



Chapter 7: Dissemination

and she recorded all these polygons upon a map that covered the whole of her queendom

From 'The Legend of Polygonia' by Dr Romola Parish, Poet in residence.

This chapter bring this report to a close. It details the product range produced by the Oxfordshire HLC project; the various engagement initiatives established to promote awareness of the HLC and to encourage proper use of the material; and the five different dissemination methods through which users can access material.

[7.1 Introduction](#)

[7.2 Product Range](#)

[7.3 Engagement Initiatives](#)

[7.4 Dissemination Methods](#)



7.1 Introduction

Dissemination is an essential part of any HLC project. Not only is it necessary to increase awareness of the material, but it is central to transforming people's attitudes to change and the management of whole landscapes, tenets which are fundamental to HLC. Through engaging people with the guiding principles of historic landscape characterisation a more holistic approach to landscape management and preservation can be achieved and, from these altered perspectives, the full potential of HLC projects can be realised.

All landscapes and all features within landscapes are historic. These landscapes have changed, are changing, and will continue to change. We have a responsibility to future generations to manage this change appropriately. To prepare for the future, therefore, we must have an understanding of the past and the present. It is the responsibility of HLC projects to communicate this concept of landscapes and landscape management through effective engagement with end users alongside the dissemination of final products and the project archive.

The Oxfordshire HLC project aimed to engage with end users active in the following areas:

- The conservation and management of heritage sites and landscapes
- Planning applications and development strategy
- Landscape management schemes
- Academic and local research
- Community projects and initiatives

To reach these groups, a range of products were designed, a series of engagement initiatives were implemented, and various dissemination methods were used.

7.2 Product Range

Five principal products have been created by the Oxfordshire HLC project: the project report and archive, a summary report, a series of iconic maps, digital data – GIS mapping and associated database records – for the District Councils, and a digital and interactive map for public use.

7.2.1 Project Report and Archive

The project report contains an introduction to historic landscape characterisation and the Oxfordshire project. It sets out the methodology used, including the integration of the existing HLC projects created by the North Wessex Downs and Chilterns AONBs and the city of Oxford. There is a report on each Broad and HLC Type which considers their occurrence, distribution, period of origin, archaeological and biodiversity potential, and trajectory of change. This is followed by county and district wide analyses. Five case studies are also detailed which consider specific areas where the Oxfordshire HLC data can contribute information. The report is brought to a close with discussion of further possible applications of HLC data and the dissemination strategy.

The project report should be consulted by all those intending to use HLC data. The report on individual landscape types is of particular importance as it provides evidence on the meaning and significance of each. Analysis of county and district-wide patterns is similarly of importance. For example, should an individual be considering an orchard site near Banbury, whether that be for



development, conservation, or a local history project, they should consult the report on Orchard and Horticulture - Orchard and the report on Cherwell District.

Alongside the project report, the archive contains:

- Project Design and Updates
- Pilot Study Report
- Minutes from Stakeholder Group Meetings.

It is also possible to download shapefiles and an associated attribute table from the project archive. These make up three distinct map layers showing the early 21st century, late 19th century, and late 18th century. Each map layer is available as a Web Map Service (WMS) which can be loaded in various different GIS software packages, including ArcGIS, MapInfo, and QGIS. Metadata is included with each map layer.

HLCUID	Unique Identifying number assigned to each polygon
Name	Name related to polygon. Typically used for settlements, but also for named landscape features such as woods or parks.
BroadType	The higher level landscape type to which the polygon has been assigned
HLCType	The more specific HLC Type to which the polygon has been assigned
YearFrom	The date of origin of the HLC Type. Defined by the date of the earliest map source on which the type appears
YearTo	
Summary	Two text fields used to summarise current and previous character and to describe additional details regarding character and development of landscape. Limited to 254 characters. For full text, please consult the HER Officer .
Description	
Period*	Period from which the predominant character of a polygon originates. Defined by Historic England's Period List.
CreatedBy	Name and Date
AmendedBy	Name and Date

Data recorded in the Attribute Tables associated with each map layer available on Data.gov.uk

* Recorded in the attribute table for the early 21st century map layer only.

The Project Archive is available from [Data.gov.uk](#) and the [Archaeology Data Service](#) (ADS). See Dissemination section below.

7.2.2 Summary Report

A summary report was created for those less familiar with Historic Landscape Characterisation. It provides an introduction to the concepts of HLC and the Oxfordshire project and summarises key findings. It also indicates how HLC can be used and where the Oxfordshire project can be accessed.

The Summary Report is broadly structured in the same way as the Full Report. Chapters 1 & 2 equate to their namesakes in the Full Report; Chapters 3 – 5 use material from Chapter 3 in the Full Report; Chapters 6 – 8 cover three of the case studies presented in Chapter 5 of the Full Report; and Chapter 9 is drawn from Chapters 6 and 7 in the Full Report. Two case studies – Case Studies 2 and 5 – were not included within the Summary Report; Case Study 2 is quite specialist and aspects of Case Study 5 were discussed elsewhere.

7.2.3 Iconic Maps

A series of high-resolution maps have been produced and are available for download from the project webpage. These show timeslices of Oxfordshire's historic landscape character in the late 18th



century, late 19th century, late 20th century, and early 21st century. A second series of iconic maps show medieval and post-medieval parts of the current landscape and those features which are modern.

These maps show how the county has changed over the last two hundred years. Major settlements are marked on the maps and users can pan and zoom to different areas. These maps should be used at a large-scale and act as an initial point of entry to the HLC dataset, illustrating the sort of information held and the types of data which could be requested for specific geographical locations.

7.2.4 Digital data for Districts

During the course of the Oxfordshire project it became apparent how valuable a resource the HLC would be for the District Authorities within the county – Cherwell, West, South, the Vale, and Oxford. Ways in which the data could be shared comprehensively and efficiently were, therefore, sought.

In discussion with representatives from the Districts it was decided to package the data from each authority onto CDs. These CDs were handed to Stakeholders from each District at the meeting on the 20th March 2017. Data from these CDs were then shared with the GIS teams from each District.

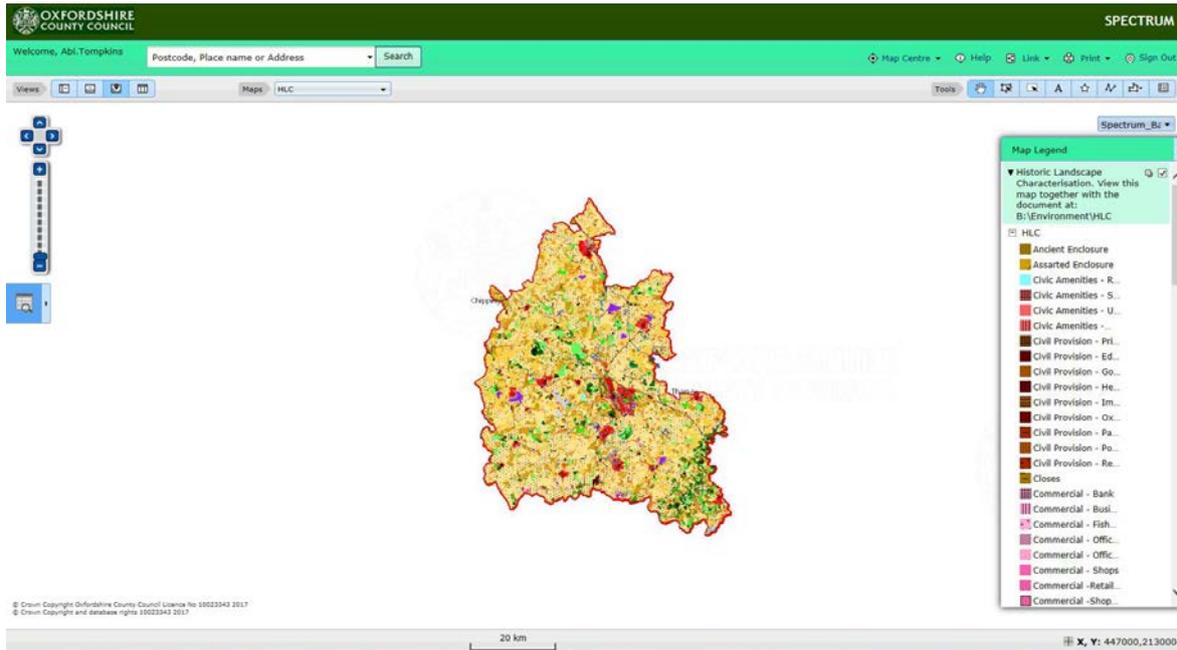
Each CD contained:

- Shapefiles for all polygons identified in the district, plus a 1km buffer along the district boundary. The shapefiles include an associated Attribute Table (see Appendix 3).
- A pdf report containing records for each polygon
- A map of the district showing current HLC types
- A map legend

In addition, the Districts have been given copies of this Final Report.

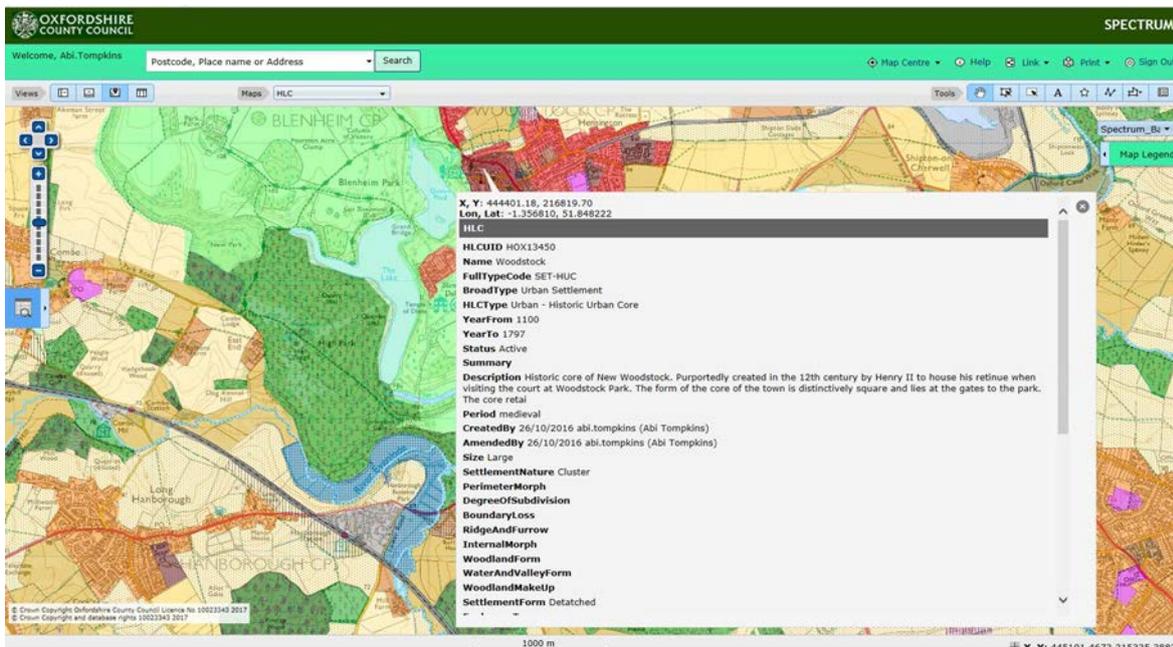
7.2.5 Interactive Maps

Two maps have been created: one for internal Oxfordshire County Council employees and one for external users.



Spectrum Home Page with HLC Map layer selected

The internal map is available on Spectrum for all employees within the Communities directorate. Users should select the HLC map layer in the drop down box at the top of the screen and then set the transparency to a suitable level using the grey box in the Map Legend window on the right. Pan, zoom, search, and identify are all enabled for this map layer. To identify HLC polygons left click on the map. The information displayed is a pared down version of the attribute table in Appendix 3. For the full record, Spectrum users should contact the [HER Officer](#) and quote the unique HLCUID number (HOX...) listed at the top of the identify dialogue box.

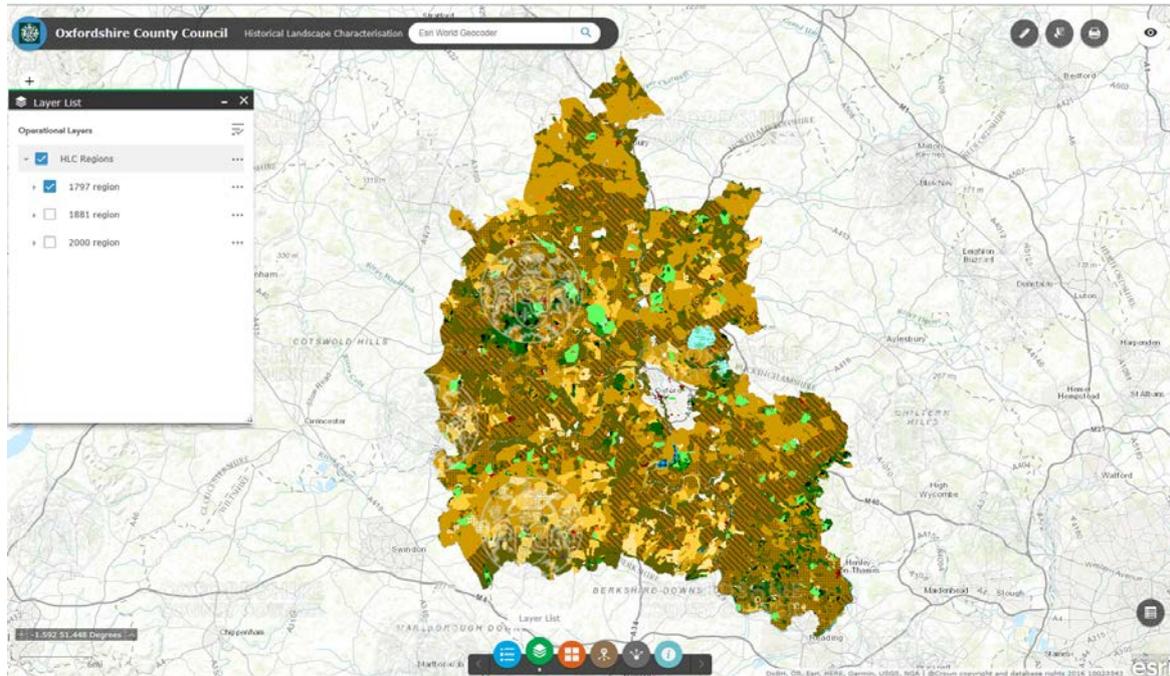


Spectrum HLC Map layer with Identify dialogue box. For the full record held for a polygon, contact the HER Officer using the unique HLCUID (HOX...) number

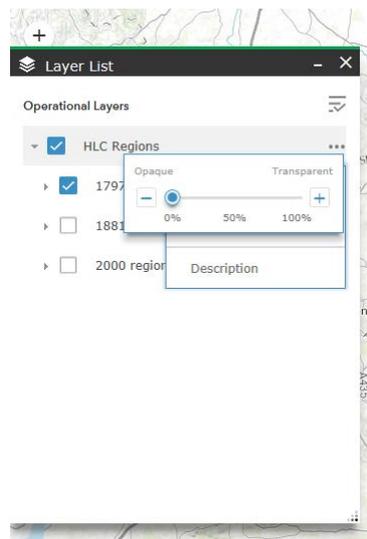
The second map is available online and can be consulted by external users. It can be found [here](#) or by typing bit.ly/oxonlandscape into your search engine.



This map contains three different layers, one each for the late 18th century, late 19th century, and early 21st century in Oxfordshire. To switch between these layers, click on the green circular 'Layer List' icon at the bottom on the screen. This will open a menu on the left of the screen. Select HLC Regions and then use the tick boxes to choose between the three different layers. Use the button to the right of the HLC regions label (three dots) to open a transparency slider to set opacity/transparency. (Tip: only have one map layer selected at a time for reasons of clarity).

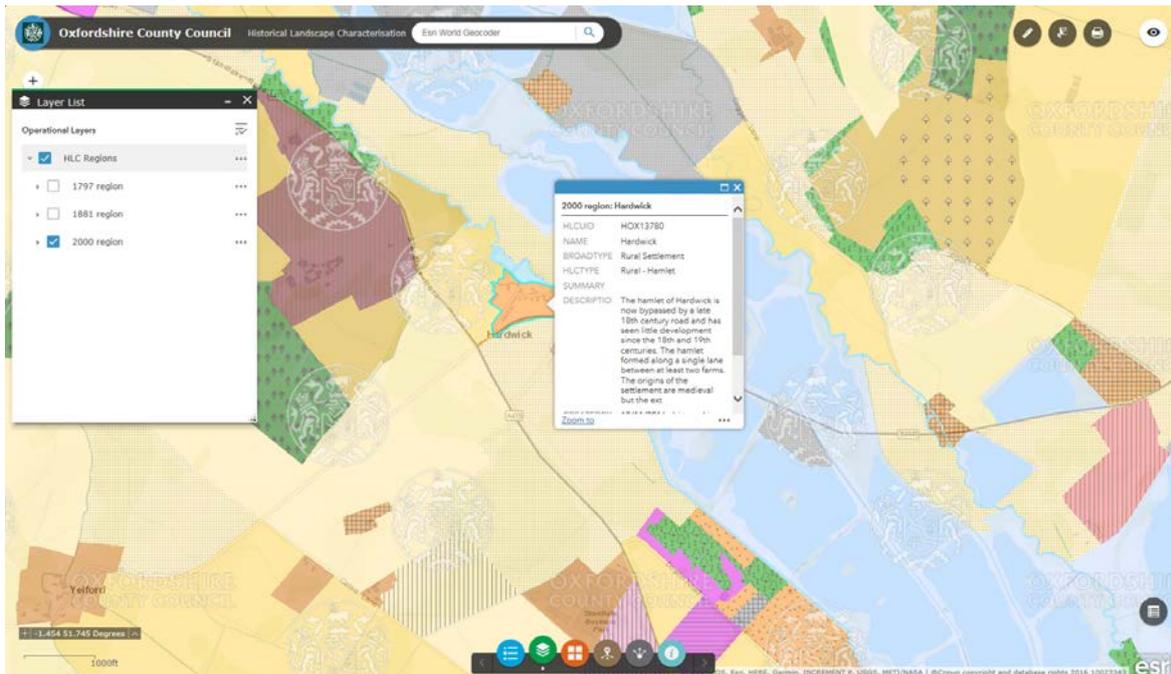


ArcGIS Online Map. Showing the Layers List menu open on the left and the late 18th century map layer selected



Transparency Slider opened by clicking on the three dots to the right of 'HLC Regions' and selecting 'Transparency'.

This map can be searched and queried by dragging and clicking on the screen. Zoom in and out by using the + and – buttons to the left of the screen or by using your mouse scroll wheel.



Querying the ArcGIS Online map. Zoom and pan around the county and then click on the screen to bring up information recorded about the historic character in an area.

Clicking on the map displays the following information for each polygon:

HLCUID	Unique Identifying number assigned to each polygon
Name	Name related to polygon. Typically used for settlements, but also for named landscape features such as woods or parks.
BroadType	The higher level landscape type to which the polygon has been assigned
HLCType	The more specific HLC Type to which the polygon has been assigned
YearFrom	The date of origin of the HLC Type. Defined by the date of the earliest map source on which the type appears
YearTo	
Summary	Two text fields used to summarise current and previous character and to describe additional details regarding character and development of landscape. Limited to 254 characters. For full text, please consult the HER Officer .
Description	
Period*	Period from which the predominant character of a polygon originates. Defined by Historic England's Period List.
CreatedBy	Name and Date
AmendedBy	Name and Date

Data displayed for each polygon by clicking on the map

* Recorded on the early 21st century map layer only.

Using ArcGIS Online, you can also change the base map displayed behind the HLC layers by selecting the orange 'Basemap Gallery' button at the bottom of the page. Available base maps include: Open Street Map, National Geographic, and Topographic.



7.3 Engagement Initiatives

7.3.1 Stakeholder Group Meetings and Project Launch

Throughout the course of the Oxfordshire HLC, regular meetings were held with the Stakeholder Group identified by the Project Design, culminating in a Project Launch in July 2017. The Group included members from the County Council, the five District Councils, and the AONBs.

These meetings primarily aimed to shape the design and scope of the HLC project, but were also an excellent opportunity to engage with end users. Through a series of presentations and discussions, Stakeholders have been fully briefed on what HLC is, how it can be used, where it can be accessed, and the results of analyses conducted during the project. The possibility of training workshops for Stakeholders has also been discussed.

7.3.2 Social Media Campaign

On the 1st June, a social media campaign was launched by the Media Communications Team at Oxfordshire County Council. The campaign coincided with the online interactive map going 'live' on ArcGIS Online and data.gov.uk (see below) and aimed to increase public awareness and engagement with the new HLC map tool. The campaign comprised of two main components: a press release and a series of videos from different locales within Oxfordshire.

The press release was taken up by the Oxford Mail newspaper, which ran a two page piece on the project and online map on the 12th June 2017.



7.3.2.1 The press release

Peel back time to see how Oxfordshire looked decades and centuries ago

People in every part of Oxfordshire will soon have the chance to “peel back” the landscape in their neighbourhood to see what was there 20, 100 or even 200 years ago.

Online interactive maps will show people what land in every current Oxfordshire town, village, hamlet and rural location was being used for at various points in the 20th, 19th and 18th centuries and even as far back as the 16th century.

Called the “Historic Landscape Characterisation Project, the resource shows how land use has changed through the centuries – sometimes quite dramatically and occasionally not at all, such as at Port Meadow in Oxford.

The information will be available to everyone from landscape management professionals, academic researchers, council planning officers right through to curious members of the public who are interested to learn more about their local area.

Abi Tompkins, Historic Landscape Characterisation Officer at Oxfordshire County Council, said: “Collating this information has been absolutely fascinating and I am convinced residents and professionals in the county will also be stimulated by what is available.

“When you look at a road in an urban area or quiet corn field on a farm it is often impossible to imagine that in the past that same patch of land may have been woodland or a Roman villa.

“We believe ability to *uncover history and through historical time-depth* the online tool we have created will prove very popular and we’re looking forward to sharing what we’ve produced.

“We think this is a wonderful resource for the county which will now be permanently available to whoever wants to use it. Port Meadow in Oxford may well now look as it has for many centuries. Very few other parts of Oxfordshire can claim the same. We invite people to peel back time and plot the changes wrought by the passage of time.”

The tool can be accessed at bit.ly/oxonlandscape

Get involved

Meanwhile on July 15 there’ll be an exhibition called “Living Landscapes” - an exploration of Oxfordshire’s countryside, towns, and villages and their histories. Admission is free.

Inspired by the Oxfordshire Historic Landscape Characterisation project, this event showcases photographs, paintings, and poems produced by Oxfordshire school children and residents on the themes of history, memory, and change in our landscapes.

Get involved and send us your photographs and poems capturing Oxfordshire’s landscapes.

For more information, please visit our website: <http://www.oxfordshire.gov.uk/livinglandscapes>



7.3.2.2 Locale videos

Eight videos were created to be shared on Facebook and Twitter, each relating to a different locale in Oxfordshire. The videos show how each locale has changed since the late 18th century, using HLC data to create maps through time. The aim of these videos was to illustrate the potential of HLC data for local research, by individuals and community groups.

The eight locales were:

- Bampton and Brize Norton
- Banbury
- Boars Hill
- Chipping Norton and Churchill
- Didcot
- Shipton and Ascott-under-Wychwood
- Swyncombe Park
- Woodstock

Videos were shared by Oxfordshire County Council's Facebook Account.

7.3.3 Talks

An important part of engagement has been promoting awareness of the project through a series of presentations aimed at different audiences. These audiences comprised those users active in the following areas:

- The conservation and management of heritage sites and landscapes
- Planning application and development strategy
- Landscape management schemes
- Academic and local research
- Community projects and initiatives

Historic Landscapes of Oxfordshire: past, present and future. Department for Continuing Education, University of Oxford. Oxford. January 2017.

Audience: Academics and General Public

Oxfordshire Historic Landscape Characterisation. Oxfordshire Past 2017. Thame. June 2017.

Audience: General Public

An Introduction to Historic Landscape Characterisation. South Oxfordshire and the Vale of the White Horse District Councils Planning and Conservation Officers. Milton Park. June 2017.

Audience: District Council Planning and Conservation professionals.

Planning and the Historic Landscape Characterisation Project. Oxfordshire County Council Planning Regulation Service Meeting. Oxford. June 2017.

Audience: County Council Planning professionals

Planning and the Future of the Oxfordshire Historic Landscape Characterisation Project. Oxfordshire Development Manager Forum. Milton Park. June 2017.

Audience: County and District Councils senior Development Managers.



7.3.4 Living Landscapes Exhibition

From the outset it had been hoped that HLC data and maps would be made available for local research and community projects and initiatives. To facilitate this it was recognised that not only did awareness of the project need to be raised, but that the guiding principles behind HLC needed to be articulated and understood by members of the public.

Fundamentally, all landscapes are historic and all historic value is subjective. It is about how we experience a place, the memories we associate with it, and the significance we place on it. Consequently, not only does a place's historic value vary from person to person, but it also changes over time, depending on society's values and demands. Change is inherent in landscapes, our today is formed by millennia of change and our tomorrow will be marked by the changes we make today.

To explore how people in Oxfordshire experience the landscape, their memories, their stories of change, a one day exhibition was held at The Oxfordshire Museum, Woodstock on the 15th July 2017.

The exhibition, Living Landscapes, showcased photographs, paintings and poems on the themes of history, memory, and change in the landscape produced by Oxfordshire school children, members of the public, and local poet Romola Parish and artist Miranda Creswell. Additional pieces were loaned by Francesca Shakespeare and Caroline Seymour. Visitors were also able to explore the online and interactive HLC map, view a series of 18th and 19th century maps of the county, and take home walks designed to guide people through the historic landscape.

Partners integral to the success of the exhibition were:

- Dr Romola Parish
- [Miranda Creswell](#)
- Phil and Jim's Art Club, SS Philip and James Church of England Primary School, Oxford
- Francesca Shakespeare and Caroline Seymour
- [The Rumble Museum](#) and Dr Lorna Robinson, Cheney School, Oxford
- [Oxfordshire History Centre](#), Oxfordshire County Council
- [The Countryside Access Team](#), Oxfordshire County Council
- [The Oxfordshire Museum](#) and [Oxfordshire Museums Service](#), Oxfordshire County Council



Phil and Jim's Art Club and their Oxford Canal through time



Speaking with a member of the public at the Living Landscapes Exhibition

7.3.4.1 Poet in Residence

The Oxfordshire HLC project has been fortunate to work with an award-winning local poet, Dr Romola Parish. Romola came across the project at the 'Historic Landscapes of Oxfordshire: past, present and future talk' given in January 2017. As a former academic specialising in landscape evolution and a planning and environmental lawyer, Romola, was inspired by the potential of HLC. In particular she was keen to look at ways HLC data could be used to capture the essence of historic landscapes hidden in the world around us, to increase our understanding and enhance our experience. Romola, therefore, approached the Oxfordshire HLC project in February 2017 and offered her services, not as an academic or a lawyer, but as a poet. And so was born the Oxfordshire HLC Poet in Residence project.

Using HLC data from a five kilometre area around Stonesfield, Romola walked the landscape with new eyes, creating an anthology of poems: Polygon Poems. The anthology opens with three poems which describe the process of historic landscape characterisation and the Oxfordshire project. These three poems are included here, but the complete anthology is available from [Dr Parish](#).



7.4.2 Project Webpage

Individual chapters and maps can be downloaded from the project [webpage](#), or by visiting the 'Environment and planning' section of the [County Council homepage](#) and selecting 'Archaeology' and then 'Landscape Characterisation'.

It is also possible to download the pdf document which details the report for each individual Broad and HLC type identified in the county. This pdf is essential for all users of HLC data as it contains information necessary to establish significance. This is found under 'Project Documentation'.

7.4.3 ArcGIS Online Interactive Map

An online map is available [here](#) or by typing bit.ly/oxonlandscape into your search engine.

See the above product description for details about how to use this map.

The map should be consulted before contacting the Historic Environment Officer (HERO) or District Authorities for further information. If the information required is not contained within the interactive map, the relevant unique identification numbers (HOX...) should be quoted when contacting the HERO or District Authority. These numbers refer to individual polygons or units of land identified by the HLC project and can be found by clicking on the map.

7.4.4 Historic Environment Record Officer

Requests for more detailed information, for example where shapefiles are required or where multiple HLC records are being consulted, should be made to the HERO. Requests should be emailed to archaeology@oxfordshire.gov.uk and should include specific spatial parameters. This could be a shapefile of an area or a grid reference and search radius. As with HER enquiries, there is no cost for members of the public, however, requests from other users, for example consultants, will incur a cost.

The requested data will be sent via return email and will include:

- A pdf report containing individual records for each identified HLC polygon (unit of land).
- A link to the Report on Individual HLC Types held on the [HLC webpage](#)

And either:

- Shapefiles of each identified HLC polygon for use within a GIS (these are typically provided in an ESRI compatible format, but data can also be provided for MapInfo users).

Or:

- For non GIS users, jpegs of maps can be generated. These include the following:
 - Labelled polygons for use with the pdf report
 - Map showing current HLC Types
 - Map legend

*Please be sure to state which format you would like the data to be shared in



7.4.5 District Authorities

The five District Councils hold copies of the HLC for their area and can be consulted directly by users eligible for free use of the data, i.e. the public. Where a charge will be incurred, requests must be made directly to the County Council, who own the data, via the HERO.

