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Worksop Priory Gatehouse Community Trust - Community Engagement



Following a competitive tender process in August 2019 Heritage Lincolnshire were engaged by the WPCGT to deliver a slightly reduced programme of work, concentrating on the community outreach aspects of the tender (Monkie were commissioned separately to produce the logo design and brand guidelines, new website, and interpretation scheme).

The original brief stated that the consultant would be required to deliver the following:

- Identify target audiences (both community and strategic).
- Identify and develop engagement activities to trial and the messages to





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be promoted.

- Identify evaluation strategies to be integrated throughout delivery.
- Undertake engagement activities with audiences both locally and further afield, include at least x6 events/activities.
- Gather research and experience from these activities to inform future development plans for the gatehouse.
- Increasing and developing the networking potential and activities of the trust through subscription to sector specific and relevant networks and organisations, as well as attendance at events.
- Increase the project use of social media for promotion and engagement.

Work began after the inception meeting in September that year and followed with several initial meetings with Monkie to provide support with the development of their thinking around the logo and brand guidelines and some support concerning the delivery of the interpretation scheme.

The first thing that was agreed were the target audiences for the outreach work. Two of these had already been highlighted in early discussions with the group; the engagement of local schools and the church community who were key stakeholders in the future operation of the building. Through consultation with the group and at the suggestion of Kathryn Moore, Heritage Lincolnshire's Heritage at Risk Solutions Officer, the final audience to be agreed was the local business community where it was most likely that a lease holder would be identified.

Initially, Heritage Lincolnshire were planning to deliver the following, as per the brief:

- Three activity workshops for local schools (Sparken Hill Academy, St Augustine's and Ranby House) focusing on the Pilgrim Fathers
- Two open-house sessions for members of the local business community to discuss the potential of the first floor as an office space
- One consultation event for members of the church community to discuss





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future uses of the building

- A large medieval fayre held on the last weekend before the school summer holidays commenced

Work began in November 2019, with an additional 'added value' workshop delivered to 22 members of the church community led by Kathryn Moore. This consultation event took Purcell's feasibility study as its starting point and reconnected the group to the Gatehouse, asking them to consider:

- Where the project got to with the Purcell study
- What the final mix of options are – and the different ways they could fit in the building
- What further information do they need/questions do they need to ask to narrow down to a final option?
- Who do they need to talk to – and how will they do this during their current project.

In January 2020, Heritage Lincolnshire began active engagement with the local schools to develop a choice of four different workshops on subjects relating to the Priory, Gatehouse, and the links to the Pilgrim Fathers. Work also began on developing a church community workshop and the medieval fayre. Dates for all these events were confirmed and a member of staff from Heritage Lincolnshire was due to deliver the first school workshop (to Sparken Hill Academy) at the beginning of March, when all aspects of delivery came to an abrupt stop.

Work commenced again in July, but this time, due to Covid-restrictions, the proposed programme was completely re-worked. Instead, between September and December 2020, Heritage Lincolnshire have delivered the following:

- 20th September – An online medieval fayre delivered through Worksop Priory's Facebook page. Some limited 'in-person' engagement had been





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planned using Heritage Lincolnshire's interactive trailer and some limited pre-bookable tours, but these were cancelled due to changing restrictions. Two weeks after the event, the pages had attracted nearly **14,000 people** and over **3,200** post-engagement interactions (liking, sharing etc). The social media report is included as Appendix One.

- 6th December – A second online fayre – this time with a Christmas theme and in place of a dedicated outreach event aimed at the church community (it was held on the same day as the annual Priory Christmas Tree venue). Data showed that in the 28-day period which included the event, just over **13,000 people** had been reached with nearly **2,500** post-engagement interactions. The social media report for this event is included as Appendix Two.
- During the event on 6th December, the Worksop Priory Gatehouse 'virtual brochure' was published in draft format. Designed to showcase the first-floor space as a potential business opportunity for an organisation looking for a unique office environment, this posting was the most popular in terms of engagement, with **3,800 people** reached on the day and **184** interactions. This brochure replaced the consultation events planned with local businesses and has now been uploaded to the WPGCT website for further promotion.
- The school workshops are now in the final stages of being converted to digital download packs which will be posted onto the website once reviewed and signed off by the WPGCT. The only item remaining to complete this is some specific site photographs which, whilst we remain in national lockdown, will need to wait until the restrictions lift. This final task will be completed as soon as we are able to which will complete Heritage Lincolnshire's contract.





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"Heritage Lincolnshire (HTL) were initially engaged by Worksop Priory and Gatehouse Community Trust to provide a programme of activities to increase community engagement in our long term aims of restoring and regenerating our Gatehouse, a 14th century listed building. Various actual activities were planned, which because of restrictions could not take place, and then the ideas started to materialise!

Two virtual events, a Medieval fayre, in September, attracted nearly 14,000 people, and again during an online Christmas Fair in December 13,000 people were reached, plus many more social interactions. Concurrently a Gatehouse 'virtual sales brochure' was published online as a business opportunity which attracted 3,800 people.

These examples and more have been a testament to all HTL's brilliant work, and thanks to their very innovative, and imaginative efforts and approach, many more contacts were made which would never have been achieved had these occasions had been 'Live'.

Total professionalism has been shown throughout and it has been a pleasure to work with all the Heritage Lincolnshire Team."

Fran Walker (Chair WPGCT)

