



HERITAGE LINCOLNSHIRE

Historic Boston Trumps Project



Introduction

The original idea for the Historic Boston (UK) Trump cards originated with Boston Big Local's Richard Tory who was looking for ways to promote Boston in a way that was accessible to the widest amount of people. After coming up with the idea he contacted Heritage Lincolnshire and the Boston Preservation Trust at Fyde House to see if they were interested in partnering on the scheme.

Here at Heritage Lincolnshire we thought it was a fantastic idea because we knew it would open up opportunities to a wider audience. Heritage and cultural activities typically are very much restricted - we tend to have our captive audience and this is similar across

the board in heritage organisations. But what Heritage Lincolnshire are always trying to do is open up that audience to those harder to reach groups and to gain interest from new audiences. The cards proved to be a very good opportunity to do just this and increase engagement, but also to showcase the fantastic historic buildings throughout Boston.

Aim

The primary aim of the project was to broaden the reach of heritage by translating it into a card game which could double up as guide cards for members of the public to discover and engage with the historic town of Boston. The secondary aim was to ensure it was a sustainable, quality learning resource which was well





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received by the public and a viable item which was both desirable and saleable for local people and visitors to the area.

Concept

The concept was to select and research historic buildings in the heart of Boston and create a rating system for the trumps cards, so families could 'battle it out' whilst discovering more about the amazing sites.

Formatting the project as a game was an important part of the concept because it engaged with the family audience, whilst also appealing to traditional heritage lovers. Trumps cards were ideal for this, because they are collectible and the perfect size to take out and about in your pocket around Boston, to actually see some of the sites they show.

The criteria for the trumps cards were also chosen carefully, to pass on important information, whilst also having an element which reminded players how easy it was to actually visit the sites from the

marketplace in the centre of Boston. These included:

- Year/Decade Constructed
- Visual Impact
- Listed status
- Distance from Marketplace
- Heritage Value

Each card also had a high-quality photograph of the site they represented, as well as a brief description explaining why the site was important and a bit about its history.

Partnership Opportunities

As mentioned in the introduction, the cards were the idea of Richard Tory who is part of the team that leads on the Boston Big Local; an organisation offering small grants to projects working to



Boston Big Local
Welcome To Our Website

...ation UK Trump
...ed at a ceremony
...ally.
... Big Local and Bos-
...eritage Trust, the
...served to be one of the
...oldest historic and
...ons in towns in a Top
...game.

...ten Big Local's Richard Tory, who was
...looking for ways to promote Boston in
...a way that was accessible to the widest
...est amount of people.
...They cost £4.99 a pack and will be sold
...as fundraisers at various locations
...around the town once lockdown is
...over.
...They can be bought online through

...Stump and Shoedriars we
...At the launch event at the
...ber, Boston Borough Coun-
...Paul Skinner was among
...attended, buying two packs
...self from Mr Tory, and pre-
...scheme.
...For more details on the spe-
...go to <https://cardgame.joed>

...ump cards for the town at launch eve





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improve the local community.

He reached out to the Boston Preservation Trust and Heritage Lincolnshire, both charitable organisations which do a lot of work in the Boston area, promoting the heritage of this historic town.

The Boston Big Local provided the core part of the funding which paid for the design and print of the cards, as well as the staff time which went into organising and launching the project. Volunteers from all three organisations worked on researching, editing, ranking and proofreading the sites for the project.

It was also decided that to help generate interest within Boston, and increase visitor spend, charity organisations within the town would be given copies of the trump cards to sell, and would be able to keep any revenue generated through their sale. These included the Boston Stump, the Guildhall, Blackfriars, the Butterfly Hospice, Centenary Methodist Church, the We'll Meet Again Museum, and Age UK. The cards were also available online through Heritage Lincolnshire's website.

Conclusion

As stated earlier in this case study, the primary aim of the project was to broaden the reach of heritage by translating it into a card game which could double up as guide cards for members of the public to discover and engage with the historic town of Boston.

Based on the response from users, the project achieved this aim, and the packs were very well received with several players commenting on how much they had learned and engaged with the historic townscape of Boston.

One user said, "Already bought mine and was amazed to learn how old some of the buildings in Boston are."

Another said, "They hold some very interesting information about places in Boston that I never knew and I've lived here a long time. Even if you never use them to play a game with, they're worth the money just for the history lesson!"

The secondary aim was to ensure it was a sustainable, quality learning resource which was well received by





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the public and a viable item which was both desirable and saleable for local people and visitors to the area.

To evidence this we can use supporter feedback and our own sales records. General response on social media was very positive, with buyers commenting on the quality of the cards and the interesting information they contained. At Heritage Lincolnshire, we held only a minimal supply of the cards, as the main aim was for them to be sold in and around Boston to increase local and visitor spend.

Although Heritage Lincolnshire does not have access to other organisations' sales figures, we have been reassured that sales are going well, hindered only by access restrictions due to the COVID-19 winter lockdown. On the Heritage Lincolnshire shop however, the cards have been flying out, with 100% of the 69 packs we had being sold within a month of launch, leaving only one display copy for demonstration purposes. We have even received orders from across the seas and

throughout the UK. This popularity is exactly what was hoped for and serves to evidence the success of the project.

Heritage Lincolnshire have already received enquiries about a reprint, to make them a permanent offer within Boston shops and organisations and based on the overwhelming success and popularity of the project, this is being investigated for 2021.





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Community Response on Social Media

Dave McGarry
We have got some packs for 5th Boston Scouts to use. They hold some very interesting information about places in Boston that I never knew and I've lived here a long time.
Even if you never use them to play a game with, they're worth the money just for the history lesson!
Like · Reply · 2 w

Boston Big Local
Thanks for you kind words Dave McGarry we are really pleased you and your Scouts like them 🙌

Bill Badham
Congratulations on an inspired idea and beautifully created
Like · Reply · 4 w

Jayde Jaymond Wyles
Where can I buy them from please?
Like · Reply · 3 w

Friends of Fydeil House
Most places who gave them are now closed but Blackfriars has them on line or you can ring Fydeil House and we can arrange for them to be posted to you. £4.99 plus postage.
Like · Reply · 3 w

Jayde Jaymond Wyles
Managed to get some. They are great.
Like · Reply · 3 w · Edited

Friends of Fydeil House
Glad you got some. They are fabulous.
Like · Reply · 3 w

John Ritchie
Love this idea. 🙌
Like · Reply · Message · 5 w

Susan Andrea Morrison
They are really good. The house I volunteer at is doing the launch on Weds.
Like · Reply · Message · 5 w

John Ritchie
Hope it goes well. An excellent stocking filler for the folk of Boston!
Like · Reply · Message · 5 w

Susan Andrea Morrison
Seems to be a good response so far - let's hope all the positives come good at the launch and beyond
Like · Reply · Message · 5 w

Heritage Lincolnshire
HERITAGELINCOLNSHIRE.ORG
Boston Trump Cards | Heritage Lincolnshire Shop
Like · Reply · Commented on by Hannah Thompson · Remove Preview · 4 w

Taleyna Fletcher
A brilliant idea! 🙌
Like · Reply · Message · 5 w

Most relevant is selected, so some comments may have been filtered out.

Friends of Fydeil House
4 November at 16:44 · 🌐

A huge thank you to everyone who supported us today. We made a staggering £250 profit from Top Trumps cards and refreshments. We are bowled over by the loyalty shown by those of you who come week in, week out whatever the weather - thank you. We are delighted to welcome new people - and hope you will become new regulars! We will miss each and every one of you over the next few weeks of lockdown but (everything crossed) we will be opening our team room again on THURSDAY 3rd December so please come and see us. We will be open on Wednesday as usual the following week.
👤 You and 9 others 1 share

👍 Like · 💬 Comment · ➦ Share · 🌐

Dave McGarry
What an excellent idea. 5th Boston Scouts are getting some via one of our leaders from the stump.
Like · Reply · 6 w

Boston Big Local
Thanks Dave, they will be available for sale later this month.
Like · Reply · 6 w

Write a reply...

Bill Badham
So excited to send some across the pond to family in Massachusetts
Like · Reply · 6 w

Taniannick Wright
My 3 boys would love these. Where are they going to be available please. Great for schools to learn about their heritage etc x
Like · Reply · 6 w

Victoria Louise Payne
Is there a list of stockists please?
Like · Reply · 6 w
↳ 4 replies

Lois Sandy
Kitty Louise for school!
Like · Reply · 6 w

Kitty Louise
Lois Sandy will get a pack over the half term 🙌
Like · Reply · 6 w

Paula Holmes
Already bought mine was amazed to learn how old some of the buildings in Boston are.
Like · Reply · Message · 2 w · Edited

Nicola Cridland
Got some for family. X 🙌
Like · Reply · Message · 2 w

Polly Harris Gorf
These are brilliant 🙌
Like · Reply · Message · 2 w

Vicky Mellor
Amazing!
Like · Reply · Message · 6 w

