

## Individual Project Summary Report 2006/07

### 1. Project summary and information about the grant holder

<b>Project title</b>	Shropshire Hills Activity Book		<b>AONB Proj. No:</b>	SDF/067/31
<b>Overall objectives of the project</b>	Project aims: To produce an activity book to raise awareness of the Shropshire Hills AONB and the activities of the AONB team aimed around children working at the Key Stage 2 level. Who is it for? The AONB, local and visiting families, schools, clubs and organisations who manage sites, by raising awareness of environmental issues. e.g. responsible dog ownership, country code, etc. It is to be a resource for local schools within the Shropshire Hills AONB who would receive a digital version for print on demand.			
<b>Start date</b>	19/12/06	<b>End date</b>	31/03/07	
<b>SDF grant holder</b> <i>(your organisation)</i>	Think Graphic			
<b>Contact details</b> <i>(your name, address, telephone and email)</i>	Matthew Lloyd, Think Graphic, Palmers House, Corve Street, Ludlow, SY8 1DB. Tel (01584) 878658. Email: matthew@thinkgraphicdesign.co.uk			

### 2. Funding information

<b>SDF funding received this year</b>	£ 3,600	<b>SDF funding received last year</b> <i>(if any)</i>	£ 0
<b>Total cost of the project this year</b>	£4,225	<b>Any special funding arrangements</b> <i>(such as staged payments or financial conditions required by funders)</i>	No
<b>Sources of other funding</b> <i>(funding body or volunteer activity)</i>	<b>Value of other funding where contributed in cash</b>	<b>Estimate of value (£ equivalent) where contributed in kind</b>	
Volunteer time (Shropshire Hills Discovery Centre)	£ 0	£ 625	

### 3. Achievements of the project

<b>What were the specific objectives that you set for the project in the grant application form?</b>	<b>How well were the objectives met?</b>	<b>What issues affected the achievement of the objectives?</b>
Production of the Shropshire Hills Activity Book and CD	75% completed. Outline brief prepared. Meeting held with Phil Holden (AONB Manager) where agreement reached to continue work despite missing the end of March deadline.	The deadline was missed due the very in depth research carried out to ensure all AONB aspects were covered and the potential for 'spin off' themes and activities explored. I was sure that we were not going to complete the book on time, and rushing to finish seemed to go against all our wishes to produce such a comprehensive product. After meeting with Phil Holden, we have agreed to submit a very complete draft to the AONB for comment, involvement and approval.

### 4. Lessons learned

<b>What were the key lessons you learned during the project?</b>	Amount of time needed to thoroughly research AONB themes and explore 'spin off' themes.
<b>What would you do differently next time?</b>	
<b>Do you have any further comments?</b>	The quality of the work to date is superb. The depth and completeness of the research is unbeatable.

