

Project reference number	HA-24-00191	Status	New
Organisation Name	Bournemouth, Christchurch and Poole Council	Withdrawn on	
Contact Name	Mark Holloway	Submission Date/Time	16/05/2024, 12:50
Nation / Area	London and South	Grant expiry date	
Project Enquiry		Strategic Plan Version	H33
Case paper		Programme	National Lottery Heritage Grants - £10,000 to £250,000
Decision meeting		Heritage area	
Heritage places		Heritage area subcategory	
First application?	No		

Grant Details

Total payments requested	£0.00	Amount requested as percentage of award	#Error!
Total payments paid	£0.00	Amount paid as percentage of award	#Error!
Remaining grant	£0.00	Total amount authorised	£0.00

Project address

Project & organisation address the same?	<input type="checkbox"/>	Ward	East Southbourne & Tuckton
Project street	Barn Cottage, Hengistbury Head Visitor Centre, Hengistbury Head Nature Reserve - Broadway Road	Constituency	Bournemouth East
Project city	Bournemouth	Local authority	Bournemouth, Christchurch and Poole
Project county	Dorset	Region	South West
Project postcode	BH6 4EW	Grid reference provided?	Yes

About your vision

What org would like to achieve	A decade on from the opening (April 2014) of the HLF funded Hengistbury Head Visitor Centre we wish to celebrate 10 years of public engagement (c1.25M visitors) to our internationally important archaeology, ecology and geology exhibitions. Despite this success a step-change in the model is profoundly needed. Covid and 60% cuts in public funding created the ‘perfect storm’ with the Centre operating an annual deficit - ultimately threatening our internationally important heritage and public engagement offer. Positively, since 2014, BCP Council (and The Parks Foundation) were a successful cohort in Rethinking Parks 1 and 2, followed by pioneering work (2019-2022) with the Future Parks Accelerator and National Trust in creating sustainable parks fit for the 21st century. We wish to use this learning to build resilience into the Visitor Centre business, deliver ‘organisational sustainability’ through improved commercial capabilities, invest in new skills and increased capacity to drive new revenue opportunities.
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About your heritage focus

Heritage focus	Hengistbury Head is a nationally and internationally renowned landmark in respect of its ecology, archaeology and geology. It covers an area of approximately 162 hectares and is situated at the eastern-most point of Bournemouth. It is an integral part of the Christchurch Harbour Site of Special Scientific Interest (SSSI, SAC & SPA) that includes the estuarine harbour - a complex and unique landscape that is a haven for both people and wildlife in an otherwise predominantly urban setting. There is a wide range of habitats including heathland, woodland, grassland, salt marshes, dunes, cliffs, ponds, sea and harbour shorelines. These habitats support a remarkable diversity of plants and animals e.g. there are 500 plant species, almost a third of the native national flora including eight red data book species, 14 nationally scarce and 39 locally rare species. There are 1000 moth species (2023), more than a third of the national total of approximately 2,600 known species. More than 300 species of birds have been recorded and Hengistbury Head is recognised as an important regional and international migratory point. The nature reserve is home to the Natterjack toad, Britain’s rarest native amphibian. The geology of the site is of international importance. The imposing ironstone beds set in clay have their origins 60 million years ago in a warm, tropical delta. Today,
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standing on the beach one can travel back in time from post-glacial river terraces and wind-blown sands through to the clay and ironstone deposits. The current land-form has been shaped by natural and man-made processes such as sea-level changes and quarrying. Archaeological excavations have revealed that Hengistbury Head has had almost continuous human occupation for 12,500 years. The earliest evidence (Old Stone Age) is an open-air hunter-gatherers camp, one of only three such sites known in Britain. Stone Age occupation continues through the Mesolithic (with technology change to bows and arrows) and then to the first farmers of the Neolithic, 5,000 years ago. There is evidence of a Bronze Age cemetery and then, in the Iron Age, it was to become a major port for trade links throughout Europe. Research is ongoing and the most recent excavations (early 21st century) revealed previously unknown Iron Age and Bronze Age activities, the most spectacular of which was crab apple offerings at a Bronze Age cremation, the first of its kind in Britain. Hengistbury Head is designated a Scheduled Ancient Monument.

The heritage includes the Hengistbury Head Visitor Centre funded and opened by the ‘HLF’ in 2014. In a renovated 19th century thatched barn, the Centre houses circa 20,000 artefacts from the site encompassing all the above periods. These artefacts were ‘repatriated’ from across the UK and today form an internationally important study collection and the basis of the public galleries and exhibitions, with the remainder housed in an environmentally-controlled artefact store.

At risk?	<input checked="" type="checkbox"/>
Explain why heritage at risk and how	<p>The Heritage of Hengistbury Head (as described above) is at risk for a variety of reasons - the majority of which are within our ability to control and mitigate (assuming that we can get medium-term support to build in resilience and operate sustainability).</p> <p>1. With more than 1.25 million visitors each year (and 250,000 dogs), trampling and inadvertent disturbance is damaging to the landscape, and the internationally important ecology, geology and archaeology. The opening of the Hengistbury Head Visitor Centre in 2014 as the gateway to the headland has markedly improved the understanding and awareness of the public of the outstanding heritage on their doorstep. The Visitor Centre has 'entertained' more than 1.3 million visitors over the past decade and has contributed to a pride of place amongst local people. More than 160 volunteers are signed up to help with practical conservation work, the Visitor Centre's galleries and exhibitions, the retail shop and the development of Performing the Past - a NLHF funded project to bring the archaeology to life through re-enactments and practical experimental archaeology.</p> <p>The Visitor Centre is home to 20,000 artefacts (representing 12,500 years of human occupation) - the majority of which are stored in our environmentally-controlled museum store. They require conservation, digitisation and opening up to academics and the wider public alike to drive a dynamic flow of information back and forth through citizen science projects.</p> <p>The subject of this application is the fragile operational sustainability of the Visitor Centre which threatens the continuity of all this good work. With 60% cuts in local government funding since 2014, Covid and 'Lockdowns' have created the perfect storm for what is largely a non-statutory service. Part-time opening during the latter period together with a moratorium on replacing staff has had a knock-on effect in terms of lower sales and revenues to support the running costs.</p> <p>The closure of the Visitor Centre (either temporary or permanent) threatens the very fabric of the headland, its archaeological collections, its offer of face-to-face engagement (learning by doing / hands-on approach) and its importance to people in terms of a sense of place, health and wellbeing, the local economy, education and learning, volunteering and socialising. Considering its 1.25 million visitors annually, this is an 'at scale' opportunity to continue to bring about cultural and behavioural change not only in terms of the local heritage but also in terms of climate change, the ecological emergency, and health and wellbeing.</p> <p>We are also concerned about the loss of intangible cultural heritage - something we have endeavoured to develop through recent NLHF funded projects such as Performing the Past and the creation of a replica Iron Age village. Walking in the footsteps of our ancestors, story-telling, astro-archaeology (the shared heritage of the night sky), ancient craft skills, costume making and re-enactments have been the big success of the last 2 years in terms of volunteering and attendance at events (some 24,000 physically and 20,000 online).</p> <p>See Condition Report.</p>

About your project	
Project title	Hengistbury Head Visitor Centre - Building in Resilience & Sustainability - A 10 year Celebration
Project start date	01/09/2024
Project end date	28/03/2027
Advice from NLHF?	<input checked="" type="checkbox"/>
Advice from NLHF details	We have had ongoing discussions during the past 12 months with Kelly Spry-Phare, Senior Engagement Manager, South West, as part of our overall strategy. We have received encouragement and advice with regard to a 'Phase 2' project for Hengistbury Head and how the new NLHF Investment Principles and grants could assist us, not

only with organisational sustainability, embedding resilience and future-proofing our business but also with protecting at risk heritage, through increased public understanding and connection to the heritage on their doorstep.

Subsequently we developed a Project Enquiry Form outlining our proposals alongside the NLHF's new investment principles and in line with the new Heritage 2033 Strategy.

As part of a pipeline of BCP Council projects we arranged to meet with Stuart McLeod Director of England, London & South East and Richard Bellamy London & South East at Hengistbury Head on the 18 January 2024. We received a thorough endorsement of our plans to submit an application, and we were told subsequently by Kelly Spry-Phare that they were impressed by their visit to Hengistbury Head.

We were asked to:


1. Keep the grant 'ask' to circa £200,000 to give a better chance of success alongside competing applications.
2. Ensure that the project is aligned with the new Investment Principles with a sound approach to packages of work including job specifications and briefs for the various contracts.
3. Identify our comparative sites and the evidence base they have provided for our proposed capital and revenue expenditure.

Advice from anyone else?	<input checked="" type="checkbox"/>
Advice from anyone else details	<p>Background:</p> <p>In 2014 BCP Council (Formerly Bournemouth Borough Council) was awarded a grant in the first round of Rethinking Parks to set up a Parks Foundation for Bournemouth's parks and greenspaces. The Parks Foundation has prospered (now employing 18 staff).</p> <p>In 2019, the Parks Foundation and BCP Council were invited to participate in the Future Parks Accelerator (FPA) programme supported by the NLHF, National Trust and the previous Department for Levelling Up, Housing &amp; Communities. Through the FPA we have developed considerable expertise and learning regarding building in resilience and revitalising community parks and local heritage, through improved trading opportunities, opening up redundant buildings as park cafes, volunteering models, delivering nature activities, public engagement and infrastructure improvements.</p> <p>We now have an opportunity to apply this learning to build a more sustainable and innovative project at Hengistbury Head; with specific reference to not only new and diverse trading opportunities (catering, nature activities, community hub creation, expanding the embryo Iron Age Village offer) but also exciting opportunities for innovative, tested and popular activities such as Skyscape Archaeology to attract new audiences. We have spoken at length with:</p> <p>The FPA team:</p> <p>Mollie Dodd, FPA's Commercial and Business Development Consultant;</p> <p>Claire Graves, FPA Advisory Services Manager;</p> <p>Janna Bloice, BCP Council's FPA Project Manager;</p> <p>Cathi Farrer &amp; John Hansen CEO The Parks Foundation;</p> <p>Through the FPA we have also been advised by Creative Business Associates who provided reporting to both the Council and The Parks Foundation separately.</p> <p>All reports are available in full and include in-depth analysis of current operations as well as a toolkit for establishing strategic purpose of a space as well as useful case studies.</p> <p>We have received advice from all the above in terms of building in resilience and sustainability.</p> <p>We have developed a close relationship with Bournemouth University particularly with regard to their Archaeology and Anthropology Department and our previous Performing the Past / Living in the Round project (i.e. building an Iron Age Village). We have discussed the application with:</p> <ul style="list-style-type: none"><li>- Professor Kate Welham - Professor Of Archaeological Sciences;</li><li>- Dr Derek Pitman - Associate Professor &amp; Head of Department of Archaeology and Anthropology;</li><li>- Dr Fabio Parracho Silva - Senior Lecturer in Archaeological Modelling;</li></ul> <p>Advice has been received regarding new public engagement activities such as:</p> <ol style="list-style-type: none"><li>1. Skyscape Archaeology events for schools and the public (understanding how our prehistoric ancestors at Hengistbury Head conceived the world and visible universe and their place in it).</li></ol>

- 2. Opening up Collections (outreaching through digitisation and broadcast media)
- 3. Improved signage for the internationally important heritage sites
- 4. A 10-year research agenda where there is a dynamic flow of information back and forth between academics and the public (citizen science).

We have also received advice from:

- 1. Therese Kearns at Butser Ancient Farm Project (as one of our comparative sites in terms of archaeology activities and revenue generation)
- 2. Antony Whitlock at the Ancient Technology Centre (Iron and Bronze Age Village), Cranborne, Dorset - regarding public engagement activities, events and revenue generation.

Acquiring buildings/land/items	
Acquiring buildings/land/items details	
What you will do during project	<p>Emphasis will be on using our learning from the Future Parks Accelerator (FPA) cohort (see above) to deliver transformational change to our Visitor Centre and surrounds</p> <ul style="list-style-type: none"><li>- to create a model that is self-financing, resilient and sustainable, to not only protect its future, its collections and its exhibitions, but also the wider heritage of Hengistbury Head, the local green economy, staff, volunteers and public participation for all ages and abilities.</li></ul> <p>The new business model will be built upon new revenue streams including:</p> <ul style="list-style-type: none"><li>- new trading opportunities to supplement the current retail offer to include a catering offer in the ‘secret’ garden adjacent to the Centre with the purchase and installation of a high-quality Horsebox/Shepherds Hut Catering Unit.</li><li>- completion of phase 1 of our Iron Age Village and opening this up to schools and the public (paid events) as a living history offer (practical and experimental archaeology, pottery making, flint knapping, arrow making, metal working, fire-making, pigments and paints, woodcarving etc.); with an emphasis on intangible heritage – oral traditions, performing arts, social practices, rituals and festive events, knowledge about nature / universe.</li><li>- purchasing a mobile planetarium and developing state-of-art digital projections with our partner Bournemouth University. We will operate ‘Skyscape Archaeology’ paid events for schools and the public (understanding how our prehistoric ancestors at Hengistbury Head conceived the world and visible universe and their place in it); and for inspirational journeys in the natural environment, prehistoric landscapes and promoting our local dark skies initiative.</li><li>- the installation of an outdoor ‘covered’ classroom in our Visitor Centre courtyard to cater for paid school visits and public events e.g. nature studies, local heritage, archaeology, arts/crafts and to provide cover for the planetarium (see above)</li><li>- promoting more retail opportunities in our existing shop – selling items related to the new activities and events (above)</li><li>- hosting a 10-year celebration of the opening of the Hengistbury Head Visitor Centre (a NLHF funded project); used to market and promote the Visitor Centre and its new offers (above) and to engage with the public and partners to deliver a 10-year research and development plan.</li></ul> <p>In addition we will be:</p> <ul style="list-style-type: none"><li>- repairing and restoring elements of our existing exhibitions with particular attention to the interactive museum displays and live streaming from our nature reserve wildlife cameras (which have been running for 10 years continuously).</li><li>- completing and signing off our bid for Museum Accreditation (due 2024) and commencing a 5-year plan to conserve and restore the internationally important collection (circa 20,000 artefacts).</li><li>- opening up the collection through digitisation / 3D modelling supported by - Bournemouth University (Archaeology Dept).</li><li>- improving the directional and welcome signage at 12 key entrances to Hengistbury Head; with a view to increasing the footfall/spend at the Visitor Centre</li><li>- putting the Visitor Centre at the heart of a new ‘Greenspace Economy’ linking to a new 10km Coastal Nature Park and proposed Stour Valley Park</li><li>- maximising inclusion</li></ul>

- delivering new skills for staff / volunteers

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Subsidy Control Act 2022

We have familiarised ourselves with the Guidance as set out by the NLHF here:

[www.heritagefund.org.uk/about/transparency/subsidy-control](http://www.heritagefund.org.uk/about/transparency/subsidy-control)

and here:

The UK Government's Website - the Subsidy Control Act 2022 - The Act.

Our answers to the 4 key questions as to whether the support (known in the Act as 'financial assistance') are 'Yes' and therefore the assistance should be regarded as a subsidy.

In addition, we have examined the case studies of other projects published under transparency rules on the NLHF website and this confirms that our projects falls within the remit of The Act.

We have also spoken with our regional NLHF case officer in Exeter, Kelly Spry-Fare.

We understand that the UK subsidy control regime regulates subsidies given in the UK to prevent any excessively distortive or harmful effects. The regime is designed to be flexible, to allow public authorities to support business growth and innovation, promoting competition and investment in the UK. Under the regime, public authorities can deliver subsidies that are tailored to local needs to deliver their strategic priorities.

In this respect we confirm that we are happy to carry out our responsibilities as a grantee in terms of reporting and evaluation and any other relevant actions required by NLHF.

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Maintain benefits and meet related costs

This project is designed to build on our learning from the Future Parks Accelerator Project (FPA) – as described above. We wish to build resilience into the Visitor Centre business, deliver 'organisational sustainability' through improved commercial capabilities, invest in new skills and increased capacity to drive diverse revenue opportunities – key to maintaining the benefits of our project. The business planning actions are identified in our Project Plan.

In summary, new income will be generated through:

1. A new catering offer to supplement the existing retail offer – which currently attracts circa 130,000 visitors annually. Our FPA work on comparator sites predicts a modest profit after accounting for seasonal catering staff.
2. The opening of our Iron Age Village – Living in the Round NLHF Project – to paying schools and the public. With more than 135 schools in the South-East Dorset conurbation our comparator sites at Butser Ancient Farm (Hampshire) and the Ancient Technology Centre (Dorset) predict attracting 2000 paying students annually. Together with public events, revenues will cover casual teaching staff and generate a modest profit.
3. The instigation of 'Skyscape Archaeology' paid events for schools and the public (understanding how our prehistoric ancestors at Hengistbury Head conceived the world and visible universe and their place in it); and for inspirational journeys in the natural environment, prehistoric landscapes and promoting our local dark skies initiative. We have trialled a mobile planetarium at Stonehenge and at Butser Ancient Farm with success – it is profitable and will be an innovative new revenue scheme for Hengistbury Head.
4. The installation of an outdoor 'covered' classroom in our Visitor Centre courtyard to cater for additional new activities other than the above; for example, paid school visits and public events, nature studies, local heritage, arts/crafts, and to provide cover for the planetarium (see above). This will allow the promotion of more retail opportunities for our existing shop – selling items related to the new activities and events and driving up turnover and profit.
5. Uplifting the directional/welcome signage at 12 key entrances to Hengistbury Head; to increase the footfall/spend at the Visitor Centre - putting the Visitor Centre at the heart of a new 'Greenspace Economy' by linking it to a new 10km Coastal Park Nature Park and proposed Stour Valley Park.

We have 160 volunteers currently and we will be delivering new skills for volunteers and staff alike to ensure that the activities continue to thrive and the heritage is protected – including training in:

1. Digitisation, archiving and conservation of artefacts
  2. Catering and event management
  3. Living history demonstrations
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4. Skyscape archaeology

5. Communication and media

Evaluation  
Our Project Lead will be responsible for the evaluation of the project and will be supported by staff, stakeholders and volunteers; to ensure the outcomes and benefits are delivered and maintained.

In 2024/25 we hope to be awarded Museum Accreditation Status which will additionally ensure that the benefits of this project are retained and enhanced.

Capital works	
Will project involve capital works?	<input checked="" type="checkbox"/>
More information on owner	BCP Council hold the Freehold to the land and the buildings at Hengistbury Head, Bournemouth, Dorset. This includes all associated heritage items, artefacts and collections at the Hengistbury Head Visitor Centre.
Permission for capital works?	Yes
Details of permission needed	We have received Scheduled Ancient Monument Consent from English Heritage for our proposals on Hengistbury Head regarding the building and completion of the Iron Age Roundhouse and associated activities. We have Planning Permission from BCP Council for the above. We are also completing a Section 17 Management Agreement with Historic England in terms of general capital works on Hengistbury Head and pursuing a Scheduled Monument Consent for new welcome and interpretation signage for where they occur on the Ancient Monument. Consent is due to be received in June / July 2024. We have a Management Plan for Hengistbury Head agreed with Natural England in relation to the Site of Special Scientific Interest.
Condition survey in last five years?	Yes
Details of condition survey	<p>A Condition Report has been produced as part of our work to achieve Museum Accreditation status for the Hengistbury Head Visitor Centre (HHVC). This document was produced by the Curator, Dr. Hayden Scott-Pratt.</p> <p>The report outlines the current usability and condition of the HHVC, its archive, collections and storage, the exhibition, displays and the state of the building; and it makes recommendations regarding best practice 'housekeeping', handling and use, environmental monitoring, conservation, as well as digitisation and photogrammetry.</p> <p>In terms of the exhibition and displays it identifies maintenance and repair issues, the updating and uplifting of the current interpretation offer including interactive screens and wildlife streaming which have degraded since their installation 10 years prior.</p> <p>The deterioration of some of the internal brick walls is also summarised.</p> <p>We have prioritised the elements of the Condition Report which we would like to include in this grant application and these are summarised as an Addendum to the report. These are:</p> <ol style="list-style-type: none"><li>1. Uplift of displays with repair and maintenance of digital screens</li><li>2. Uplift of directional signage in and around the Visitor Centre</li><li>3. Renewal of the wildlife streaming cameras and their displays on site as well as improved broadband connections for remote public viewing</li><li>4. The commencement of digitisation of artefacts and an exploratory project to assess the totality of the work required in the medium term</li><li>5. A new digital interactive prehistoric landscape display</li><li>6. A new saltwater fish tank display.</li></ol>
Legal conditions/restrictions/covenants	No
Legal conditions / restrictions details	
Is heritage on the at risk register?	<input type="checkbox"/>
At risk register number	
Creating any digital works?	<input checked="" type="checkbox"/>

#### How digital works meet requirements

Our internationally important collection of circa 20,000 artefacts (12,500 years of human occupation) spanning the Late Upper Palaeolithic through to the Iron Age offers huge potential in terms of digital access.

Initially our work will be a fact-finding mission, on how we can make it work for the collections (ensuring there is a robust record), the public (engagement & outreaching), academics (remote access) and access at the Hengistbury Head Visitor Centre Museum (HHVC) e.g. interactive displays /3D models.

We are keen to ensure that this digital project protects and enhances our 'Intangible Heritage' – the Living Prehistory element, a sense of place, walking in the footsteps of our ancestors - their aspirations and fears; together with traditional crafts, knowledge about nature and the universe (a heritage we share today with our ancestors).

We wish to:

1. Create an online open-access digital archive of our collections' archaeological, historical, and natural science artefacts; to enhance interaction and access with our collection and to safeguard against future destruction, loss and damage.
2. Augment online open-access archives with high-quality 3D models of key artefacts using photogrammetry and enhance museum displays with interactive 3D models.
3. 3D printing (in partnership with Arts University Bournemouth) of key objects that are unsuitable for handling to make them accessible to the public in the museum / at events
4. Use our experimental archaeology to create a catalogue of 3D models of ancient objects, buildings, and people from different periods, as evidenced at Hengistbury Head.
5. Create macro-3D models of archaeological features such as the Iron Age Double Dykes and the Bronze Age barrows to enhance heritage interpretation on-site and in the HHVC.
6. Create digital vignettes of each ancient site, using 3D models and artist illustrations to enhance existing heritage interpretation on-site via QR codes and in the HHVC.
7. Create a comprehensive soundscape reconstruction for the different ancient sites at Hengistbury Head.
8. Explore possibilities of combining LiDAR data of the headland with 3D models, AI and VR to create an interactive and immersive digital landscape.
9. Explore the creation of an onsite audio tour and online digital tour and ways to generate a passive income.
10. Continue our much-praised Facebook and YouTube Live outreaching broadcasts instigated during the Covid lockdowns.

We have met with Bournemouth University (Archaeology & Anthropology Dept.) and Arts University Bournemouth to explore their involvement. They have agreed to provide expertise and initial partnership funding for equipment to set up a basic Photogrammetry and 3D interactive modelling resource.

Through our FPA work we have attended seminars including the Digital Skills for Heritage Initiative and taken on board their Evaluation Report. As a grantee we agree to share Digital outputs under a Creative Commons Attribution 4.0 International licence (CC BY 4.0) and code, metadata and media generated during the reproduction of public domain works under a Creative Commons 1.0 Universal Public Domain Dedication tool (CC0 1.0). We will make these materials publicly available online for at least five years after the project end date.

#### About the need for your project

##### Why does the project need to happen now?

The fragile operational sustainability of the Hengistbury Head Visitor Centre (HHVC) threatens the continuity of all its good work since opening in 2014. Indeed, 60% cuts in local government funding and spending since 2014, Covid and 'Lockdowns' have created the perfect storm for what is a non-statutory service. Part-time opening during the latter period, with a moratorium on replacing staff has had a knock-on effect in terms of lower sales/revenues to support the running costs. The closure of the Visitor Centre (either temporary or permanent) threatens the fabric of the headland, its archaeological collections, its offer of face to face engagement (learning by doing / hands on approach) and its importance to people in terms of a sense of place, health and wellbeing, the local economy, education and learning, volunteering and socialising.

We have an opportunity and window granted to us by local politicians and senior management to demonstrate that we have a sustainable business model for the HHVC. Having recently been praised by the Heritage Fund and the National Trust as one of the more successful FPA cohorts (i.e. demonstrating the creation of sustainable parks and greenspaces) we wish to put our learning to the test and invest in the future of Hengistbury Head.

As one of the most visited heritage sites on the UK South Coast (circa 1.25 million visitors annually) – its landscape and heritage is always at risk due to disturbance and erosion. Its archaeology collection (circa 20,000 artefacts) requires conserving and digitising and then 'broadcasting' to the world!

We have a brand new Performing the Past NLHF project – a Living History demonstration area waiting to be opened to the public and schools with learning opportunities for thousands of students.

We have tested new Skyscape Archaeology initiatives (see earlier) which will significantly promote, along with our Living History project, the 'intangible heritage' of Hengistbury Head.

We have a planned 10-year celebration of the opening of the Hengistbury Head Visitor Centre (2014 – 2024) which will be the launchpad for this project. Museum Accreditation (part of the Living in The Round initiative) will be achieved later in 2024 – conferring a new status and impetus for our investment and activities. 2024-25 will therefore be a significant year.

We have time-sensitive partnership funding and in-kind support from Bournemouth University committed to the signage and digitisation work during 2024, plus business, fundraising and 'inclusivity' support from The Parks Foundation.

Hengistbury Head features as a key strategic location in BCP Green Infrastructure Strategy 2023-2033 (an outcome of our FPA work). It is the gateway into both the proposed Coastal Nature Park and Stour Valley Park.

Hengistbury Head has a key role to play in support of BCP Council’s Corporate Strategy 2022; the vision includes delivery plans for:

- 1. A sustainable environment; biodiversity, heritage and climate change
- 2. Dynamic Places; an innovative and resilient economy
- 3. Fulfilled Lives; volunteering, engagement and opportunities
- 4. Connected Communities; strengthen the cultural identity and diversity
- 5. Health and Wellbeing; active and independent lives

Communities that project serves	None of the above
Who else approached about funding?	<p>We have been working with Bournemouth University (BU) in respect of the new directional and welcome signage which is key to directing visitors to the Hengistbury Head Visitor Centre (HHVC). We have secured from BU a commitment to circa £28,080 for phase 1 of the signage and circa £3,407 for Phase 1 of the digitisation / photogrammetry project.</p> <p>We are negotiating a joint approach with BU to purchasing and operating the Planetarium at an estimated cost of £30,000.</p> <p>We have approached Natural England for guidance on spending resources allocated through BCP Council's Heathland Mitigation budget and secured / agreed £10,000 from our mitigation funds related to Hengistbury Head's position as a physical and intellectual gateway to the Stour Valley Park. These are developers’ contributions and in this respect are regarded as external funds to the Council. In addition we have expressed an interest in agreeing a further £30,000 from the Heathland Mitigation 'pot'. At the time of writing this was not confirmed and we have listed the latter sum as unsecured in the cash contributions.</p> <p>We will continue to raise funding through our partnership with the The Parks Foundation (TPF). This partnership has raised circa £5000 over 3 years in donations through their website and on site. This arrangement will continue. We have allocated funding from this project for fundraising advice from the TPF in order to maximise donations over the next 2 to 3 years.</p> <p>In respect of BCP Council's resources at the time of writing there is a spending freeze and we can only commit to use funding that has been generated on site in the retail shop / events etc., or grants from stakeholders such as Bournemouth University (as mentioned above). We can allocate core funding for essential repairs and maintenance, staffing and utility expenditure. We have external funding resources through various schemes such as Countryside Stewardship, Community Infrastructure Levy and Heathland Mitigation which may contribute (as described above) if the correct criteria apply.</p>

Investment Principles

How project will save heritage

Our project is all about conserving and valuing heritage for now and the future, embracing not only the physical and natural aspects but also the intangible heritage. Hengistbury Head is a remarkable site (see above) - internationally important for its archaeology, geology and ecology.

The thrust of the project is to protect the Hengistbury Head Visitor Centre, its exhibitions and displays and its internationally recognised collection of some 20,000 artefacts. As the main gateway to Hengistbury Head, the Visitor Centre is the first point of contact for residents and visitors alike, attracting 130,000 visits annually (10% of the annual total of visitors (1.25M) to this heritage site.

The closure of the Visitor Centre (either temporary or permanent) threatens the very fabric of the headland (ecology, geology and archaeology) as a result of non-willful damage, trampling and disturbance. A functioning Centre offers an 'at scale' opportunity to bring about cultural and behavioural change not only in terms of the local heritage (the SSSI, Nature Reserve and Ancient Monument) but also in terms of its role in raising awareness of climate change, the ecological emergency, and health and wellbeing. The Visitor Centre is regionally and strategically a gateway to the proposed Coastal Nature Park and Stour Valley Park, which converge at Hengistbury Head and Christchurch Harbour. It is the only venue of its type in the BCP Council area - a conurbation of circa 400,000 residents.



It plays a key role in the health and wealth of the local economy through face-to-face engagement (learning by doing / hands-on approach) and its importance to people in terms of a sense of place, pride, health and wellbeing, the local economy, education, learning and volunteering.

We strongly believe that: “No one will protect what they don't care about; and no one will care about what they have never experienced” - David Attenborough.

The Visitor Centre is key to our programme of promoting intangible cultural heritage - something we have developed through recent NLHF funded projects such as Performing the Past (PTP), which delivered 36+ experimental archaeology events /exhibitions to more than 30,000 people (PTP Evaluation Report). Our philosophy and mantra are all about 'walking in the footsteps of our ancestors' immersing our visitors, staff and volunteers in ancient craft skills of flint knapping, pottery firing, costume making, re-enactments, fire-making, story-telling and astro-archaeology (the shared heritage of the night sky). We envisage an ambitious programme in the future embracing music/ ancient instruments, prehistoric food (identifying/ gathering wild plants), pigments and dyes, weaving and woodcraft skills.

The planned digitisation of our some of our collection (20,000 artefacts) via photogrammetry, 3-D modelling and printing will ensure better safeguarding of the important heritage and mitigate for future loss, damage or natural degradation. It will also embrace new audiences through outreach (Evaluation of the Digital Skills for Heritage Initiative Report 2024).

We believe that our transformational and sustainable programme will lead to improved condition and understanding of our heritage and collections and reduce the ‘at risk’ elements.

How project will protect environment	<p>As managers of an internationally important site (SSSI, SPA, SAC and Local Nature Reserve) the proposed project will directly and indirectly support environmentally sustainable work that helps habitats and species thrive in a high-quality peri-urban setting.</p> <p>Nature - We have nature recovery targets to meet across a mosaic of ten habitat types between the headland heath, and the ancient grasslands and marshes of Christchurch Harbour. Our project seeks to address the pressure of circa 1.25M visitors (together with circa 250,000 dogs) annually, with improved interpretation of various archaeological sites and directional signage pointing towards our ‘gateway’ Visitor Centre. The Centre offers an 'at scale' opportunity to raise awareness of the sensitive environment in which it sits, by engendering cultural and behavioural change through quality interactive interpretation for its 130,000 visitors annually (circa 10% of the total visitor numbers) - essential in terms of the inadvertent trampling, soil compaction and disturbance to wildlife that such visitor pressure brings. Our project seeks to direct a higher percentage of visitors to the Visitor Centre i.e. more than 20%, using the incentives of the new Iron Age village, covered educational area, a catering offer and innovative interactives display - a product of our digitisation programme.</p> <p>We wish to upgrade our wildlife camera streaming at the Centre as a key attraction, including nesting Heron, Little Egret, Kestrel and Tawny Owl, an ever-popular offer both onsite and online. We will be upskilling the current 160 strong volunteer team in best practice as learning guides, as heritage ambassadors with digitisation skills, and as ancient craft practitioners. Encouraging dwell time with face-to-face engagement is key to changing behaviours not only toward the local environment but also to engage regarding the locally declared ecological emergency, climate change and health and wellbeing issues.</p> <p>Landscape – Hengistbury Head and its Visitor Centre is strategically important as a gateway to the proposed Coastal Nature Park through Bournemouth and Poole Bay, and the Stour Valley Park which converge at Christchurch Harbour. It has a key role in the BCP Green Infrastructure Plan and Local Plan as the only venue of its type in this South East Dorset conurbation of circa 400,000 residents.</p> <p>Environmental footprint – our aim is to eventually digitise much of the archaeology collection of circa 20,000 artefacts. We have a good record (Performing the Past programme) during Covid of outreaching online with programmes of pottery making and flint knapping through Zoom and delivering walks and events on Facebook Live. We recorded 20,000 online views and interactions over 2 years. But, we wish to do more - not only to facilitate access to those who cannot visit in person but also as a way of reducing our footprint.</p> <p>Mitigation – Hengistbury Head offers an amazing case study and model for mitigation re coastal erosion, trampling, disturbance, species lost and regained (e.g. Natterjack Toad and Skylark) as well as an outstanding opportunity for schools, universities and stakeholders to understand the intricacies of managing such a complex site.</p>
Increase inclusion/access/participation	<p>Feedback from our visitor surveys is summarised in: Hengistbury Head Visitor Survey 2023; Performing the Past (PTP) Evaluation Report 2019-2022. They tell us that:</p> <ol style="list-style-type: none"><li>1. local heritage helps people come together, feel pride in where they live, share stories, and appreciate traditions.</li><li>2. bringing collections to life through hands-on and 'learning by doing' helps put the present and past into context – making life much more meaningful and relevant.</li></ol>

3. interactive interpretation is important, as is face-to-face engagement; even if it's via social media (we tested events on Facebook Live).
4. there is a need to engage with 13-25 year-olds who access information through smart phones and social media.
5. schools require children to have a good understanding of our ancestors, intangible cultural heritage and their local environment

We plan to offer increased inclusivity by working with the stakeholders who are supporting this application including:

1. Schools - St Katharine's, Highcliffe St Mark, Avonwood Primary and Linwood (SEN)(see support letter) have been testing our prehistory offer and on that basis we will be opening up our Iron Age Project, Skyscape Dome Project and new covered learning area to all schools in the area. Mental wellbeing has become a key issue with young people and teenagers particularly since Covid. Our schools' offer will recognise this fact (see below).
2. Bournemouth University (BU), see support letter, has 17,500 students and are keen to provide in-kind support and wider opportunities for their students of all ethnicities and abilities. Their courses have a strong vocational element and indeed their experimental archaeology unit fits perfectly with our aims for promoting ancient crafts and technologies, and intangible heritage. The University's Sanctuary Project - "Crafting a Better Wellbeing" offers an innovative approach to achieving better health outcomes combined with experimental archaeology. Their practitioner, Megan Russell, will bring these skills to our project: as she says "It has helped me to manage my daily stresses and anxieties through the constant looking forward to regular events. I am keen to lead the mental health research for Hengistbury Head to take this heritage and wellbeing work to another level!"
3. The Parks Foundation (see supporting letter) have offered us time with their inclusivity officer to be a vehicle and advisor for reaching out to disadvantaged groups.
4. Public Health Dorset (see letter of support) have committed themselves to promoting our project as an opportunity for:
  - engaging with disadvantaged groups
  - more use of social prescribing
  - using volunteering to further better health outcomes.

Inclusivity also means reaching out digitally both on site and online. See our answer to Digital Works Project (above) which describes the virtual journey we wish to take people of all ages and abilities on as we walk in the virtual footsteps of our ancestors. Our Skyscape Archaeology Dome and Iron Age Village will be instrumental in delivering the intangible heritage at scale.

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**Improve organisational sustainability**

To guide the transformation our Future Parks Accelerator (FPA) and Rethinking Parks learning will help, the outputs of which are:

1. Rethinking Parks 2014-16 <https://www.nesta.org.uk/project/rethinking-parks/> ;
2. A sustainable parks service for the 21st Century; (Rethinking Parks);
3. FPA <https://www.futureparks.org.uk/bournemouth-christchurch-poole> ;
4. Final FPA Report BCP Council / Heritage Fund / National Trust 2022;
5. BCP FPA Evaluation Report 2022, Neil Smith, Resources For Change;
6. Parks Commercial Development Report 2022; Mollie Dodd, Consultant to FPA Project;
7. Green Infrastructure Strategy 2021 – 2031, BCP Council.

A new Hengistbury Head Visitor Centre business model will include:

1. A café offer adjacent to the Centre using a high-quality pop-up catering unit to increase turnover (currently £130,000) to £175,000; based upon our comparative sites (reports above). This will remove the current annual deficit (£25,000) and move the Centre into profit.
  2. Opening up commercially our Iron Age Village (Performing the Past NLHF) to schools/public as a living history offer. Our comparative models are Butser Ancient Farm, Hampshire;
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<https://www.butserancientfarm.co.uk/> and the Ancient Technology Centre, Dorset <https://ancienttechnologycentre.com/>

Butser Farm attracts 35,000 students annually (total annual turnover of £480,000 and delivering a profit of circa £30,000). Using casual staff to deliver the courses has proven to be flexible and sustainable.

4. The Ancient Technology Centre attracts circa 4250 students plus other paying events with a turnover of c. £170,000 and a modest profit. Their model is similar to Butser Farm - relying on casual staff and volunteer support.

5. Hengistbury Head attracts circa 90 schools to the site for various curriculum based studies. Performing the Past (NLHF project) revealed an extensive demand for a 'Living History' offer (Stone Age to Iron Age is clearly identified in Key Stage 2).

Initially we estimate 2000 students plus other 'public' paying events with a turnover of £30,000. Costs/resources are expected to be c. £15,000 with a profit of £15,000. Profits will increase incrementally (financial years 1 to 5).

We have trialled 'Skyscape Archaeology' with Bournemouth University at Butser Farm, Stonehenge\* and local schools. Using a mobile planetarium ([www.skyhighastronomy.co.uk/about-me](http://www.skyhighastronomy.co.uk/about-me)) it's an innovative, ground-breaking and popular activity for paying schools and the public - delivering a multitude of Intangible Cultural Heritage strands including:

1. understanding how our prehistoric ancestors conceived the world /visible universe and their place in it;
2. inspirational journeys in the natural environment, prehistoric landscapes, promoting local dark skies initiative;

\*The Stonehenge 'Festival of Neolithic Ideas Report 2023' placed the planetarium as one of the most popular attractions. Based upon trials we expect an annual revenue of £10,000.

In addition, we wish to create a sound long-term future by:

1. Uplifting exhibitions and 10-year-old interactive displays and live streaming wildlife cameras
2. Conserving the archaeology collection & delivering digitisation / 3D modelling
3. Renewing the welcome signage at 12 key entrances to Hengistbury Head to drive footfall/spend at the Visitor Centre
4. Uplifting skills for staff and our 160 volunteers to deliver the above
5. Delivering a 10-Year Celebration of the opening of the Visitor Centre

## Delivering your project

How is org best placed to deliver?

BCP Council is well placed to run this project. Our Greenspaces team have delivered a range of Heritage Fund projects including:

1. Poole Park Life £2.7 million.
  2. Hengistbury Head Visitor Centre (HHVC) £1.75 million.
  3. Rethinking Parks (NESTA) – Creating The Parks Foundation (2015) – which now employs 18 staff with a turnover of more than £1 million.
  4. Being a successful cohort in the Future Parks Accelerator (FPA) developing sustainable parks for the 21st Century; including new trading opportunities (cafés, events). Re-use of redundant buildings in parks for community hub use, researching/publishing an innovative Green Infrastructure Strategy for BCP Council and working with our charitable partner The Parks Foundation to deliver a £750,000 (NLHF) Green Heart Parks initiative across 14 urban parks.
- We have also delivered numerous smaller scale projects which have been prototypes for this current Hengistbury Head Project, including:

Kingfisher Barn (£150,000 Barn Conversion on River Stour in north Bournemouth) as a visitor and nature centre with café.

Performing the Past and Living in the Round (NLHF projects 2019 – 2024) delivering a successful Living Prehistory Project to more than 20,000 individuals both in person and online during Covid; including the research and construction of an Iron Age Roundhouse and associated infrastructure and activities.

Our project team / board include Project and Funding Manager, Mark Holloway, who was a Project Manager for the construction of the Hengistbury Head Visitor Centre 2010-2014. Mark has been instrumental in the planning and development of Performing the Past/ Living in the Round which has led to this current application, as well as being involved with the FPA and Rethinking Parks Cohorts.

The Hengistbury Head Curator, Dr Hayden Scott-Pratt has been leading the 'Living History' projects and overseeing the preparatory work for Accredited Museum status for the Visitor Centre. Hayden has been instrumental in our links with Bournemouth University, including a partnership in digitisation and 3D photogrammetry, and in securing in-kind support and partnership funding from the University for this application. As a result, Bournemouth University (Archaeology and Anthropology Department) staff will

form part of our Project Team including:  
Dr Derek Pitman Head of Department;  
Dr Fabio Parracho Silva (Skyscape Archaeology advisor);  
Professor Kate Welham (Advisor re digitisation / Photogrammetry / Conservation of artefact collection and partnership funding and in-kind support);

We have good relations with Historic England (Sasha Chapman - Monument Inspector) and her team in respect of our activities on the Ancient Monument, and are currently working toward an updated Section 17 Management agreement and consents for installation of new signage (see above).

The Parks Foundation, our at arms-length charitable partner, will be part of our Project Team and will provide advice and guidance in:

1. Setting up a successful catering offer
2. Upskilling staff and volunteers
3. Fundraising initiatives
4. Inclusivity

How will your project be managed?	<p>A Project Board will be responsible on behalf of BCP Council's Greenspaces Development Team for managing the budget, tendering, gaining quotes, employing consultants and casual staff; this will include the day-to-day management, activating the Project Plan, monitoring, evaluation and reporting.</p> <p>A Project Lead post will be created and Mark Holloway will take on this role (extended hours) for the life of the Project. Mark Holloway was instrumental in delivering the Hengistbury Head Visitor Centre in 2014, and the planning and development of Performing the Past/ Living in the Round projects. He has 40 years of expertise in project management in the countryside and heritage sector, and was responsible for initiating our application to Rethinking Parks, the creation of the Parks Foundation charity and in devising the Stour Valley Park element of the Future Parks Accelerator project.</p> <p>BCP Council Funding and Project Manager – Lead Officer Mark Holloway BCP - Greenspaces Team Leader - Martin Whitchurch BCP - Hengistbury Head Curator – Dr Hayden Scott-Pratt BCP – Hengistbury Head Assistant Curator – Will Odling (Rolling 1 year BU placement) BCP - Hengistbury Head Retail Manager – Joanna Bungay BCP – Assistant Retail Officer – Elizabeth Murray BCP - Volunteer Coordinator – Richard Hesketh Bournemouth University (BU) Archaeology &amp; Anthropology Dept. – Professor Kate Welham The Parks Foundation (TPF) CEO – John Hansen Wessex Astronomical Society – Chair Kate Eiloart</p> <p>NOTE *Please also see previous question for details of the above staff skills, knowledge and experience.</p> <p>We will be co-opting in specific expertise (paid and voluntary) as required to include:</p> <ol style="list-style-type: none"><li>(1) 3D digitisation and photogrammetry</li><li>(2) Skyscape archaeologist / planetarium advisor</li><li>(3) Inclusivity</li><li>(4) Communications and Marketing</li><li>(5) Catering</li><li>(6) Fundraising</li><li>(7) Other BCP staff with expertise (e.g. visitor journeys, branding, financial budget management, project evaluation and reporting)</li><li>(8) Coordinators from our comparative sites, Butser Ancient Farm and the Ancient Technology Centre</li><li>(9) Interpretative Designer</li></ol> <p>Student Placements</p> <p>We have an ambitious programme with Bournemouth University to offer apprenticeships and training posts in experimental archaeology, curation and digitisation as part of this project. These students will have a role in running aspects of the project.</p> <p>Volunteers</p>
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Currently we have 80 Performing the Past Volunteers many of whom are trained in Living History skills, such as flint knapping, pottery making, costume making and re-enactments, prehistoric food, ancient friction fire-lighting, smelting, kiln building and thatching. Volunteers are crucial to the running of the project.

Delivered by partnership?



Tell us about your partners

How will you evaluate your project?

The role of Evaluation Consultant will be combined into the Project Lead Post and will work with the Project Board (see also – “How will you manage running your project?”) An Evaluation Brief is submitted with this application in support of this work.

The Project Lead will create an Evaluation Plan within 4 weeks of the start of the project and will work with the Project Board to develop a Research and Evaluation Framework, see attached brief. This work will run to the end of the project when a final Evaluation Report will be published.

During the pre-development application stage we have collected baseline data e.g. consultation with the public, the community, schools, staff, volunteers and stakeholders as well as financial and budgeting information. The evaluation consultant will utilise this information and develop new measures during the development stage working with Project Board. We will hold an early evaluation workshop with stakeholders to establish the agreed investment principles and research measures - this will inform our quantitative and qualitative data collection going forward.

The evaluation consultant will be supported in both the delivery and development stages by the staff, consultant team and volunteers - helping to collect data and feedback.

Baseline, interim and final evaluation reports will be produced and shared with funders and project partners.

We would like to use our learning from Rethinking Parks in building ‘A Theory of Change’, which will involve thinking about the end of the journey and working backwards to the starting point in order to identify the logical links between the change we wish to achieve and the steps we need to take to achieve that change; to include:

1. Defining the problem
2. Defining the end-goal (impact)
3. Defining the outcome and outputs needed to achieve the desired end-goal
4. Map our activities to achieve the desired results
5. Challenge our assumptions
6. Prepare a narrative and a visualisation map

In overall terms we will:

Measure the impact of our 4 investment principles in terms of Saving Heritage, Protecting the Environment, Organisational Sustainability and Inclusion, Access and Participation, by measuring and recording:

1. changes in footfall, visitor profile, visitor spend per head related to capital investment interventions (infrastructure, signage, uplift of exhibitions, marketing and communications etc.)
2. new catering offer, other activities and paid events and increased casual staff
3. changes in revenues and turnover
4. financial resilience and long-term organisational sustainability
5. improved governance capabilities
- increased skills and capacity to deliver
6. delivery against our condition report including conservation of the collection
7. uplift of the galleries, interactive displays and delivery of a digitisation programme of 3D artefacts, photogrammetry and remote access through the internet
8. outreaching through digital media
9. the delivery of Intangible Cultural Heritage through new and innovative offers e.g. Iron Age Roundhouse, Skyscape Archaeology Programme
10. cultural and behavioural change and the number of people who have learnt about heritage, developed new skills, joined our project as volunteers and stakeholders
11. fundraising success

Will any of project take place in Wales?



How Welsh language taken into account



Key challenges or potential risks

We have identified the following challenges and potential risks which are explored in more detail in our attached Risk Register.

Inflation and costs of materials - falling from a high of 9.1% in 2022 to an expected 2.1% in late 2024 (Bank of England report). We must be mindful of the recent economic volatility and of potential future unknown events. Provision for inflation and contingency cover will be a priority.

Employment costs have been rising faster than inflation but government projections are that pay is predicted to shrink from 5% to 4% in 2024. We need to account for an increase in wages for casual staff (National Living Wage) to £11.44 (1st April 2024) which may have a knock on effect regarding employment of consultants.

Scheduled Ancient Monument for a small percentage of the planned signage improvements is forthcoming and there is no reason to expect that consent will not be received (just administrative procedure), however this must be planned for.

Museum Accreditation (not dependent on this application) will be forthcoming in 2024. This status will permit us to build upon this application in a positive way with further access to previously inaccessible funds and expertise.

Changes in BCP Council staff roles cannot be ruled out but the NLHF application has been approved by the BCP financial team as a way forward in securing the Visitor Centre's long term financial sustainability.

We have been developing the project with long term partners such as Bournemouth University, The Parks Foundation and our Future Parks Accelerator Cohort. We are mindful that our partners are subject to outside and economic pressures however on balance this project is well researched and planned for.

Specialist materials and infrastructure such as the proposed planetarium and outdoor covered educational area as well as uplifting of exhibitions and interactive displays are subject to volatile costs. We are aware of this and will plan for inflation and with financial contingencies.

Availability of external consultants in terms of advice and planning for interpretative design, inclusivity, fundraising and catering offer has been thoroughly considered. With our long standing relationship with our colleagues in the Future Parks Accelerator Project we feel confident in being able to tender successfully for these roles.

The project will require a cultural change amongst staff and volunteers in terms of the new educational and catering offers and the drive to create new revenues. We have planned for these changes with a programme of restructure, upskilling and training together with employment of casual staff to implement these improvements.

The vagaries of the weather need to be planned for. However our plans are for building in more covered educational areas. Increased resilience and financial sustainability together with new governance capabilities will help smooth out the ups and downs of running a 'heritage-based' business.

We have, due to financial pressures, a relatively small but experienced team at Hengistbury Head; but this bid is all about financial sustainability - permitting us to expand and deliver more in our second decade of operation!

Grant related			
Grant requested	£203,258	Total non-cash contributions	£4,000
Total cash contributions	£46,487	Total volunteer contributions	0
Total cost	£249,745	Original total cost	
Total VAT	£0		
Grant award	£0.00	Original grant award	
Grant percentage	81%		
Payment Percentage	0.0000000%		
Heritage designation			
Heritage formal designation?		Grade I or A buildings	
		Grade II* or B buildings	
		Grade II or C buildings	

	Local list
	Scheduled ancient monument
	Registered historic ship certificate no
	Grade I listed park or garden
	Grade II* listed park or garden
	Grade II listed park or garden
	Other formal designation

Declaration section

Agreed to Declaration	<input checked="" type="checkbox"/>
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Grant decision information

Grant decision	Decision recorded on
	Decision recorded by
Confirm decision	Decision confirmed on
	Decision confirmed by
Confirm award amount and percentage	Amount and percentage confirmed on
	Amount and percentage confirmed by

Acknowledgment checks

Permanent acknowledgement in place
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Internal Use only

Project Record Type	H33 £10-£250k v1	Stage	Application Checks
		Contact Phone	+447766258216

Contact Information

Name	Mark Holloway	Contact Owner	Justin Thomas
Organisation Name	Bournemouth, Christchurch and Poole Council	Is Contact & Organisation address same	<input type="checkbox"/>
Title		Is Authorised Signatory?	<input type="checkbox"/>
Email	mark.holloway@bcpcouncil.gov.uk	Authorised Signatory Role	
Phone	+447766258216	Other communication needs for contact	
Mobile		SignatoryRole	

Birthdate	15/04/1954
Language_Preference	English
Agrees To User Research	<input type="checkbox"/>

Additional Information

Mailing Address	BCP Council Parks, Queens Park Golf Pavilion, Queens Park West Drive BOURNEMOUTH Dorset BH8 9BY United Kingdom
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Other Information

Created By	Justin Thomas, 01/02/2022, 15:52	Last Modified By	Portal Integration User  , 16/05/2024, 12:50
CEmail	mark.holloway@bcpcouncil.gov.uk		

Custom Links

<a href="#">Google Maps</a>	<a href="#">Google Search</a>
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Project Costs  
PC-00425354

Cost heading	Professional fees
Project Cost Description	Skyscape Archaeology and Planetarium. Advisory consultant to train staff and volunteers in planning, operating and modifying the digital aspects and design of teaching resources ready for storytelling and outreaching to public, schools and institutions.
Total Cost	£1,000

PC-00425351

Cost heading	Professional fees
Project Cost Description	Business Planning Consultant to advise Project Lead on new Business Plan and projections based up new revenue streams.
Total Cost	£2,000

PC-00425346

Cost heading	New staff
Project Cost Description	Catering Officer - Casual hours as required seasonally over first 12 months of full operation minimum of 3 days / week on Living Wage plus 25% on costs
Total Cost	£16,128

PC-00425348

Cost heading	Professional fees
Project Cost Description	Consultant and lead on developing catering opportunities to drive a new revenue stream. We will be inviting our charitable partner The Parks Foundation to bring their Future Parks Accelerator Expertise to this project to include advice on equipment, setting up, running of enterprise, budgeting, sustainability and reporting.
Total Cost	£3,000

PC-00425362

Cost heading	Travel for volunteers
Project Cost Description	Our 80 volunteers have consistently turned down the option of expenses. However we are planning on outreaching to underserved groups / individuals through an inclusivity officer and we would like to back up our aspirations for engagement with a modest offer of travel costs to remove this barrier to involvement.
Total Cost	£1,500











PC-00425345





Cost heading	New staff
Project Cost Description	We are creating a part-time Project Lead Post to plan, develop and lead on all aspects of the project development, its delivery, implementation and evaluation. Our existing part-time Project and Funding Officer will take on the additional 2 days a week. Please see Project Lead Brief and Job Description.
Total Cost	£29,750

<b>PC-00425347</b>	
Cost heading	<b>New staff</b>
Project Cost Description	<b>Heritage skills and education officer to assist the Hengistbury Head Curator. Casual hours as required over a maximum of 3 days / week over first 12 months of operation to cover events, walks and schools' engagement re Iron Age Experience and Skyscape Archaeology Experience etc. Includes on-costs of 25%.</b>
Total Cost	<b>£16,128</b>
<b>PC-00425349</b>	
Cost heading	<b>Professional fees</b>
Project Cost Description	<b>Consultant and lead on Marketing and Communications to drive our 3 new revenue streams - 'The Iron Age Experience', The Skyscape Archaeology Experience and the catering 'Secret Cafe Experience'. We will be inviting The Parks Foundation to bring their Future Parks Accelerator Expertise to this project.</b>
Total Cost	<b>£3,000</b>
<b>PC-00425350</b>	
Cost heading	<b>Professional fees</b>
Project Cost Description	<b>Inclusivity Consultant. We will offer a short consultancy for an Inclusivity Officer to work alongside the Marketing and Communication Consultant to promote these aspects of the project.</b>
Total Cost	<b>£1,000</b>
<b>PC-00425352</b>	
Cost heading	<b>Professional fees</b>
Project Cost Description	<b>Design Costs for new display panels / signage to encapsulate new marketing and communication strategy.</b>
Total Cost	<b>£2,000</b>
<b>PC-00425353</b>	
Cost heading	<b>Professional fees</b>
Project Cost Description	<b>Research and development costs for next phase of Iron Age Village to ensure continued growth to match demand. Geophysical survey and planning costs and archaeological watching brief.</b>
Total Cost	<b>£2,000</b>
<b>PC-00425355</b>	
Cost heading	<b>Equipment and materials including learning materials</b>
Project Cost Description	<b>Skyscape archaeology and planetarium. Purchase of dome and projection equipment for public and schools' paying events. Key to the new strand of revenue and critical to pushing forward our aspirations for promoting the intangible cultural heritage. Ideal also for journeys through past landscapes, wildlife and archaeology.</b>
Total Cost	<b>£30,000</b>
<b>PC-00425356</b>	
Cost heading	<b>Equipment and materials including learning materials</b>
Project Cost Description	<b>Renewal and uplifting of the museum exhibition to include new interactive displays, repair to equipment, new wildlife streaming opportunities and incorporation of our new digital experiences and virtual handling of artefacts. Updated videos and new intangible cultural heritage themes including skyscape archaeology and experimental archaeology.</b>
Total Cost	<b>£29,000</b>
<b>PC-00425357</b>	
Cost heading	<b>Equipment and materials including learning materials</b>
Project Cost Description	<b>Outdoor covered education area in main courtyard to enable a teaching space as well as public use in this coastal location. This will enable further educational revenue streams to be developed as well as providing cover for experimental archaeology and skyscape archaeology programmes to be planned for in inclement weather.</b>
Total Cost	<b>£25,000</b>
<b>PC-00425358</b>	
Cost heading	<b>Equipment and materials including learning materials</b>
Project Cost Description	<b>Digitisation materials and photogrammetry 3-D scanning equipment to achieve stated aims for conserving the collection and virtual outreaching.</b>
Total Cost	<b>£4,000</b>
<b>PC-00425359</b>	
Cost heading	<b>Other</b>









Project Cost Description	<b>Pop-up cafe and catering hub. A high quality conversion of mobile horsebox with equipment to match heritage surrounds - to supply catering offer in 'Secret Garden' with seating. Critical purchase to create new revenue stream as described above. See examples here: <a href="https://www.tudortrailers.co.uk/quote/13/new-horse-box-trailer-conversion">https://www.tudortrailers.co.uk/quote/13/new-horse-box-trailer-conversion</a></b>	
Total Cost	<b>£35,000</b>	
<b>PC-00425360</b>		
Cost heading	<b>Equipment and materials including learning materials</b>	
Project Cost Description	<b>On site directional signage to raise the internationally important profile of the Nature Reserve and Scheduled Ancient Monument - and importantly to direct the public to the Hengistbury Head Visitor Centre as part of boosting the footfall to the Visitor Centre and the spend per head.</b>	
Total Cost	<b>£20,000</b>	
<b>PC-00425361</b>		
Cost heading	<b>Training for volunteers</b>	
Project Cost Description	<b>We have circa 80 Volunteers dedicated to this project many of whom are highly skilled and capable of training others in-house and at no cost. Nevertheless we wish to set aside a very modest sum for development of specialist skills in new activity areas such as catering and education.</b>	
Total Cost	<b>£1,500</b>	
<b>PC-00425363</b>		
Cost heading	<b>Evaluation</b>	
Project Cost Description	<b>The role of Evaluation Consultant will be combined into the Project Lead Post (see above New Posts) and will work with the Project Board to set up a Research and Evaluation Plan, hold evaluation workshops, gather information and produce a final Evaluation Report. See Project Lead Brief attached.</b>	
Total Cost	<b>£2,000</b>	
<b>PC-00425364</b>		
Cost heading	<b>Publicity and promotion</b>	
Project Cost Description	<b>10 Year celebration of opening of Hengistbury Head Visitor Centre. Purchase of learning and demonstration materials and promotional social event.</b>	
Total Cost	<b>£5,500</b>	
<b>PC-00425365</b>		
Cost heading	<b>Contingency</b>	
Project Cost Description	<b>We recognise that the financial climate has been unpredictable; but there is now renewed stability with lower risks. Based upon the limited capital infrastructure requirements and advice from our NLHF Case Officer we have set contingency at 5%. This will be underwritten by BCP Council if it is required.</b>	
Total Cost	<b>£11,793</b>	
<b>PC-00425366</b>		
Cost heading	<b>Inflation</b>	
Project Cost Description	<b>Inflation is falling and is expected to be at or just above 2% at year end 2024 (Bank of England Projections -April 2024). We have allowed for a 3.5% inflation figure.</b>	
Total Cost	<b>£8,446</b>	
<b>Cash Contributions</b>		
<b>PI -00085021</b>		
Description	<b>We have secured a total of £28080.16 from Bournemouth University as part of their long standing partnership with Hengistbury Head. The grant was received as part of a 'Levelling-up' contribution to locally important heritage for new signage and interpretation. We have supplied a confirmation letter from our Finance Budget Holder.</b>	
Is this Cash Contribution secured?	<b>Yes - I can provide evidence</b>	
Amount	<b>£28,080</b>	
<b>PI -00085022</b>		
Description	<b>We have secured a total of £3407.44 from Bournemouth University as part of their long standing partnership with Hengistbury Head. The grant is part of a 'Levelling-up' contribution to locally important heritage in terms of digitisation work and equipment. We have supplied a confirmation letter from our Finance Budget Holder.</b>	
Is this Cash Contribution secured?	<b>Yes - I can provide evidence</b>	
Amount	<b>£3,407</b>	
<b>PI -00085023</b>		
Description	<b>Hengistbury Head is a strategic gateway to the adjacent Stour Valley Park. As part of the agreed Dorset Heathlands Planning Framework 2020-2025 we have partnership funding to mitigate the impacts of residential pressure on Dorset Heathland of which Hengistbury Head and the Stour Valley is a key component.</b>	
Is this Cash Contribution secured?	<b>Yes - I can provide evidence</b>	














PI -00085024	Amount	£10,000
	Description	Our BCP Council Ward Councillors for East Southbourne and Tuckton (Hengistbury Head) are committed to supporting our project financially through their Community Infrastructure Levy (CIL) Neighbourhood Portion and by fundraising in the local community during the life of the project to a value of £5000.
	Is this Cash Contribution secured?	Yes - but I do not have evidence yet
Volunteer/Non-Cash Contributions VN-00019506	Amount	£5,000
	Description	As storage and working space is limited on site at Hengistbury Head we will have laboratory facilities at Bournemouth University to support artefact conservation as well as space to plan for and carry out some of the digitisation and photogrammetry process.
	Estimated Value	£2,000
VN-00019507	Hours	
	Description	We have the support of the Bournemouth University Archaeology and Anthropology Department in the geophysical study of the headland with specific reference to the ongoing study of the Iron Age Experimental area and its future infrastructure. Free hire of geophysical survey equipment has been granted.
	Estimated Value	£2,000
Attachments	Hours	
	Job description file - Heritage Skills and Education Officer.pdf File.pdf	Project image file - Iron Age Roundhouse Final.jpg File.jpg
	Size 285KB	Size 2.25MB
Project image file - Courtyard Ideas Final 1.jpg File.jpg	Ownership Portal Integration User 	Ownership Portal Integration User 
	View <a href="#">Download</a>	View <a href="#">Download</a>
	Last Modified 16/05/2024, 13:03	Last Modified 16/05/2024, 13:03
Job description file - Hengistbury Head Project Lead.pdf File.pdf	Project image file - Example sign Final.jpg File.jpg	Project image file - Visitor Centre Exhibition Final 1.jpg File.jpg
	Size 2.09MB	Size 258KB
	Ownership Portal Integration User 	Ownership Portal Integration User 
Commissioned work file - Consultant Briefs.pdf File.pdf	View <a href="#">Download</a>	View <a href="#">Download</a>
	Last Modified 16/05/2024, 13:03	Last Modified 16/05/2024, 13:03
	Project plan risk register file - Project Plan - Risk Register - Gannt Task Chart Final.xlsx File.xlsx	Project plan risk register file - Project Plan - Risk Register - Gannt Task Chart Final.xlsx File.xlsx
Evidence of support file - Hengistbury Head - Letter of Support.pdf File.pdf	Size 288KB	Size 274KB
	Ownership Portal Integration User 	Ownership Portal Integration User 
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Condition survey file - HHVC condition report 16-04-24.pdf File.pdf	Last Modified 16/05/2024, 13:02	Last Modified 16/05/2024, 13:02
	Commissioned work file - Consultant Briefs.pdf File.pdf	Evidence of support file - HH_NLHF_BU_letter_support_24.pdf File.pdf
	Size 89KB	Size 257KB
Evidence of support file - HH_NLHF_BU_letter_support_24.pdf File.pdf	Ownership Portal Integration User 	Ownership Portal Integration User 
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Evidence of support file - Henra letter of support March 24.pdf File.pdf	Evidence of support file - Hengistbury Head - Letter of Support.pdf File.pdf	Evidence of support file - Henra letter of support March 24.pdf File.pdf
	Size 221KB	Size 202KB
	Ownership Portal Integration User 	Ownership Portal Integration User 
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	Last Modified 16/05/2024, 13:01	Last Modified 16/05/2024, 13:01
	Condition survey file - HHVC condition report 16-04-24.pdf File.pdf	Evidence of support file - Henra letter of support March 24.pdf File.pdf
	Size 254KB	Size 202KB

Ownership	Portal Integration User 
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Project image	file - Hengistbury Head Aerial Final1.jpg File.jpg
Size	2.17MB
Ownership	Portal Integration User 
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Ownership file	- H Head Freehold Plan.pdf File.pdf
Size	372KB
Ownership	Portal Integration User 
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Job description	file - Hengistbury Head Pop-Up Cafe Manager.pdf File.pdf
Size	244KB
Ownership	Portal Integration User 
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Files

Job description	file - Heritage Skills and Education Officer.pdf File.pdf
Last Modified	16/05/2024, 13:03
Created By	Portal Integration User 
Project image	file - Courtyard Ideas Final 1.jpg File.jpg
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Created By	Portal Integration User 
Job description	file - Hengistbury Head Project Lead.pdf File.pdf
Last Modified	16/05/2024, 13:02
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Commissioned work	file - Consultant Briefs.pdf File.pdf
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Condition survey	file - HHVC condition report 16-04-24.pdf File.pdf
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Ownership file	- H Head Freehold Plan.pdf File.pdf
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Job description	file - Hengistbury Head Pop-Up Cafe Manager.pdf File.pdf
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Evidence of support	file - TPF - Hengistbury Head Letter of Support 30.04.24.pdf File.pdf
Size	216KB
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Last Modified	16/05/2024, 13:00
Project image	file - Visitor Centre Final.jpg File.jpg
Size	2.33MB
Ownership	Portal Integration User 
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Project image	file - Iron Age Roundhouse Final.jpg File.jpg
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Project image	file - Example sign Final.jpg File.jpg
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Project plan risk register	file - Project Plan - Risk Register - Gannt Task Chart Final.xlsx File.xlsx
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Project image	file - Visitor Centre Exhibition Final 1.jpg File.jpg
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