



Farming in Protected Landscapes Lincolnshire Wolds Area of Outstanding Natural Beauty



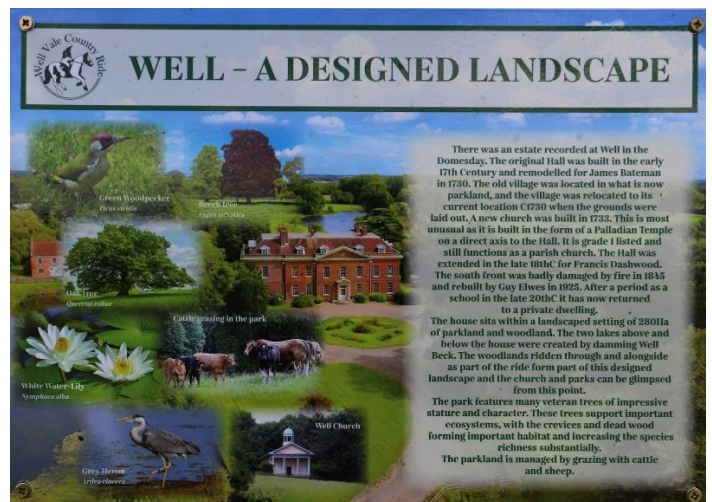
Upgrade to Well Vale Country Ride

The project was designed to further enhance the enjoyment of riders and carriage drivers using the ride, and to increase the number of users and the frequency of use by providing additional parking, a new water crossing and alternative routes, along with enhanced signage including interpretive signs

- Brief background to the farm:**
 Willoughby Farms Ltd is a family managed farming company, incorporated in 1953. Well Vale Estate was purchased in 1993. The farm is predominantly arable but also has cattle, sheep and pig enterprises as well as woodland and a green burial site. An SFI pilot scheme is in place across the whole farm.
- Background about the project:**
 This project increases access to a special part of the AONB with significant natural and cultural heritage. The ride runs mainly alongside the designated Well Vale Hall Park and Garden and alongside Fordington Wood, a PAWS site with many ancient woodland indicators including a magnificent display of bluebells. Much of the Well estate is designated as a local wildlife site due to the range of high-quality habitats and abundant biodiversity. The works see much of the former main drive to Well Vale Hall restored and new access to this area.

What the project delivered:

- Upgrading of 1.2 km of woodland track
- Enlarging car parking area by 400 square metres
- Construction of water splash
- Design and installation of 4 interpretive signs



New interpretive sign (LWCS)



Bluebells and wild garlic in Fordington Wood (LWCS)

- **Facts on funding the project:**

Farming in Protected Landscapes (FiPL) Grant awarded: £6,834, the rest of the funding for the £17,085 project came from Willoughby Farms Ltd. The project delivers for the FiPL themes of Nature, People and Place.

Key Outcomes for the Lincolnshire Wolds AONB:

- More people and wider audiences enjoy, understand and value our natural and cultural heritage.
- People of all ages and backgrounds have increased opportunity to learn about and be inspired by our natural and cultural heritage.
- Support innovative diversification projects that work with local communities and businesses to create, inspire and support sustainable farming and farm buildings

Keys to success:

- The farm developed a clear strategy for delivery
- All work was completed by the end of March to minimise disturbance to wildlife
- Quotes were obtained from three local companies for the interpretive signs

Success criteria for 2022:

- A 33% increase in users from 636 in 2021 to 850 in 2022, driven both by new users and more frequent repeat visits
- An increase in the number of events hosted from 7 to 10, and an increase in the average number of attendees per event
- Hosting at least two non-riding income generating events
- Hosting at least one non income generating event, e.g. peer-to-peer farmer event or a guided nature walk.
- Increased exposure to the cultural heritage around Dadley's Wood and the Well Vale wood, the former main access to Well Vale Hall
- A water splash has increased the enjoyment of visitors and provides a new wet habitat
- The interpretative signage and additional waymarking enhance the visitor experience and make the various route options clear and accessible



Newly created water splash (LWCS)