



**Student Activity Sheet  
A Case for the Countryside**

**Cross Curricular**

**Dinefwr Forever- Developing a National Trust Property**

**PROJECT BRIEF**

1. Make up groups of eight pupils to form a Land Use Consultancy - think of a name!
2. The task for the group is to produce a report which describes the advantages of Dinefwr Park and which provides recommendations for the Park management on future activities to ensure its successful operation. These may include publicity materials.

All recommendations should take into account the related likely expenditure and income.

The group will be expected to make a presentation of its findings at the end of the project.

3. Agree "Expert" roles within the group, including:

Geographer/Geologist  
Biologist/Environmentalist  
Engineer  
Agricultural Adviser  
Historian  
Caterer  
Finance Controller  
PR/Marketing Specialist

You may wish to appoint someone as the Project Manager with overall responsibility for completing the project - what characteristics would this person need? What functions would this person carry out?

4. Each member of the group has a role description outlining their task.
5. Each "Expert" should join an "Expert Group" to share the task of research into their particular topic. Starting points for this can be found in the Student Information Sheet.

6. When the research is complete, "Experts" return to their parent consultancy to share their findings, make recommendations and compile their research report. The group should then discuss, agree and prepare the consultancy recommendations. The nature of the final presentation will be the responsibility of the marketing specialist, in agreement with the rest of the group.

7. Some ideas to consider for recommendations:

- Farming
  - Deer
  - White Park Cattle
  - tenancies
- Re-open rock quarries
  - sell fossils
  - other uses
- Develop an outstanding field centre
- Develop the historical attraction (the unique 'Welshness')
- Extend catering
  - local specialities
- Bottling the Dinefwr Spring Water
- Extend the use of facilities
  - conferences
  - other enterprises
  - local craft demonstrations and displays
- Tourism
  - attract more visitors
  - target audience?
  - advertising - where?
  - European attraction?
  - publicity material
- Fundraising
  - donations
  - activities

## AGRICULTURAL ADVISER - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

land management in a predominantly livestock area, the care and welfare of

- Deer
- White Park Cattle

grazing tenancies for part of the park not used by the parks' own livestock.

You will need to consider economic value, conservation and tourism interests and make recommendations on increasing economic benefits.

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## GEOGRAPHER/GEOLOGIST - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

examining the site and situation of Dinefwr Park:

- transport connections
- ease of access for visitors
- provision of services for visitors

providing the geographical background for the report:

- river valley
- oxbow lakes
- hilly outcrops and valleys

assessing the geological value of the area:

- rock type
- possible uses
- fossils

You will be expected to recommend how visitors will be able to reach Dinefwr and how geographical features can be marketed to, and used by, tourists remembering that it is important to conserve the features of the Park.

## CATERER - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

assessing the catering needs at Dinefwr:

- customers
- numbers
- what and when

drawing up appropriate menus using local Welsh specialities

the interior design of the dining area

recommending how the catering should be marketed

- drawing up a business plan for this potential enterprise.

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## ENGINEER - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

exploring the possibility of bottling the spring water and exploiting the tourist value of the old water system;

identifying ways of using modern technology to market and demonstrate the attractions of Dinefwr. These might include the use of audio and video methods as well as computer technology;

- drawing up plans for exploitation which consider the impact on the park, the expenditure and potential income involved.

## HISTORIAN - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

- providing a description of this very important site in Welsh history
- providing a time line to illustrate major events
- matching developments in Welsh and English history
- making suggestions to preserve and enhance the historical features of the park.

You will be expected to recommend how this aspect of Dinefwr can be marketed as an attraction - to whom and in what ways.

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## BIOLOGIST - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

- the SSSI area:
  - what does this mean?
  - what is special/unique about Dinefwr?
- identifying the rare animals, birds, plants, trees, etc. and finding out more about their ideal habitats;
- suggesting conservation priorities and strategies;
- promoting safe and caring public access.

You will be expected to make others aware of the importance of wildlife conservation issues and to suggest ways of ensuring long term conservation of the important features.

## FINANCE CONTROLLER - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

assessing the cost of outgoings and the current income of Dinefwr;

identifying the major contributions to these;

looking into new ways of raising income, e.g.

- letting premises
- attracting new enterprises
- craft markets
- displays
- fundraising

costing recommendations from other experts in the group where necessary.

You will be expected to provide the overall financial breakdown and business plan to support the group's recommendations in the final report.

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## PROJECT MANAGER - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

## PR/MARKETING DIRECTOR - LANDSCAPE CONSULTANCY GROUP

You are responsible for:

exploring possible tourist markets:

- overseas
- different age groups
- interest groups

planning publicity material to meet target markets:

- poster
- brochure

recommending what sort of events should be organised to promote visits;

assessing presentation requirements:

- art work
- graphics
- photographs

Your suggestions should include costs and/or potential income where this is appropriate.