contact details with each other and to continue to seek opportunities to collaborate.

We have continued to engage with the dark skies as a tourist attraction by hosting a second Skellig Coast Dark Sky Festival in collaboration with the Comhchoiste Uíbh Ráthaigh, Skellig Six18 Distillery and Visitor Centre, and various other local businesses in March 2023. We worked closely with local groups and organisations to create a range of events and activities within this festival to raise interest in natural and cultural heritage locally, but also to promote off season and shoulder sustainable tourism to a wider audience. We also hosted two dark skies events on Llŷn in collaboration with Eryri Dark Skies, including practical stargazing, presentations about light pollution as well as the announcement of Ynys Enlli as having International Dark Skies Status from one of our Ecomuseum sites on national news.

We ran numerous community events on both peninsulas, including our ambassador programmes. With a focus on the practical, we held micro-experience events, bringing our stakeholders on half day events and activities showcasing how our digital and print outputs can be used to promote shoulder and off-season tourism potential. These events attracted regular attendees who have become a network in themselves (task 3.2).

The Ecoamgueddfa network continued to strengthen, with 32 meetings in this period between the Welsh ecomuseum partners and a similar number between various groupings of Irish stakeholders and community members. These were augmented by meetings that connected cross border partners as part of WP1 and also by knowledge exchange visits in both directions.

The closing conference cemented this network in many ways as it was the final knowledge exchange event to Iveragh and was attended by community members and business representatives from both regions. Local authority reps, politicians, and local media were also present. This event and the visit that happened around it gave the various stakeholders a chance to meet each other in person, appreciate the work that had happened, and strengthen their connections to one another.

Task 3.2: Build a community-based cohort of Ecomuseum ambassadors and citizen scientists on both peninsulas:

After launching the '*Cynefin a Chymuned*'/Ambassador Programme, working with WP5, we successfully ran a series of knowledge sharing and networking events focused on collaboration and co-marketing the natural and cultural heritage of Iveragh and showcasing the LIVE resources. We ran a total of 8 indoor and outdoor events in Ireland on themes such as off-season tourism promotion, dark sky tourism, coastal wildlife, active learning, and archaeology. These knowledge exchange sessions aimed to enable all participants to better appreciate and communicate their natural and cultural heritage to visitors.

Visits with school groups continued, with trips to Ecomuseum and National Trust sites studying topics such as trees, hibernating mammals, wildflowers, marine environments and more. We continue to promote citizen science through the work of the local groups, important days of note, the National Trust, and the National Biodiversity Data Centre in Ireland.

A second annual bioblitz took place in June, facilitated by the National Trust and LIVE partners. This event encouraged experts and novices to learn about and record as many plants and animals as possible at one of the ecomuseum sites. This event is at the junction between community engagement, citizen science, heritage tourism and knowledge gathering.

Task 3.3: Liaise with stakeholders to co-design and trial the visitor experience packages developed in task 4.5 linking the two areas demonstrating cross-border collaboration:

This task also links to our ambassador programme and to many of events listed in WP5 as it was during these community events that we presented, received feedback on, and trialled the resources and packages developed within the project. We learned, for example, that the most engaging themes and packages are those that link cultural heritage to the landscape and environment.

As an example of how our process of stakeholder engagement went, we can focus on birdwatching as a topic. In our initial surveys, we found that people were interested to learn more about birds. With expert input, we also realised that there is clear scope for birdwatching as a shoulder season activity but that this isn't promoted specifically to interest groups. Therefore, we carried out numerous surveys of birds alongside and within other work and while liaising with other groups and

community members, and were able to develop a full package around this. There is now a series of articles, a birdwatching digital itinerary, a video, and a beginners' guide available online: <https://www.discoveriveragh.ie/birdwatching>. We then incorporated this into an indoor workshop with local residents, many of whom are accommodation providers or tour guides, to highlight the potential of Iveragh as a birdwatching destination and we followed this with a winter birdwatching field trip. As a result, we were able to test and hone our outputs online and ensure that what we have on offer is useful for our audience and responds to knowledge gaps in the community.

More generally, we had a community meeting to launch the Discover Iveragh website and discussed with attendees the type of content they might like to contribute in the future and how they see themselves using the website. Two project members, Orla Breslin and Lucy Taylor will continue to maintain the website voluntarily and will continue to liaise with local stakeholders to update and refresh the content.

We continue with the educational strand of the project by developing a suite of digital outputs that are being showcased locally. In Ireland we created a new animation on Ireland's first female marine scientist, Maude Delap, and continue to work closely with other academic departments, museums, and other organisations to promote Maude's work. In Wales we created a digital 3D archaeology resource under the supervision of Dr Kate Waddington and her team in Bangor University, bringing to life some of the artefacts found in the Meillionydd site on the Llŷn Peninsula. We continued to develop the suite of digital trails in consultation with local people. These received very positive feedback from local communities.

Working with Literature Wales and the Young People's Laureate for Wales a project with 3 schools looking at nature, creative writing and art. The outcomes included 3 pieces of work which were displayed at the Glyn y Weddw art gallery, as well as being on display for a week at the Eisteddfod. The project also gained attention on Radio Wales with Casi Wyn (Poet Laureate) discussing the work and recording a song based on one of the poems (WP6).

We worked closely with the Wales Coast Path and community groups to create digital guides, a series of video blogs, and to support the celebration of 10 years of this wonderful amenity. These, along with various other resources, were launched at the Eistedfodd. The Big 5 maps and resources packs were co-created with local schoolchildren and artists and this process was outlined to a very interested audience at our LIVE Closing Conference in May in an engaging presentation by Robert Parkinson, who noted that this process of co-creation and engagement was the way things were done in LIVE and will be his ideal way of doing things in the future.

Task 3.4: Dovetail activities with other local / national marketing campaigns / initiatives:

We continued to collaborate with key organisations such as Kerry Social Farming, Ballinskelligs Local Environmental Action Group (BEAG) and local community groups. The Skellig Coast Dark Sky Festival was run as part of the all-Ireland National Astronomy Week.

We continued to liaise regularly with Fáilte Ireland, Discover Wales, Eryri National Park, and a range of other regional and national bodies to ensure that we aligned with their objectives as much as possible and to maintain open two-way communication channels.

We participated in the 'Discover Derrynane' weekend, which is part of a national series run by the Office of Public Works at their historic properties.

Team members represented and spoke about LIVE at launch of the 'Fields of Darkness' - a creative documentary showcasing the people and landscape of the Kerry International Dark Sky Reserve, one of the only inhabited dark sky reserves in the world, part of the Dublin International Film Festival.

Details of the international marketing trade shows that we attended are in WP6. These were major dissemination events.

Work Package 4 – Digital and Non-Digital Resources (SKDP):

Task 4.1 – Develop a series of multi-platform digital resources (audio, video, animation), location-enabled, self-guided walk guides focussing on the natural capital of the Llŷn and Iveragh peninsulas:

The Welsh Coast Explorer app now includes the LIVE elements that we have been working on. The 'Wildlife safari' section is live on the app which includes a 'Changing landscapes' element as well as Big 5 sections which are also included on the app.

During the past 12 months the process behind the 'Big 5' project has been shared with Pembrokeshire National Park and Wales Marine SAC group. As a result, a number of new Big 5 outputs have appeared on this app, created in South Wales.

We have 2 websites – Discover Iveragh and Ecoamgueddfa where residents and visitors can access the digital and multi-platform resources that we have created. There are too many to list, but here are some examples:

- The Tre'r Ceiri hill fort virtual tour: <https://www.ecoamgueddfa.org/taith-rithiol-tre-r-ceiri?lang=en>. This is also available in a physical installation in the Porth y Swnt centre in Aberdaron, one of the ecomuseum sites.
- Video and digital guides to the Wales Coast Path: <https://www.ecoamgueddfa.org/flogs-llwybr-arfordir?lang=en>. This collection of vlogs and digital maps was created in collaboration with the Wales Coast Path.
- Place-based packages: <https://www.discoveriveragh.ie/initiatives/cathair-saidhbhn>. This page shows an example of one of our packages of resources – the text brings in digital guides to local walking routes and interests that can be viewed in the Google maps app, there is a video highlighting the shoulder season activities in the area, and an itinerary that can be downloaded or viewed online.
- Animations: <https://www.discoveriveragh.ie/multimedia/animations>. The two animations available on this page link to two of the themes upon which we focussed in WP2: Maude Delap and the ancient geology of the region. They can be viewed as standalone resources or as part of the broader suite of resources on those themes.

Task 4.2 – Develop a series of digital resources to facilitate the citizen science activities of WP2:

As we move towards the end of the project, the majority of the citizen science initiatives that we facilitate as a project is reducing and we are working to encourage local communities to engage instead with wider national or regional initiatives. However, there are various resources online and in development that will help non-experts to engage with monitoring programmes. These includes guides to marine mammal, tree, lizard, and bird identification; videos to explain how to search for marine mammals from land; a guide to running a bioblitz.

The Welsh Coast Explorer App provides information and images of flora and fauna commonly found along the coast and allows users to record sighting and their location which is sent on to Cofnod. (The environmental record centre for North Wales).

Earlier in the project, when citizen science campaigns were still active within the project, we used apps such as the ArcGIS collector map function: <https://doc.arcgis.com/en/collector-classic/android/create-maps/create-and-share-a-collector-map.htm> and the survey platform

Survey123 to create specialised tools for citizen scientists to use. We then collated the data and submitted it to national databases (see WP2). These platforms have now been disabled for the public but the information to assist with identification and reporting to other databases is still available online. For example: <https://www.discoveriveragh.ie/iveraghs-lizards>.

Task 4.3 – Develop and publish a series of digital and ‘hard copy’ guides and educational material on the natural history of the Llŷn and Iweragh Peninsulas based on outputs from WP2:



Within this task, we have needed to assess and re-assess the demand for material and the availability of material. We did not want to diminish the market for any other local experts who have businesses that depend on selling books or sharing information. We also didn't want to replicate anything that has already been done.

However, there are school packs available in both regions on a range of topics. Some of these are available online and some have been distributed as hard copy to schools. The 'Big 5' project involved school children and local artists in developing wildlife trails for each of the ecomuseum sites. The brochures and maps that accompany these are available in many locations. The image shows a publicity rack in a National Trust Ecomuseum site with various 'Big 5' maps on display.

Task 4.4 – Write and publish two guide books, one each on the natural and cultural history of Llŷn and Iweragh peninsulas:

Three books have been published within the project:

- Ciplŷn – a guide to the Llŷn peninsula through the eyes of 14 women.
- Gair mewn Gwlan,- a guide to local place names
- Doodls Cymraeg – a book aimed at Welsh learners to help them understand the difference between words that sound similar through pictures.

The need for a guide book on the natural and cultural history of Iweragh was not clear as a number of books have recently been published by other local people and we did not want to compete with small operators or displace other local groups. Our focus instead was on gathering information onto the Discover Iweragh website, which does not compete with any other existing website.

Task 4.5 – Develop habitat/landscape specific experiential learning packages for a wide range of end users, locals and tourists, on Pen Llŷn and Iweragh:

Linked to task 4.3, the development of school-focussed educational resources is well underway. Elements of these will be adapted to other audiences such as family visitors.

Other resources being developed, such as digital guided walks, animations, videos, articles and audio, will be packaged in various ways and promoted to various audiences. An example of a suite of resources available for educators is <https://www.discoveriveragh.ie/educators>. An example of a more experiential resource would be the thematic trails, which link to various other resources <https://www.discoveriveragh.ie/themed-routes>. Details of how these were developed are outlined in WP 3.3.

Work Package 5 – Outreach and Dissemination (Bangor):

Task 5.1 – Oversee the implementation of the project communications plan:

Project communication plan created in 2020 and short and long term KPI's identified and monitored. Communication plan was updated in January 2021 and was monitored on a quarterly basis. A quarterly online content planner was created and updated. Dissemination took place across all digital platforms (also feeds into 6.3 and 6.4 WP6 and overall project communication plan). Online communication insights and impact (website and social media) was monitored monthly and reported at EMG Meetings.

Social Media and Website Stats

LIVE Website

- Total site sessions: 16,768
- Unique visits: 7,660
- Returning visits: 9,108 (which may be many)
- Session duration average: 6 minutes 22 seconds
- Most viewed pages: Iveragh walks, Pen Llŷn walks, BioBlitz, Blogs

Social Media Stats Snapshot of July 2023

(Facebook stats from the LIVE & Ecoamgueddfa Accounts)

- Reach: 12,200 (seen the posts)
- Engagement: 5,000 (click, comment, like, share)
- New Followers: 73
- Video views: 2,800 viewed for at least 1 minute. The videos developed in partnership with the Wales Coastal Path and uploaded 24/7/2023 were particularly successful. The number of people who have watched the videos to date, just via Facebook, is 21,554.

Engagement via other channels are as follows:

Instagram – Llŷn Iveragh Ecomuseums and Ecoamgueddfa, with a combined following of just over 1,000

YouTube – Llŷn Iveragh Ecomuseums

- Subscribers: 94
- Videos: 48
- Views: 8,526

YouTube – Ecoamgueddfa (this is a combination of videos from Ecoamgueddfa and Ecomuseum sites/partners)

- Subscribers: 17
- Videos: 25 in playlist
- Views: 29,502

Twitter (now X) – Llŷn Iveragh Ecomuseums and Ecoamgueddfa with a combined following of around 1,700

Task 5.2 – Develop marketing and branding for the project that will use lessons learned from the Llŷn Ecoamgueddfa and will also include the identity and specifications of the communities on Iveragh:

Brand development was procured in August 2020 and completed in December 2021. Cardigan Creative, a creative agency based in Llanbedrog on the Llŷn Peninsula were awarded the branding contract and have continued to design and develop outputs for LIVE throughout the duration of the project. A copy of the brand guidelines is stored in Teams and is accessible to all project partners. The guidelines were presented to the LIVE team and Ecoamgueddfa partners in December 2021 to ensure that all outputs comply with the LIVE branding and European Funding publicity requirements.

LIVE and Ecoamgueddfa website (phase 1) completed and published in January 2021. Long term website plan created.

LIVE website development continues in accordance with website plan.

Here are the pages added to the LIVE & Ecoamgueddfa website since last progress report

- Tre'r Ceir Virtual Tour
- Pen Llŷn Coastal Vlogs
- Ein Bro (Ecoamgueddfa)
- The Story of Meillionydd
- Pen Llŷn Walks – 3 new walking itineraries added
- Ecoamgueddfa – Our Story
- Blogs (6 new blogs)

Discover Iveragh

A sub brand of the LIVE project, Discover Iveragh was created in January 2023, and a new branded website www.discoveriveragh.ie was launched in May 2023.

The brand and website have a specific focus on the Iveragh Peninsula and will be the legacy of the LIVE project in the area.

The website contains information and resources on the natural heritage of the Iveragh peninsula including articles, digital walking guides, themed routes and itineraries, resources for children and educators, and a business toolkit with marketing materials and packages for local stakeholders to promote regenerative tourism on Iveragh. The website has been launched at events locally and promoted in local media (radio and newspaper). Flyers and brochures to promote the website and raise awareness have been distributed in all the towns and villages across the peninsula by project staff who also took the time to discuss the website with local businesses and tourism operators as they distributed these.

Procurement & development of branded dissemination outputs Jan 23 – September 23 (feeding into WP2, WP4 & WP6)

Printed outputs

All the following outputs carry the funding acknowledgement and/or logo.

- **Ecoamgueddfa leaflet** – Welsh & English – A3 folded leaflet - Contains information about the LIVE Project, Ecoamgueddfa sites, travel information, and illustrated map of the Llŷn Peninsula
- **Rhiw Archaeology Guide** – Bilingual A3 folded leaflet containing information about the archaeological sites surrounding Rhiw, and Illustrated map of sites
- **Welsh Learning Pocket Guides** – Cymraeg at the Eisteddfod. Pocket guide for Welsh Learners at the National Eisteddfod. Created in partnership with the National Eisteddfod.
- **Nant Gwrthryn, Aberdaron, Porthor, Nefyn Llŷn Wildlife Safari (Big 5)** – The Big 5 project continued, and the final guides were printed and distributed to Ecoamgueddfa sites and local businesses. 5 new interpretation panels have also been printed and installed on Ecoamgueddfa sites.
- **Ecoamgueddfa Guide to the Eisteddfod** – A3 printout containing information about local villages, events and map was printed and distributed in local newspaper Llanw Llŷn.
- **Ecoamgueddfa Tea Towel and Tote Bags** -Printed for promotional purposes for the National Eisteddfod

- **Ecoamgueddfa T-Shirts** – LIVE Branded t-shirts used at LIVE Events by LIVE staff and Ecoamgueddfa site employees and volunteers. Also distributed to influencers at the National Eisteddfod for promotional purposes.
- **Dwds Dysgwyr** – LIVE funding enabled the publishing of hardback book – Dwds Dysgwyr,
- **Gair Mewn Gwlan** – Published Book– paperback book which captures the integrational community led project of Gair Mewn Gwlan.
- **Ciplyn** – Published – Hardback book – a book that introduces the LIVE Project and Ecoamgueddfa to the nation and gives a snapshot into life in Pen Llŷn through the eyes of 14 women who live and work on the Llŷn Peninsula.
- **Nature Spotter Pack** – Printed booklet which enables users to identify flora and fauna surrounding Plas yn Rhiw and other Ecoamgueddfa sites.
- **Ecoamgueddfa Outputs folder** – A4 branded folder containing all LIVE outputs for Pen Llŷn created and distributed to local stakeholders and businesses.
- **Iveragh Wildlife Calendar** – A3 branded calendar with wildlife that can be seen across the seasons on the Iveragh Peninsula, distributed to educational facilities such as centres, schools, libraries, and to stakeholders working in educational settings.
- **Discover Iveragh website brochures and posters** - A3 trifold and A5 poster advertising the new Discover Iveragh brand and website, distributed across the peninsula.
- **LIVE event posters** – A selection of branded A4 posters to advertise upcoming events, such as stakeholder meetings, activities, citizen science activities and conferences.
- **Discover Iveragh Maps** – illustrative branded maps of the Iveragh peninsula in English and as Gaeilge.
- **Iveragh itineraries** – A4 itineraries highlighting the potential to stay longer in the off season in various locations across the peninsula. These have been printed in English and Irish.
- **Education packs** – printed activity sheets and educational resources that were distributed at events in 2023.
- **Know before you go** – an attractive poster highlighting the principles of regenerative tourism in an engaging way. Printed in Irish and English.
- **Guide to stargazing** – a double sided A5 flyer with information about the Kerry International Dark Sky Reserve and tips for stargazing.
- **Beginner's guide to birdwatching** – an attractive poster with tips on how to identify birds and to help amateur birdwatchers.
- **LIVE closing event posters** – these were distributed across the peninsula in advance of the Closing event in May
- **Skellig Coast Dark Sky Festival poster** – this was produced as an A3 poster and a trifold brochure to promote the festival in March 2023. They were distributed across the Iveragh peninsula.

Digital outputs

- **Pen Llŷn Coastal Vlogs** – 14 vlogs published. Created in partnership with the Wales Coastal Path and BBC presenter, Aled Hughes. Published in Welsh with English subtitles
- **Pen Llŷn Coastal Guides – North Coast | South Coast | Mariner's Trail** – Digital guides to the Llŷn Peninsula Coastal Path and Mariners Trail
- **Tre'r Ceiri Virtual Tour** – 360 virtual tour of the iron age hillfort, Tre'r Ceiri.
- **The Story of Meillionydd** – Guide to the archaeological site of Meillionydd, Pen Llŷn. Includes information about recent excavations and contains 3D models of object excavated from site.

- **Wales Coastal Explorer App** – Developed and published in partnership between Pembrokeshire Coastal Forum, The National Trust and Tinopols. The Gwynedd section of the app contains all 6 Big 5 Wildlife Safaris.
- **'Bws Rownd Pen Llŷn' promotional videos** – 2 5-minute Welsh language videos promoting the villages of Pen Llŷn – it promotes the Ecomuseum sites, local businesses, and includes historical facts about the peninsula.
- **Discover Iveragh** – new branded website, launched in May 2023 containing information on the Iveragh Peninsula – articles, digital walking guides, themed routes and itineraries, marketing tools, and resources for families and educators, and an asset bank of marketing materials for local businesses and stakeholders to download and use.
- **Discover Iveragh promotional videos** – a collection of branded videos, promoting the Iveragh peninsula, this includes location-based videos on local towns and villages, outdoor activities such as bird and whale watching, and shoulder season videos to promote Iveragh as a year long destination.
- **Discover Iveragh digital guides** – 12 digital walking trails and 10 themed routes showcasing the natural and cultural heritage of Iveragh. These were trialled on the LIVE website using proprietary platform, ESRI Storymaps, and were recreated, using Google Maps, with relevant points of interest relating to plants, wildlife, archaeology, local folklore, and stories of interest. [Google Maps offered free limited maps and is editable post-LIVE, making the decision to change, more community-based]
- **Animated video about Maude Delap** – this is a beautiful animation to highlight the life and legacy of local figure, Maude Delap. It is available online and has been distributed to relevant local attractions, including the Valentia Island Heritage Centre and the Valentia Lighthouse who will have it playing on their screens.
- **Business toolkit** – a selection of photographs, infographics, information sheets, and other resources available online for anyone to download. The intention is for local businesses to use these resources in their guest packs, for their information, or to enhance their tourism offering. They can also use them to create marketing campaigns for the peninsula.
- **Final LIVE Newsletter**
- **Monthly events emails**

Task 5.3 – *Cynefin a Chymuned* – 'Reacquainting yourself with your own backyard' (community-based local awareness programme):

A total of 66 local events which are all aimed to enhance knowledge of both areas were promoted on the LIVE website and social media channels during this reporting period.

Online talks on local culture and natural assets have been published on Discover Iveragh You Tube channel including

- Whale watching on the Iveragh peninsula
- How Iveragh came to be
- Maude Delap – Ireland's first female marine biologist
- Discover Waterville and Caherdaniel
- Discover Valentia and Skellig Ring
- Top 10 reasons to get outdoors on Iveragh in Autumn
- Discover Sneem
- Landscapes of Iveragh
- Birdwatching on Iveragh

The Cynefin and Cymuned programme was aligned with the local ambassador scheme on both peninsulas. Several training events and meetings were held on a range of topics from dark skies, archaeology, Pen Llŷn and the sea, biodiversity to name just a few – feeds into WP3.2.

The Iveragh ambassador programme included the following events. In general, the team were extremely pleased with the reception and turn out. There was a combination of LIVE staff and external speakers leading events and a focus on promoting collaboration and local businesses. We combined indoor and outdoor events to ensure accessibility and to showcase the experience in action. The series included 9 separate events across 6 communities:

- November 2022: **Experiences for the off-season visitor: Coastal Wildlife** – Cahersiveen and Reenroe. This was an indoor event followed by a separate field trip. It focussed on the off-season potential for birdwatching and marine mammals around Iveragh.
- December 2022: **Historical figures, pioneers and places in promoting tourism destinations** – Cahersiveen. This workshop featured lectures on two historical women and a guest speaker to highlight the Kerry Architecture Festival.
- January 2023: **Experiences for the Curious Adventurer: Active Learning** – Cahersiveen. This indoor workshop featured local businesses discussing their educational packages and a reflection on the experience of promoting the peninsula at the CMT tradeshow in Stuttgart.
- February 2023: **Micro-experiences in action: a mini pilgrimage to St Crohan's Hermitage** – Castlecove. This outdoor event linked nature and heritage and was a celebration of Ireland's newest public holiday on St Brigid's Day.
- February 2023: **Experiences for the Stargazer: Kerry Dark Sky Reserve and Festival** – Cahersiveen. This indoor workshop featured 4 local businesses and a briefing on the upcoming Dark Sky Festival.
- March 2023: **Discover Iveragh's Geology** – Waterville and Valentia. This was an indoor workshop followed the next day by a field trip.
- April 2023: **Experiences for the Off-Season Visitor in Spring** - Ballinskelligs. This was a combined indoor & outdoor event.

Task 5.4 – Engagement with businesses:

To further upskill our local stakeholders – which included local businesses, along with promotion of our marketing materials, we organised several training events and meetings in Ireland and Wales, funnelled through our Ambassador Programmes, on a range of topics from dark skies, archaeology, biodiversity and more. With a focus on practical, we held micro-experience events, bringing our stakeholders on half day events and activities showcasing how our digital and print outputs can be used to promote shoulder and off-season tourism potential. – **Feeding into WP3**

LIVE Outputs Folder – A fully branded A4 folder containing all the printed outputs of the LIVE project in Pen Llŷn were printed and distributed to local businesses.

We arranged a best practice webinar for LIVE stakeholders and partners with speakers from Heritage Environment Scotland and the Skye Ecomuseum.

The digital toolkit for businesses on Iveragh has been very well received and reported as potentially one of the most useful outputs of the project for local businesses (<https://www.discoveriveragh.ie/toolkit>).

Task 5.5 – Participate and present in relevant international conferences on the linkages between natural/cultural heritage and sustainable tourism:

We attended two Tourism Trade shows in 2023; CMT Stuttgart, Germany and the British Tourism Show in Birmingham, UK. These public tourism shows have a footfall of thousands and we were able to showcase the work of the LIVE Project, promoting our cross-border collaboration and highlight these coastal communities in the shoulder and off seasons.

We collaborated with local business networks at CMT and shared our stand with the Skellig Coast Tourism Network and Valentia Island Development Company.

We participated and spoke at several conferences across Europe including

- Blue Connections: Exploring Society and the Ocean, Dingle
- Origins of Ireland's Biodiversity, Cork
- UK & Ireland Ecomuseums in Practice 2023, virtual
- Sustaining, Knowing and Living the Blue conference, NTNU, Norway
- Ireland Wales Programme Closing Event, Dublin
- CUPHAT Coastal Uplands: Heritage and Tourism, Wexford

The LIVE project stall at the National Eisteddfod in Boduan, Pen Llŷn in August was a huge success. The LIVE project held 16 events attended by 945 people. Over 150,000 people attended the 8-day festival offering a fantastic opportunity to showcase the achievements of the LIVE project on our doorstep.

Task 5.6 Conduct a series of digital enabling workshops in Llŷn and Iveragh

A total of 12 one to one digital workshops were held at the maritime museum in Nefyn during the reporting period.

Each Ecoamgueddfa site in Wales have received an iPad and one to one training on how to use for promotional use or to streamline their workflow.

Co-branding/ good practice exchange workshops with local tourism businesses in both areas we held – these were aligned with the ambassador scheme/cynefin a chymuned. We arranged a best practice webinar for LIVE stakeholders and partners with speakers from Heritage Environment Scotland and the Skye Ecomuseum.

In addition to showcasing our digital outputs throughout the Ambassador Programme, in September 2023 we held two in person workshops with local stakeholders directly enabling our stakeholders in the use of the new Discover Iveragh website and accompanying asset bank. We showcased the website in a practical walkthrough and discussed how local businesses can use the website, and the asset bank to promote Iveragh collectively and individually, tailoring the marketing packages to suit their own needs.

We offered 2 events to introduce local stakeholders to the Discover Iveragh website, the resources and toolkit it contains, and the potential to incorporate its assets into marketing campaigns or to boost other local websites.

Work Package 6 – Marketing (Kerry County Council):

Task 6.1 – Identify and engage key visitor attractions in Iveragh to participate in the LIVE ecomuseum operation:

The project now maintains a strong relationship with a number of visitor attractions, community groups, business alliances, and individual community members. The include newly established attractions, small-scale businesses and larger attractions including the Skellig Six18 and Portmagee Whiskey distillery tours, The Valentia Cable Station and Lighthouse, Derrynane House and Gardens,

the Skellig Coast Tourism Network, Waterville Marketing and Enterprise Network, Tidy Towns Groups, McGill's Brewery, Skellig Sauna, Aquaterra tours, other boat tour operators, Sea Synergy Marine Awareness Centre and many more. Individual tour guides have expressed particular enthusiasm for the project as it can be difficult for them to create and find content. These include Quiet Adventures Ireland and A Sense of Place Historical Walking Tours.

Task 6.2 and 6.3 – Develop and implement a framework for the co-marketing and promotion of regions using the ecomuseum model in order to increase tourism in off-peak season:

This task is evidenced in the existence of the co-branded websites, www.ecoamgueddfa.org and www.discoveriveragh.ie, which showcase resources for each region specifically and link them to one another. We have implemented the ecomuseum model here, which is to celebrate a sense of place and local identity rather than promoting one business over another. The focus throughout is on the off-season. This is shown through the images selected and the themes highlighted. These websites will continue to develop through a combination of further funding and voluntary contributions. Various community members have already volunteered to create more content.

Task 6.4 – Develop the use of cross border hash tag #LIVE to encourage co-promotion and collaboration and drive digital content:

The use of hashtags #PenLlyn; #Discoveriveragh; #SkelligCoast; and #Ecoamgueddfa has continued. Early on, our research showed that there was no cross-border hashtag that resonated or that would really link the two places. The hashtag #LIVE is too generic.

Task 6.5 – Share good practice with other communities in Ireland who want to promote their locality:

Task 5.5 outlined some of the events at which we have presented. Many of these are events where other community groups were also present. Other community groups in Ireland have also attended our events, such as the LIVE Closing Conference. One that we hope to continue to link with in the future is the Maharees Conservation Group, based on the Dingle peninsula in Kerry. They have expressed a strong interest in using our resources and linking more closely. They were established to manage visitors to the delicate Maharee region more sustainably and to regenerate their dune systems. They are closely linked to Munster Technological University (the only university in Kerry), who also run Master's courses on regenerative tourism and are very interested in our model. They are part of our long-term network (task 3.1)

Work Package 7 – Addressing the Cross-Cutting Themes Through Adopting a Well-being of Future Generations Approach:

The LIVE operation is predicated upon the Well-being of Future Generations Framework, which underpins each workpackage. This commitment is publicly available on our website [SUSTAINABILITY | LIVE Ecomuseums \(ecomuseumlive.eu\)](http://SUSTAINABILITY.LIVEEcomuseums(ecomuseumlive.eu))

Task 7.1 – During the mobilisation Phase, agree the CCT indicators to be achieved by LIVE:

The LIVE Business Plan has two programme level CCT indicators:

- Monitor equality and diversity in recruitment
- Monitor equality and diversity in ownership of businesses and organisations interacting with LIVE

Recruitment was conducted by UCC, the lead partner following their [Equality in Recruitment policy](#). Of the 12 staff working full time on the project, 9 were female. The Executive Management Group also comprised 12 people, 7 of whom were female. While the audience for LIVE events fluctuates depending on the theme, there is consistently 50% or more female attendees both in person and online for events. At all project events, we strive to have a mix of genders represented as speakers

and experts. Our social media channels and publicity also depicts various ages and genders. We do not capture data relating to sexual orientation, ethnicity, linguistic background, or other diversity data as this is highly sensitive. However, recruitment has been fair and equal and we select speakers at events based on their expertise and very often from the local community so we hope that a range of communities are represented and being seen.

As LIVE in Wales is engaging with not for profit or community organisations, there are no 'owners' as such. In Ireland, many of the businesses are small We are however encouraging them to monitor equality and diversity amongst their staff/volunteers and, if they are not yet gathering this data providing them with a template for data collection. The availability of such data will be of value to them in proposals for funding their activities. These regions are not as culturally diverse as other areas of Ireland and the UK. However, to highlight some examples of inclusion, there are groups of Afghani refugees in Cahersiveen and of Ukranian refugees across the Iveragh peninsula. We have accommodated and encouraged them to attend events through our networks, which include volunteers that help to integrate these families into the locality. We have even provided Ukranian translation at events.

All our events are free to attend and we schedule vary the times to accommodate parents, employees, and the unemployed. Indoor events are in wheelchair accessible venues, often community centres and libraries that senior citizens and migrants are familiar with.

Project-specific activities

A Cross cutting theme delivery plan was developed highlighting themes under Equal opportunities and gender mainstreaming, 'sustainable development' (i.e. the environment'), tackling poverty and social inclusion and 'general' CCT activities (see section 4).

Task 7.2 – Create a Well-being of Future Generations Act/Cross-cutting Themes Handbook for the Operation:

A LIVE-specific 'well-being of future generations' folder was created in the shared TEAMS with links to the relevant legislation referred to in the Special Condition of Grant 24. CCTs are included clearly in the project handbook and information is available for all project staff to refer to in relation to implementing the WFGA in their work.

Task 7.3 – Develop a LIVE-specific tool-kit to facilitate the embedding of CCTs into the work-packages and demonstrate how all proposed activities during the life of the operation will contribute to the well-being goals, five ways of working and the UN SDGs:

A LIVE-specific spreadsheet was created a) to facilitate the embedding of CCTs into the work-packages (task 7.4) and b) demonstrate how all proposed activities during the life of the operation will contribute to the well-being goals, five ways of working, the Welsh well-being goals and the UN SDGs. Adapting this was an on-going activity throughout the life of the operation.

Task 7.4 – During the lead-in six months, ensure that the executive team and work package leaders are fully engaged with the sustainable development principle, the five ways of working and the seven goals as described in the WFGA and have applied them to each work package:

This task was completed by the provision of workshops and the inclusion of a standing item on the agenda of the executive management group that focussed on CCTs.

Task 7.5 – Introduce the concept of Sustainability in terms of the Well-being of Future Generations at the opening meeting of the General Assembly and provide space for participants to contribute towards

the dialogue on how the Operation's activities will contribute to the long-term vision of the well-being of future generations at the two locations (and beyond):

The General Assembly, as described in the Business Plan, did not meet. However, the LIVE 'way of working' was included in almost all external presentations. The closing conference focussed on the CCTs extensively, and therefore our communities and stakeholders were aware of this ethos.

Task 7.6 – Develop a template for Case Studies which reflect the Operation's commitment and contribution to the WFGA and use this to disseminate (links to WP5):

An example of a case study can be seen here: <https://www.ecomuseumlive.eu/ecoamgueddfa-our-story>.

This Workpackage was the vehicle for delivery of the CCTs (section 3) and the Final Evaluation concluded that "the operation has provided a positive contribution to several goals for The Wellbeing of Future Generations (Wales) 2015".

2. Delivery profile variance:

Please provide an explanation for any variations from the agreed profile to expenditure, income and indicators in this period.

Lucy will complete once estimated claim figures are submitted.

3. Cross-cutting themes:

Please provide details of the progress made against the Cross-Cutting Themes including activity/indicators.

LIVE workpackage 7 is dedicated to embedding sustainability and the well-being of future generations across the LIVE functions (See WP7 report in section 1).

In previous reports we outlined how we are addressing the three overarching cross cutting themes. Our CCT spreadsheet lists the objectives discussed at operation level, captures the current situation in each partner organisation and a space for plans to be shared and monitored. This has continued.

Target: Promoting the Welsh and Irish languages by producing as much content in Welsh and Irish as possible and working with and through Welsh and Irish wherever possible.

Strategy:

Welsh is the default language of the LIVE operation in Wales. All materials are available in Welsh and English. All activities are either in Welsh or bi-lingual and a system is in place to ensure that sufficient time is available for materials either in Welsh or English to be sent to the translators in a timely fashion.

In Ireland there is not the same level of fluency in our native language within the team. However, the LIVE team make a conscious effort to work with organisations on the Iveragh Peninsula who promote the use of the Irish language and Irish language elements are included in all activities, where possible.

Current status: ongoing

- All publicly available materials are available in Welsh and English, where they are relevant to Wales. A selection of key resources are also available in Irish.
- A translation service was procured early in the project cycle.
- The lead contacts in all Welsh organisations and many other members of staff based in Wales are fully bi-lingual.

- Our website is tri-lingual, including Irish-language content.
- Social media posts are regularly released in Welsh and Irish.

Target: Positive action supporting inclusiveness (A more equal Wales and Ireland)

NB: We adhere to open, fair, and equal recruitment practices (as per the Programme Level Indicator)

Strategy:

Our Well-being code, developed early in the project reminds us that we must treat each other fairly, equally and equitably regardless of age, disability, gender reassignment, marriage/ civil partnership status, pregnancy/ maternity/ family status, race (including ethnic origin, colour, nationality and national origin), religion, belief, sex (gender) or sexual orientation.

Involvement is one of the five ways of working and to this end we ensure that our events and products are widely accessible, that there is flexibility in communication, gender neutral comms, wide representation in photographs, etc. We also ensure that toilet facilities are available wherever possible and try to run events at different times to accommodate those who work, those with family commitments, and other restrictions on people's time. Continuing to hold events online from time to time, even after the end of Covid related restrictions has allowed us to reach people who would be unable to attend certain events in person. Likewise, having varied meetings in outdoor and indoor settings enables us to engage with people of varying ability levels, interests, health concerns etc.

Current status - ongoing:

- The criteria for membership as a core partner in the Ecoamgueddfa included provision of accessible facilities (disabled toilets, baby changing rooms etc.)
- To help the LIVE team consider 'inclusion' when organising events, a copy of a Bangor University guide to environmental fieldwork was circulated.
- We note whether events are suitable for people with wheelchairs – some walks specifically organised to accommodate wheelchairs and advertised as such – e.g. some of the less strenuous archaeological walks are marketed as such.
- The branding and website have taken accessibility into consideration with regard to colour and font size. We ensure that all images have alternative text attached to them. The colour scheme of our website has adequate contrast and tools on the browser enable people to adjust the font size if required.

'Sustainability'

Target: Develop an Eco-code

Strategy:

LIVE environmental standards are subject to our institutions' commitments. It should be noted that UCC is recognised within Ireland and globally for its achievements in sustainability. Bangor University also has a reputation as leaders in sustainability.

Our Eco-Code addresses resource use, transport, procurement and water use.

Status: achieved

It should be noted that one of our main achievements is our use of Virtual meetings - a by-product of Covid and the lock downs. Whilst the easing of travel restrictions and increase in face-to-face meetings and cross-border interaction are welcomed we note that the follow-up relationships are far easier to maintain due to the way people have, through necessity, embraced technology.

Future Plans: All partners have reflected on the benefits of adopting the Well-being of Future Generations Act Framework, (the five ways of working, in particular) on their workpackages. Post-funding the partners will continue to promote this as the 'way we do things' based on the LIVE operation experience - in a meaningful, relevant way in subtle rather than 'preachy' ways and continue to ensure this message is always incorporated into introductions to meetings etc. in any future activities

Ways of evidencing continuing collaboration/integration/involvement were trialled in collaboration with stakeholders as part of WP 7 and will continue to be pursued by the Welsh partners in the next phase of Ecoamgueddfa activities.

Evaluation of LIVE's contribution to the CCTs is captured in the Final Evaluation report as follows:

LIVE has undertaken a range of activities to ensure compliance with the Sustainable Development CCT including developing an Eco-code and completing a sustainability/well-being review which has led to improvements being documented.

- Delivery of the operation has contributed towards efforts to tackle poverty and social exclusion, in particular by ensuring reach of community engagement activities to disadvantaged or under-represented groups.
- The operation has taken forward a range of actions to ensure compliance with the equal opportunities and gender mainstreaming strategic aims, overseen by an Equal Opportunities and Gender Mainstreaming Champion.
- **Combined, the operation has provided a positive contribution to several goals for The Wellbeing of Future Generations (Wales) 2015.**

4. Monitoring & evaluation:

Please provide details of progress and any issues relating to collection of monitoring data and planned evaluation activities (including procurement of evaluation).

Lucy will insert info regarding Wavehill final evaluation.

5. Publicity:

Please provide details of how the Operation has been publicised (please include hyperlinks to publicity articles/ websites where applicable).

A publicity log with examples of publicity will be uploaded alongside this claim. We have publicised the project, along with the funding acknowledgement on various local and national media outlets in both jurisdictions. We have also attended and presented at events and been included in local community newsletters. We have printed posters to advertise events and initiatives

The project makes use of the ERDF/ESF logo and reference to the funding on promotional materials such as event posters. At times, it is not possible to fit both so one or other of these has been used. All articles and press releases include the funding acknowledgement sentence.

All plaques / Posters have now been erected.

6. Procurement:

Please provide an update on procurement activity undertaken during the period (e.g. drafting of tender notifications, invitations to tender, contracts awarded, any delays, issues) focusing on contracts €25k and over.

No new procurement contracts were entered into in this period. The contract for the external evaluation has been completed and invoices submitted.

7. Milestones/ special conditions:

Please provide details on the progress made against any open Milestones or Special Conditions that apply to this Operation (to include details of any issues affecting progress).

N/A

8. State Aid:

Please provide an update on progress/ any issues relating to State Aid for this Operation.

N/A

Please use the sections below to respond to any matters raised in the following areas:

9. Payments:

From the most recent payment letter.

Following the most recent claim, €512,186.25 was released to the consortium. This amount included recouped expenditure related to ineligible expenditure claimed in previous periods and a note about a deficit in income from SKDP related to ineligible expenditure. Adjustments have been made on the WEFO online system to ensure that this deficit is rectified in the final claim.

10. PMD:

From/ since the last review meeting (to **include** matters relating to any open issues).

No matters.

11. Management and Verifications

From the most recent verification checks.

EFAT audits took place for two project beneficiaries during this period: University College Cork and Cyngor Gwynedd. The outcomes of those audits have not been finalised.

No known issues have arisen from the audit at UCC.

A review of the claim 5 submission is near completion with no known issues.

12. Risk Register:

Please enter 'Yes' to confirm that you have submitted an updated Risk Register with this Progress Report.

Yes