

## LYMM HERITAGE CENTRE PROJECT PLAN SEQUENCED BY DATE

Activity Stream Category Codes								
CE	1	0		Core Exhibition				
L&E	3	0		Learning & Engagement				
VTMC	4	0		Volunteer Team to man centre				
PD	5	0		Programme Development				
DEM	6	0		/Digitisation /Exhibit Management				
M/P	7	0		Marketing / Promotion				
FM	8	0		Financial Management				
DP/P	9	0		Develop Policies / Procedures				
OHP	10	0		Oral History Project				
DHCA	11	0		Develop Heritage Centre activities into the village, app trail, paper based trails suitable for different age and ability groups				
FE	12	0		FINAL EVALUATION				
Ctgy	code	month	When ?	What ?	Where ?	Who will carry out the activity ?	Who is the activity for ?	What will you achieve ?
CE	1	1	Apr 2107	Sign Lease, Take possession of building	LH Centre	Management Team, Building owner	Management team toward the longer term general public benefit	Will enable us to start work on considering in detail on how to make best use of space.
CE	1	1	Apr 2017	Core exhibition - Appoint Designer/ Installer	Centre or other meeting venue	Management Team	Management team and potential designers	Establish relationship with key partner for creative input and professional skills while aiming to ensure best value
CE	1	1	Apr 2017	Core Exhibition - Identify Group's Design/ content Team	n/a	Joint decision by management team	Management team	Brings together the appropriate team to ensure we deliver an engaging core exhibition that fulfils our project

								objectives.
CE	1	1	Apr – Aug 2017	Liaise regularly with designer	Skype, Meet	<ul style="list-style-type: none"> <li>• Our Design Team</li> <li>• Exhibition Design and Build company</li> </ul>	Design /content Team, designer	Will ensure we are on track in terms of timescale, budget and shared vision.
CBF	2	1	Apr-May 2017	Order core furnishings	n/a	<ul style="list-style-type: none"> <li>• Management Team</li> </ul>	<ul style="list-style-type: none"> <li>• Schools</li> <li>• Users</li> <li>• Room hirers</li> <li>• Other visiting groups</li> </ul>	Will ensure building is fit for general use at earliest possible date
L&E	3	1	Apr 2017	Contact and consult with local primary schools and their history co-ordinators to establish a link in developing learning activities at the heritage centre and in schools. To further develop links with the history co-ordinator at the local high school with a view to playing an active role in that school's programme of learning in history and local studies.	Local primary schools, the local high school and the heritage centre.	Education/Learning Team leader and co-ordinators in schools.	Staff in both schools and the heritage centre involved in planning and participating in the learning programme.	To establish a sharing and positive working relationship with colleagues in schools in jointly delivering a purposeful programme of learning for the children.
VTMC	4	1	April 2017	Identify needs for centre-manning volunteer team	LH Centre or other meeting venue	<ul style="list-style-type: none"> <li>• Volunteer Team and leaders of key activities.</li> </ul>	Volunteer Management Team	Establishes the overall requirement for volunteers in terms of hours per month as well as spread of skills that enables the team to carry out an appropriately focussed recruitment campaign.
VTMC	4	1	Apr2017	Recruit volunteer team (esp centre staffing) <i>Note 25<sup>th</sup> Jan – In practice this is already in progress with 50+ volunteers come forward and an</i>	Social Media, schools, local press, personal contacts,	<ul style="list-style-type: none"> <li>• Volunteer Team</li> </ul>	Volunteer Mgt Team Volunteers	Build a team of sufficient strength and depth to be able to confidently man the centre for the optimum hours regime.

				<i>open evening planned</i>	website, flyers			
DEM	6	1	Apr 2017	Recruit / Establish core management group for digitisation project.	LH Centre other venues.	<ul style="list-style-type: none"> <li>Management Team</li> </ul>	Digitisation team	Establishing a digitisation team that will be responsible for setting and managing procedures and good practice.
M/P	7	1	Apr 2017	Establish Marketing sub-team <i>NB in practice already in progress, Facebook, Website, leaflets, pop-up events. Any funding requests will only be for new activities</i>	LH Centre	<ul style="list-style-type: none"> <li>Management Team</li> </ul>	Potential marketing team	Establish a team with good mix of skills capable of promoting the brand and generating public interest with a view to ensuring high levels of awareness, good visitor numbers and good participation levels in activities.
M/P	7	1	Apr 2017 ongoing	Continue to enhance website	n/a	<ul style="list-style-type: none"> <li>Marketing Team</li> </ul>	Potential on-line users including Schools On-line users unable to visit centre Researchers Casual visitors	Will provide a low cost means of continuing to generate awareness of the centre and promote specific activities and events as well as being a platform to invite participation and to share heritage e.g. from the archiving project. Also provides access to material for those unable to visit by reason of distance or disability.
M/P	7	1	Apr 2017 ongoing	Optimise use of Social Media <i>NB already 1700 facebook followers</i>	n/a	<ul style="list-style-type: none"> <li>Marketing Team</li> </ul>	Social media users	Will provide a low cost means of continuing to generate awareness of the centre and promote specific activities and events – including those unable to visit centre. (The centre's facebook site already has followers and in some cases contributors from 26 countries worldwide)
FM	8	1	Apr 2017 ongoing	Develop / Promote Friends & Supporters scheme	Centre	<ul style="list-style-type: none"> <li>Marketing Team</li> </ul>	Friends Supporters General financial benefit of the Centre	Will help to establish a firm and important ongoing source of revenue. Will encourage supporters to potentially become more involved as volunteers or contribute ideas for the better use of the centre while also acting as ambassadors for the centre.
FM	8	1	Apr 2017 ongoing	Continue to develop strong links with other funding	Centre	Management Team	Centre Users Schools	Continue to seek opportunities to strengthen the sustainability of the centre

				organisations			General financial benefit of the centre	and deliver a wide range of activities and services
FM	8	1	Apr 2017 ongoing	Seek other fundraising opportunities e.g. room hire	n/a	Management Team Marketing Team	Potential hirers	Will provide an additional revenue stream whilst continuing to raise awareness of the centre
DP/P	9	1	Apr 2017 ongoing	e.g. for Building management, Collection, Hours, Security etc	LH Centre	Management Team	For the general benefit of all users.	Ensures a thought through approach to management of the centre that provides good governance, fulfils the charity's objectives, ensures good health and safety and contributes to building a sustainable future for the centre.
CE	1	2	May-Jun2017	Core Exhibition -Agree overall plan, design	n/a	<ul style="list-style-type: none"> <li>Core Design/Content Team</li> <li>Management Team</li> <li>Exhibition Design&amp; Build company</li> </ul>	Management Team	Will have agreed the overall design that covers our objectives of flexibility, engagement, content and will allow detailed design and build work to start
CE	1	2	May-Jul 2107	Provide material for initial design	n/a	<ul style="list-style-type: none"> <li>Design/content Team</li> <li>Exhibition Design and Build company</li> </ul>	Management Team and Design /content Team	Will provide the critical content in terms of written word, images, video, artefacts, replicas, inter-active ideas that will enable the exhibit designer/builder to complete the more detailed phase of the build
CBF	2	2		<b>Centre Basic Facilities</b>				
CBF	2	2	May 2017	Install core furnishings	LH Centre	<ul style="list-style-type: none"> <li>Team members and suppliers</li> </ul>	<ul style="list-style-type: none"> <li>Schools</li> <li>Users</li> <li>Room hirers</li> <li>Other visiting groups</li> </ul>	The building will be usable for meetings of the management team and for other potential users.
CBF	2	2	May 2107	Order Core IT	n/a	<ul style="list-style-type: none"> <li>Management Team</li> </ul>	<ul style="list-style-type: none"> <li>Schools</li> <li>Users</li> </ul>	Will help ensure building is fit for general use at earliest possible date

							<ul style="list-style-type: none"> <li>Room hirers</li> </ul> Other visiting groups	
<b>L&amp;E</b>	3	2	May/Jun 2017	Following consultation and discussion with schools to plan and agree a programme of learning for the pilot school(s)	At the Heritage Centre or in individual schools.	Members of the HeritageCentre Learning Team and Co-ordinators/Teachers in local schools.	For members of the Heritage Learning Team and members of local school staff to be involved in the learning programme.	To develop a flexible and appropriate learning scheme from which children and staff will benefit.
<b>L&amp;E</b>	3	2	May/jun 2017	To research and develop suitable resources and materials for the pilot programme of learning.	Heritage Centre, local schools and any other appropriate local places/venues with suitable artefacts, materials.	Members of the Heritage Learning Team.	Children and school staff to help bring their learning to life.	To develop and provide a selection of resources and materials to effectively deliver a positive learning experience.
<b>PD</b>	5	2	May 2017	Create exhibition , timetable sub-team	n/a	<ul style="list-style-type: none"> <li>Exhibition Team</li> <li>Report to main management team .</li> </ul>	Potential visitors Potential Exhibitors Management Team	Establishing an exhibition team will enable the process of creative forward planning to take place in a managed, coherent way.
<b>DEM</b>	6	2	May 2017	Establish procedures , policies for recording new items for handling collection /digitisation	LH Centre, other venues	<ul style="list-style-type: none"> <li>Digitisation team</li> <li>Professional/Experienced advisor</li> </ul>	Digitisation team Potential volunteers	The right procedures will enable us to ensure that the secures the digitised collection for the long term including many items that may currently be “at risk” of deterioration or loss. Good procedures will also facilitate easy retrieval assisting research and enabling the public to augment the collection with narrative and other forms of participation.

M/P	7	2	May 2017	Set goals for visitor numbers, general usage	n/a	<ul style="list-style-type: none"> <li>Management Team</li> </ul>	Management Team	Establishes targets against which to measure success of the centre to satisfy both level of use expectations and related revenue.
FM	8	2	Bi-monthly	Regular reviews via Management Team of financial and general performance.	Centre	Management Team	Management Team Trustees	Will ensure that revenue targets are being met and that cost budgets are being adhered to. Will provide the opportunity to reflect where new interventions may be needed to ensure ongoing sustainability of the centre.
CBF	2	3	June 2017	Install core exhibition IT	LH Centre	<ul style="list-style-type: none"> <li>Team members and suppliers</li> <li>Consult core exhibition designer/builder</li> </ul>	<ul style="list-style-type: none"> <li>Schools</li> <li>Users</li> <li>Room hirers</li> <li>Other visiting groups</li> </ul>	Early arrival will provide time to familiarise with keys features and uses ahead of opening.
<b>VTMC</b>	4	3	Jun-Jul 2017 and ongoing.	Train volunteer team	LH Centre	<ul style="list-style-type: none"> <li>Experienced /professional trainers</li> </ul>	Volunteers	Will provide with the necessary knowledge and skills to be able to supervise management of the centre when open – typically as one of two on duty.
<b>VTMC</b>	4	3	Jun 2017	Confirm agreement on opening hours regime and set up staffing admin procedures	LH Centre	<ul style="list-style-type: none"> <li>Volunteer team</li> <li>Management Team</li> </ul>	Management Team Potential visitors	Will provide the best balance of availability to the general public to visit and explore alongside the need of other groups who need dedicated use of the centre e.g. school groups, other learning groups,
DEM	6	3	June 2017	Purchase resources, forms, software, hardware required.	n/a	Digitisation team	Digitisation Team volunteers	Will enable the team to work to consistent standards as described above and produce high quality output.
DEM	6	3	Jun-Jul 2017	Training in software, procedures for the team	LH Centre	Professional experienced trainers	Digitisation team	Will provide the core team with the necessary skills to be able to import, categorise and publish images and documents as part of a pilot exercise.
M/P	7	3	Jun 2017	Design / Develop promotional	Lh Centre or	<ul style="list-style-type: none"> <li>Marketing Team</li> </ul>	Potential users,	Establishes the “brand” for the centre,

				material - printed & on-line	with designers	<ul style="list-style-type: none"> <li>Design consultants</li> </ul>	visitors to centre, Users of resources and services	raises awareness and encourages visitors and more specific users of the centre including payers.
M/P	7	3	June 2017	Produce resources for promotion including printed	n/a	<ul style="list-style-type: none"> <li>Marketing Team</li> <li>Supplying printer where applicable</li> </ul>	Potential users, visitors to centre, Users of resources and services	Will provide us with good quality resources to help promote the centre.
M/P	7	3	Jun 2017	Distribute promotional material	Distribution to multiple sites heritage, tourist, information	<ul style="list-style-type: none"> <li>Marketing Team</li> <li>Distribution Agency</li> <li>Local press</li> </ul>	Potential users, visitors to centre, Users of resources and services	Enables us to “spread the word” using a variety of media, social media, printed, etc to reach as wide an audience as possible while conveying a consistent message.
L&E	3	4	July 2017	Trial and deliver pilot learning programme.	In the Heritage Centre and local schools.	The Heritage Learning Team with support from school staff.	Local school children and school staff.	Provide a stimulating learning experience centred around their own immediate locality for children and staff from local schools.
PD	5	4	July –December 2017	Develop outline rolling programme of exhibitions/activities to take us through to Spring 2019	n/a	<ul style="list-style-type: none"> <li>Exhibition Team liaising with other local groups, schools, public and privately run museums, charities, HLF projects</li> </ul>	Potential visitors Potential Exhibitors Management Team	Will provide A well balanced programme that provides an opportunity for learning and creative input for a wide range of people from local professional designers, artists, to seniors, students and disadvantaged members of the local community
FM	8	4	July 2017 ongoing	Stock and manage small retail area	Centre	Centre Manager	Local artists Local writers Local suppliers General financial benefit of the centre	Will provide an additional source of revenue for the centre while also contributing in a small way to awareness raising
FM	8	4	July 2017 ongoing	Stock and manage local information area eg. Heritage trail, walks, apps	Centre	Centre Manager	Centre users	( see also separate section on apps/ trails for learning benefits ) Will provide an additional revenue stream and also serve to introduce visitors to the

								wider heritage story in the surrounding built environment.
CE	1	5	Aug 2017	Install Design	LH Centre	<ul style="list-style-type: none"> <li>Exhibition Design and Build Company</li> </ul>	Management Team, Designer	Will provide the starter core exhibition which will always form a key part of what the centre has to offer as an attraction for visitors.
L&E	3	5.0	Aug 2017	Evaluate pilot leaning programme.	Heritage Centre and/or school(s).	Members of Heritage Learning Team and school co-ordinators/staff.	Activity is aimed at and for Heritage Centre Learning Team and school staff in analysing and evaluating the effectiveness of the pilot trial and any changes that may need to be made.	To reflect, observe and discuss how the pilot trial addresses targets set and the aims of the programme and how, where necessary, it can be improved upon for the introduction of the completed programme.
DEM	6	5	Aug-Oct 2107	Carry out pilot exercise to check out approach, time-scales and set targets.	LH Centre	Digitisation Team	Digitisation Team	Will demonstrate the workability of the proposed procedures and also provide feedback on realistic timescales.
CE	1	6	Sept 2017	First General opening to Public.	LH Centre	<ul style="list-style-type: none"> <li>Management Team</li> <li>Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Friends, Supporters</li> <li>Sponsors</li> <li>Public</li> <li>Schools</li> <li>Team</li> <li>Mentoring Groups</li> </ul>	Will introduce the centre to the public and generate further interest. Aim to act as a stimulant for further community generated ideas for use of the centre and to spread the word about the attraction and its benefits. Stimulate more interest from potential volunteers to get further involved
PD	5	6	Sept 2017 – March 2019	Deliver rolling programme.	LH Centre primarily but possibly other venues – outreach exhibitions	<ul style="list-style-type: none"> <li>Exhibition Team</li> <li>Third Party providers- other museums, local groups e.g. history society,</li> </ul>	Potential visitors Potential Exhibitors Management Team	A rolling programme of exhibitions that will have involved a wide cross section of the community both as participants and as visitors and that will have provided a breadth of opportunities for learning. A changing programme will also

						Schools		encourage repeat visitors with a positive knock on for revenues
M/P	7	6	Sept – Oct 2017	Review success of promotional programme including survey of visitors, users	LH Centre	<ul style="list-style-type: none"> <li>Management Team</li> </ul>	Management Team Marketing Team	Will help to establish the most cost-effective means of promoting the centre and attracting visitors
L&E	3	6.1	Sept/ Oct 2017	Develop and review main learning programme.	Heritage Centre and local schools.	Heritage Learning Team and staff in local schools.	For Heritage Learning Team and school staff to finalise an effective learning programme for introduction into the Heritage Centre and schools.	To have prepared a programme of learning for children which stimulates and develops their knowledge and understanding of their local environment past and present and adheres to aspects of the National Curriculum
L&E	3	6.2	Sept 2017	Train additional learning team volunteers if/as needed.	Heritage Learning Centre and/or local schools.	Heritage Learning Team and local school co-ordinators/staff.	Local volunteers interested in becoming actively involved in working with children and in developing a knowledge of their locality.	To establish a pool of experienced and knowledgeable volunteers to work effectively with children in delivering the programme.
L&E	3	6.3	Sept/ Oct2017	Acquire and produce resources to enable delivery of the finalised programme.	Heritage Centre.	Heritage Centre Learning Team and co-ordinators/staff in local schools.	To support the learning programme with appropriate and relevant resources which bring the learning to life.	An enjoyable and stimulating learning experience for children and staff which addresses areas of the National Curriculum and makes them aware of the inheritance of their local village.
L&E	3	6.4	Sept / Oct 2017	To train teachers from local schools regarding the	Heritage Centre and	Heritage Learning Team and other members of	School Co-ordinators and	Trained personal with a solid background of the programme and relevant local

				historical background to the locality of Lymm.	local trails where needed.	the Heritage Centre with appropriate local knowledge.	staff together with Heritage members who would appreciate greater information regarding the local area.	knowledge.
DEM	6	7	Oct 2107	Evaluate results	LH Centre	Digitisation Team	Digitisation Team Users/viewers	Will provide the opportunity to reflect and consider refinements , changes to procedure before embarking on main project.
DEM	6	8	Nov-Dec 2017	Recruit initial volunteer team for digitisation project ( some have already come forward)	Social Media, schools, local press, personal contacts, website, flyers	Digitisation team	Potential volunteers	Will provide the team who will carry out the ongoing task of importing, categorising, cataloguing and publishing images, documents
L&E	3	9	10.Dec 2017 Jan 2018	Working with schools to introduce the finalised learning programme	Lymm Heritage Centre, local schools, village locations as appropriate.	Centre Learning Team, school staff and Volunteers where needed.	Local Primary and High School children	Help local children learn and become aware of the past and present features of their locality and address aspects of the History National Curriculum.
DHCA	11	9	Dec 2017	Establish core team to deliver and recruit specialist additional skills e.g. voiceover, sound designer , musician, set goals.	n/a	Management Team	Core Apps Team	Team will explore the potential to introduce the public to the Lymm Story by exploring the geology, geography and built heritage of the village using a variety of media.
L&E	3	9.1	11 Dec 2017 – Sept 2108	Develop new topics in response to demand from schools	Lymm Heritage Centre, local schools, village	Centre Learning Team, school staff and Volunteers where needed.	Local Primary and High School children	Help local children learn and become aware of the past and present features of their locality and address aspects of the History National Curriculum.

					locations as appropriate.			
DEM	6	10	Jan 2018	Train volunteers for digitisation project	LH Centre	Digitisation Team Possibly professional trainers	Volunteers	Will provide the volunteer team with the necessary skills to be able to import, categorise and publish images and documents as part of the digitisation project
DEM	6	10	Jan 2018 - ongoing	Start main roll out of digitisation etc.	LH Centre – some home working may be possible	Digitisation Team volunteers	Researchers Schools Centre Visitors On-line visitors	The main outcome of the digitisation will be to provide an archive that is readily accessible to the general public, to educators, to researchers in a logically searchable manner both at the centre an on-line. The archive will also ensure the long-term security of the images. The images will provide stimulus for further exhibitions and activities and contribute to the general public's better understanding of Lymm's story.
OHP	10	10	Jan 2018	Establish core team for Oral history project	Word of mouth, social media, members,	From existing volunteers or newly interested people. Possibly work with mentor team from another project e.g. Hebden Bridge.	Oral history team, Additional volunteers	Establish core team to define scope of project and desired outcomes. Possible topics – school life, working life e.g. gold beating works, leisure, World War II home front.
DHCA	11	10	Jan 2018	Establish potential technology, software supplier	n/a	Core Apps Team, Technology Supplier	Core apps team and long term benefit to potential users	Aim to strike right balance of technology, usability, durability to ensure cost-effective solution
OHP	10	11	Feb 2018	Purchase equipment	n/a	Oral History Team	Oral history collectors, contributors and users of the oral history archive.	Provides the equipment necessary to ensure that oral history is collected to good standards and quality
OHP	10	12	March 2018	Initial Training	TBC	Experienced users, oral	Oral history team	Provides a framework and set of

						history professionals		standards and techniques for recording oral history.
OHP	10	12	March 2018	Identify members of community to work with	Word of mouth, visits to social centres, social media etc, possibly social media respondents	Oral history team	Oral history team, Reminiscence contributors	Establishes contacts in various parts of the community including residential homes, elderly people living alone,
DHCA	11	12	Mar 2018 May 2018	Design and produce pilot trails - one paper, one tablet or smartphone based.	n/a	Core Apps Team contributors	Core Apps Team Contributors	Will enable the team to better their target audiences, potential themes and topics and understand the work effort required to produce.
OHP	10	13	April 2018	Carry out pilot recording exercise	On site, in homes, at Centre	Oral History Team, Reminiscence contributors	OH Team, contributors	Opportunity to become familiar with equipment, apply training to the interview and recording process. Explore possible themes for more extended exercise
OHP	10	14	May 2018	Produce Output/ Digitisation/ Transcriptions	n/a	Oral history Team	OH Team, contributors	Opportunity to explore how best to make use of the output material, archive, publish, share
OHP	10	15	Jun 2018	Evaluate outcome of pilot	LH Centre	Oral history Team, Sample Users	Oral history team and contributors	Opportunity to reflect and make changes to use of technology, topic, participant group,
OHP	10	15	June 2018	Invite wider participation and extend training to more volunteers	Press, website, social media, word of mouth	Oral History Team, New volunteers	Potential volunteers	Broadens the opportunity to learn and participate in the project
OHP	10	15	Jun-Oct 2018	Carry out recording project	On site, in homes, at Centre	Oral History Team, New Volunteers Reminiscence contributors	Oral history collectors, contributors and users of the oral history archive	Gathers a body of material possibly on themed subjects
DHCA	11	15	Jun 2018	Dry Run pilot with volunteer "trail-users"	Village trails	Core Apps Team Volunteers "guinea-pigs"	Core Apps Team to long term	Will ensure trails are usable, functional and also engage users of target ages and

							benefit of potential users	backgrounds
DHCA	11	16	July 2018	Review, Evaluate,Pilot	n/a	Core Apps Team, Volunteer “guinea pigs” Other contributors	Core Apps Team to long term benefit of potential users	Will provide valuable feedback on how best to proceed after possible adjustments to approach in all respects. Mix of media, language, text, subject etc
<b>L&amp;E</b>	3	17	Aug – Dec 2018	End of year evaluation	Lymm Heritage Centre, local schools,	Centre Learning Team, school staff and Volunteers where needed	Schools, Staff and children	Opportunity to review and reflect on what the positive outcomes have been and how the programme can be developed for future years.
DHCA	11	17	Aug- Nov 2018	Develop and Publish or print further trails / village activities in light of feedback from users, schools etc and pilot evaluation	LH Centre, village	Apps Team	Visitors, School and other specialist visitor groups.	Will provide a valuable lasting interface between the centre and the surrounding built environment. Will offer a positive reason to visit the centre. Will potentially provide a source of revenue from sale of paper based trails or use of tablets or apps.
OHP	10	20	Nov 2018-Mar 2019	Store, present and share finished project .	LH Centre, working at home, other	Oral history Team and Volunteers	Oral history collectors, contributors and users of the oral history archive.	Produce outputs, transcriptions, publish on web, incorporate into exhibits, supplement with video and images. Other potential uses include research and publicity material.
DHCA	11	21	Dec 2018	Evaluate overall benefit of trails	LH Centre	Apps Team Users	Long term benefit to future users.	Will enable us to continue to make improvements based on extended use.
FE	12	24	March – April 2019	Carry out final evaluation	Centre Social Media, Press	<ul style="list-style-type: none"> <li>• Management Team</li> <li>• External consultants</li> </ul>	Centre Users including schools, visitors, funders Heritage Lottery Fund	Will establish how the project overall has matched up to its overall objectives Will demonstrate how well it has “scored” on specific measurable objectives e.g. visitor numbers, participation levels, revenue etc Also provides feedback on quality of exhibits and activities. Overall will provide a vital steer for future planning of the centre in terms of direction and sustainability.