

# Evaluation of The Tattershall Church, Castle, Community, Heritage and Habitat Project; Living, Learning, Growing Together

## Summary Report | August 2021



**The Tattershall Church, Castle, Community, Heritage and Habitat Project; Living, Learning Growing Together** was delivered over 28 months between May 2019 and August 2021 in Tattershall, Lincolnshire. The project has been funded by the National Lottery Heritage Fund (NLHF) and delivered by a partnership of local organisations, led by Reverend Susan Allison of Holy Trinity Church in Tattershall, supported and guided by Heritage Lincolnshire. The project has taken place during the COVID-19 pandemic which has inevitably caused challenges throughout delivery. Five months into the project the country was in an unprecedented situation, with the government imposing a national lockdown. Since that time, there have been various and continuously changing government restrictions in place. Despite the challenges and thanks to the dedicated work of the Project Leader who continued to bring the team together, the project has still had real success in achieving its intended outcomes.

The first meeting to introduce the project was held in May 2019 and from this meeting the 'Love Tattershall' Consortium was formed. The group comprises of local business owners, organisations, attractions and members of voluntary groups. The group were all keen to work together in a collaborative approach to promote and develop Tattershall and provide the best experiences for both visitors and residents. The members of the Consortium are:

- Tattershall Water Park
- Tattershall and Coningsby Lions
- Lincolnshire Bat Organisation
- Heritage Lincolnshire
- Tattershall Sweets
- John & Associates
- Dogdyke Steam Pumping Station

- Tattershall Lakes
- Tattershall Farm Park
- Tattershall Castle
- Tattershall Karts
- Tattershall Primary School
- Holy Trinity Church

Initiated by Holy Trinity Church, the project aimed to investigate the feasibility of bringing Tattershall partners together to undertake visitor research and consultation and explore the potential development of a robust and resilient tourism strategy for Tattershall. To boost the visitor experience of the village by valuing and promoting the heritage in and around the community and to jointly promote the village to increase visitor numbers. As part of the development of the strategy, the objectives of the project were to:

- Consult with the community & stakeholders.
- Form a consortium, made up of local organisations, businesses, and visitor attractions.
- Provide training for members of the consortium in areas which would support tourism.
- Develop and promote a brand for Tattershall.
- Pilot a joint tourism event in Tattershall.
- Engage Primary School children with the project.
- Develop a series of promotional offers.

Lisa Davenport of heritage engagement consultancy Bright Culture was contracted by the team in November 2019 as an external evaluator, to provide an Evaluation Framework, a training session and to analyse data collected by the team to produce the final Evaluation Report. This document summarises the final report. Data was collected throughout the project by different members of the team and includes:

- Consortium member numbers and hours
- Consortium meeting minutes
- Community consultation survey results
- Training feedback
- Teacher and student participant numbers
- Pilot tourism event feedback cards
- Project photo record
- Passport Trail download information
- Social media follower information

## Key findings

At the end of the project, the lead was impressed and pleased with delivery and felt it exceeded her expectations with some unexpected outcomes. The lead was surprised by how many people embraced and move forward with it. Over the course of the project the team have been able to deliver the following project outputs:

- **Consulted with 243 local people and businesses on tourism in Tattershall.**
- **Formed a new consortium of 13 local businesses made up of 25 volunteers.**
- **Developed a Tattershall Tourism Strategy.**
- **Created the new Love Tattershall brand.**
- **Created the new Love Tattershall website, Facebook and Instagram pages.**
- **Produced a Love Tattershall passport, downloaded 192 times with an additional 30 paper versions distributed.**
- **Delivered a Love Tattershall event with 150 people attending.**
- **Engaged 45 local school children with the heritage trail of Tattershall through workshops.**
- **Delivered 4 training sessions for 34 volunteers taking part in the project.**

## Consultation with the community & stakeholders

The project began in 2019 by consulting with the community, businesses and organisations of Tattershall to gather more information about the needs of both tourists and residents and to understand better what people think of Tattershall as a destination. There was a good uptake of the survey, with 233 completed forms. The consultation provided insightful and useful results which helped to shape the tourism strategy, the brand and the project. Key headlines from the consultation were:

- The most popular reason for visiting the area is Tattershall Castle (96 respondents). Other popular reasons for visiting the area include Tattershall Lakes, Tattershall Farm Park and Holy Trinity Church.
- Respondents liked the area for its rural setting and natural landscape.
- When asked what they would like to see improved in the area, the most popular answer was facilities, which included cafés and public restrooms.
- 214 respondents said they would visit the area again.
- Popular methods of seeking information were word of mouth, social media (mainly Facebook), National Trust (website, book, app), and the Visit Lincoln website.

The consultation results were analysed and explored with the team who used the findings to plan the next steps for the project.

## The Love Tattershall Consortium

Whilst the consultation took place, the Project Leader worked hard to develop the consortium and encourage local businesses to join and attend meetings. Numbers at sessions grew from 6 – 16 over the course of 8 months. Unfortunately, as the Covid-19 pandemic hit in March 2020, the meetings stopped but the Project Lead continued to communicate with the team. During the meetings, members worked together to decide upon a shared brand and came up with ‘Love Tattershall’. The new brand logo and colours were also developed collaboratively by the team.

## Training

Four training sessions were delivered as part of the project and included: Planning an Event, Social Media, Making films and Evaluation by external providers, 34 volunteers took part. The training was well received and in the end of project feedback surveys, all training participants said that their training was either 'useful' or 'very useful'.

## Marketing and promotion

After creating the brand, the team created the new website, Facebook and Instagram accounts. Since the social media accounts launched in January 2020 the team have worked hard to build the following and engagement numbers by producing interesting content about Tattershall, shining a light on the different attractions. This commitment and consistent approach has earned them an impressive following of 797 followers on Instagram and 1069 likes on Facebook (numbers correct as of August 2021).



*Promotion for the Love Tattershall event*



*The new logo*



*The final passport*

## Love Tattershall Passport

One of the aims of the project was to put all the local businesses, heritage points and landmarks on the map – and encourage people to explore more than they may have come to visit in Tattershall. To this end, the team developed a Love Tattershall passport which guides people around the village to find historic interest points, visit the local sites and engage children to have fun whilst visiting.

## Pilot of a tourism event in Tattershall

The group delivered the first Love Tattershall event day in July 2021. This was the official launch of the Love Tattershall brand and the passports in a low-key and safe way. Organisations who took part put on activities and displayed the Love Tattershall Passports and merchandise. Whilst it is difficult to estimate how many people came to each of the different sites over the course of the day as a result of the campaign, we do know that the church had 150 visitors.

## Work with Primary School Children

As part of the process of designing the Tattershall Passport, local primary schools were engaged through two half day workshops designed by Heritage Lincolnshire. In January 2020, two local schools, Tattershall Primary School and Holy Trinity C of E Primary School signed up to workshops to support the development of the passports. Two sessions were delivered with 45 children attending from years 3 & 4 and year 6. The children explored the main buildings in Tattershall and then chose which were most important to them. Their ideas were then passed back to the Heritage Lincolnshire team designing the passport for incorporation.

## Developing a Tourism Strategy for Tattershall

Heritage Lincolnshire have led on the creation of the Tourism Strategy, utilising both the results of the consultation and the knowledge and experience of the newly formed consortium. The strategy provides a plan for encouraging visitors to stay longer, improve their experience and how this work will boost the local economy and create partnerships. The strategy has been adapted during the Covid-19 pandemic, to provide safer alternatives to engage with tourists and the community.

## Next steps

Overall the project has allowed real change to the way businesses and attractions work together in Tattershall to promote their heritage and sites and this is attributable to the project. Sustaining the impact and building the legacy of the project for the Love Tattershall group will require commitment from all of the members. The team have committed to do this by:

- Making the Love Tattershall event annual (the date has been set for 2022).
- Continue to promote the passport until a reprint is necessary, then review and update.

- Develop the consortium into an official constitution.
- Continue to invest time and manage the website and social media platforms.
- Encourage new organisations, businesses and groups to join the consortium.

Once the official constitution has been formed, the Project Leader hopes to take a step back from managing the group and a group chair will be appointed.

***'It was fabulous to be involved in Love Tattershall and meet like minded people who are passionate about our local community. The community spirit and enthusiasm around the event was fantastic especially considering the circumstances.'*** Consortium member 2021

***I think the community came together and worked really well (especially in difficult circumstances with the Pandemic). The Love Tattershall Events were well attended, and community engagement was fabulous.*** Consortium member 2021



Children enjoying Love Tattershall Day in 2021