



Lincolnshire
Limewoods

Community Heritage in the Lincolnshire Limewoods

Presenting your Project

A Limewoods Guide to Running Heritage Projects No. 4





The Lincolnshire Limewoods Project

The Lincolnshire Limewoods area is set within a unique landscape offering a diversity of flora, fauna, heritage and opportunities for recreation. The Lincolnshire Limewoods Project is a partnership working to protect, enhance and promote the natural and historic landscape and features of this important area.

Limewoods Community Heritage Scheme

A major part of achieving these objectives has been the Limewoods Community Heritage Scheme. This initiative aims to proactively encourage local communities in the Limewoods area to undertake heritage projects through provision of advice, mentoring and direct funding.

The Lincolnshire Limewoods Project wishes to thank all of the volunteers who developed community projects in the Limewoods, whose experiences have greatly shaped this set of guides: Bardney Development Trust, Fiskerton History & Archaeology Group, Wragby Heritage Group, Minting and Gautby Heritage Society.

How to use these guides

This guide is one of a series that uses the experiences of the Limewoods Community Heritage Scheme to offer guidance to other voluntary groups who are looking to undertake their own heritage project. Some information is specific to Lincolnshire but the guides have been developed for use by any group.

The guides are not comprehensive but taken together will provide some inspiration and targeted guidance for those thinking of undertaking a heritage project.

Guides in this series include:

Getting Your Project Started **Archaeology in Heritage Projects** **Using Written and Spoken History** **Presenting your Project**

Contact the Limewoods Project to find out about other publications for the area.



Project Destination

When planning your heritage project think about what you want the end result to be. The product does not have to be tangible; the project objectives might be simply to get the community involved in a heritage activity. This might include an excavation, tidying a monument or wildlife area or putting on a play. However, most projects do result in some form of lasting record or product such as a book or leaflet, website or even a DVD recording. The group may want to have a record of their achievements and something that publicises what they have done.

Whatever your project, you should have a clear idea what it is that you will be working towards. It may be a combination of ideas; it may involve a range of media. This leaflet aims to provide some ideas of what you can aim for and what to consider along the way.

Consider ...

- books/reports.
- heritage trails.
- information leaflets.
- interpretation panels.
- exhibitions.
- archaeology events.
- living history events.
- concerts.
- plays.
- audio CDs or DVDs.
- websites.
- art installations.



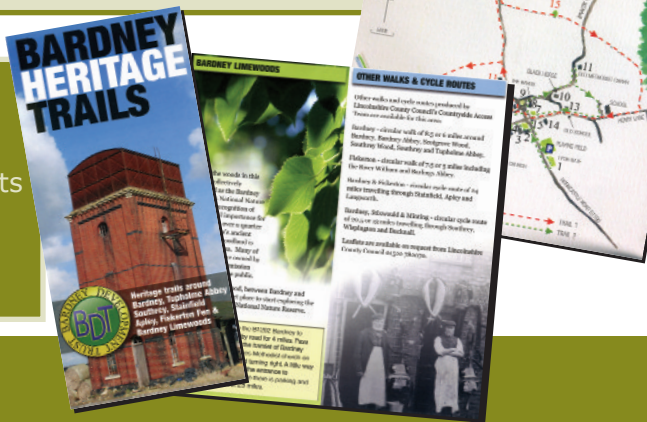
Heritage Trails

One of the simplest things you can do is to design an information leaflet or heritage trail. You may be surprised at the number of interesting features and stories you can find out about your village or area. It is often easy to connect them using existing public rights of way and highways.

Consider ...

- starting with the Pathfinder 1:25,000 OS map showing rights of way and looking at potential routes. Circular routes are usually the best.
- routes of differing length.
- negotiating permissive routes if no public rights of way exist.
- how visitors will come to your area and where they might park. This may affect where the trail starts. You might talk to local businesses or venues about using parking space.
- avoiding using busy roads, even for short distances.
- what your points of interest will be: a medieval moat, the scene of a hanging or interesting wildlife. Others will come to light as you do your research. Keep an open mind.
- how you will create your map and show your points of interest.
- reminding visitors of the country code or important access issues. They will also need to know the length of the trail and conditions, such as muddy paths or the presence of gates and stiles.
- linking with existing trails, such as the Viking Way.
- where to get refreshments. Think about all the facilities your area has to offer.

The **Bardney Development Trust** used local local designers, photographers, researchers, writers and artists to create a leaflet featuring two trails around their village and surrounding area.



Information Leaflets and Panels

It may be that, either as part of a trail or merely as a project in its own right, you will want to provide visitors to your area with extra information about a feature of interest, a building, or an event that took place, such as a riot, civil war skirmish or traditional play. You can do this in a number of ways.

Leaflets can supply further information about a venue or event and are portable. They can act as a souvenir of a visit. They can be easily produced with the right equipment on a home computer or can be professionally designed and printed. They can be cheap, easily assembled and can include as much or as little information as you want. You will need to consider where your leaflets will be available, a church or a shop for instance, and whether this limits access to them. You can also include a pdf version of your leaflet on a website.

Interpretation panels are permanent boards that can be fixed into the ground or onto a wall. They provide on-site information to explain more about or interpret features or buildings. They are durable, colourful and do not rely on access to interior spaces. They can be as simple or as grand as you want; from a simple sign with text to a structure in their own right. These are best produced professionally as they may require special materials for printing and mounting. See also page 10 for further considerations.



Books

Books are a very popular way of presenting research. They are the most frequently used medium for village histories but can also be used for the results of excavations or other fieldwork, artwork or photographs. They provide a pleasing and tangible permanent record of your work.

Pros...

- can accommodate a considerable amount of information.
- are long lasting.
- allow for considerable community input.
- are versatile and can be tailored to your needs.
- can become a source of income.

Cons...

- relatively expensive.
- requires specialist design and printing.
- requires careful coordination and planning.
- requires considerable editing and management.

This can be a challenging medium to coordinate as there may be many people contributing; deciding whose work goes in makes for difficult choices. Consider establishing your chapter headings as early as you can and estimating the word count for each, so that people can tailor their writing accordingly. You will need to maintain some flexibility but it will hopefully make the editing process a little easier. If you have too much material you can always consider a second volume.

Glimpses and Gleanings



Where Five Roads Meet
A History of Wragby, Lincolnshire



**YELLOWBELLY
YOUTH**

A Fiskerton Boyhood



Author Fred Thompson

Fiskerton History and Archaeology Group published the memoirs of local man Fred Thompson. They edited his original text and illustrated it with a map and photographs to produce a wonderful record of village life in the earlier 20th century.

Exhibitions

Exhibitions are simply displays of your information that people can come to a specific venue to view. They may be temporary, assembled for an event, permanently installed at an historic venue or could be designed to travel around. If you do want an exhibition, then including the purchase of exhibition boards in your costings will prove useful; when the project is over these will continue to be a useful resource for the community.



Minting and Gautby Heritage Society

purchased display boards, which they used to put up displays at numerous events during the course of their project.

Temporary exhibitions can convey your information or aspirations to the community. They can be cheaply assembled, flat on a table, mounted on cardboard or on exhibition boards. You can produce text, hand written or on a computer and no specialist input is needed. Make sure your text is easy to read. Protect original documents, photographs or objects and remember to use labels to help visitor understanding. Using projectors to show pictures or videos can be a nice touch.

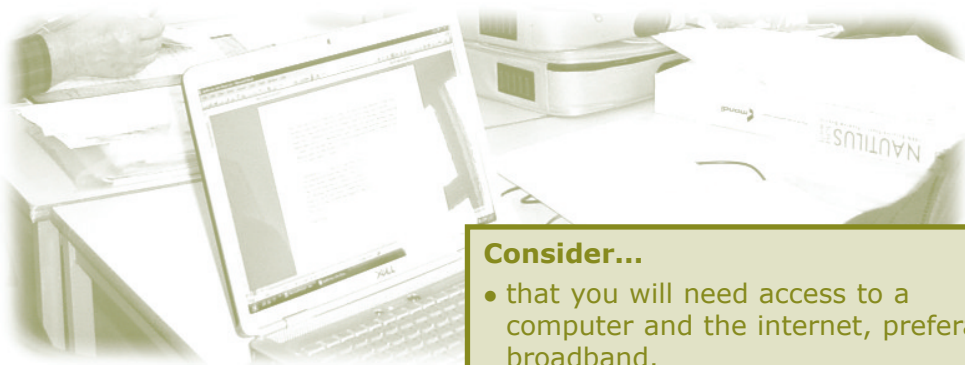
A **permanent exhibition** can be one of your project aims. It can be static, mounted on the wall of the church or village hall, or mobile to tour libraries or other public spaces. Consider where the exhibition will go and how it will be mounted. Display cases for objects or original documents will keep them secure if they are valuable or fragile; you may need to negotiate their release from owners or the local museum. You might benefit from some professional design, printing and mounting.





Websites

Websites can keep people informed and are easily updated. They offer diverse ways of communicating in sound and vision but, of course, do rely on people having access to computers.



A website can be viewed as a tool used during the project and as an end product. Producing a website is not difficult and can be achieved with some time and patience. Take advice from someone with an existing website or consult advice online: there are plenty of websites offering tips. While inexpensive there may be monthly fees or registration charges. There may also be costs for website design or special features.

Consider...

- that you will need access to a computer and the internet, preferably broadband.
- that you will need to buy/register a domain name.
- signing up with a webhost. There could be a monthly fee for hosting your website. Many will offer domain registration as well.
- building your own website. You can use your own or your webhost's software. The design does not need to be complicated.
- a scanner, which means that you can upload images you have found in your research.
- the long term costs and commitment required to keep the site running and up to date.

See if your local authority offers free webspace for communities or check www.e-voice.org.uk/

Lincolnshire parish councils can get free websites:

www.lincolnshire.gov.uk/local-democracy/government-in-lincolnshire/parish-and-town-councils/



Putting it into Print

If you are producing a written product you may wish to consider writing and designing it yourselves or hiring a local author to do it for you. Much will depend on your available time, funding and your own experience and confidence. Do not think that you cannot write it yourselves, although you might ask someone to check it or to provide some historical context; part of a heritage project is learning the skills.

Consider...

- what and who you are writing for? A leaflet will be written in a different style to a statistical study of census information.
- keeping to your subject. You may have lots to say but keep it relevant, particularly where space is limited.
- deciding who you are trying to reach. Generally, an intelligent 12 year old is considered a suitable target. Younger children will need a change in language and style.
- choosing a style and sticking to it. Do you want to talk directly to the reader, conversationally and colloquially, poetically, as a storyteller or as a teacher?
- using examples where possible. For instance, if factory work was hard in the 19th century you might want to relate a typical working day. There, we just used an example!
- avoiding copying other people's work and always referencing your sources.



part of the project is
learning the skills

Further information can be found at: www.bajr.org/Documents/Interpret.pdf



Design and Production

Consider design and production as two separate but linked matters. Take time to consider the design, as it will affect the overall cost. Some products, such as simple leaflets or information sheets, can be designed and produced on a home computer or photocopier. Others, such as books and panels, will need professional printing but you might have the skills to do the design.

Consider...

- looking at other examples to decide on your product.
- who will do the design and layout and who will print it?
- how large your product will be. How many pages will it have?
- how it will be bound or folded?
- if it will have a hard or soft cover?
- what sort of paper you will use: gloss, matt, recycled, off white etc. The thickness (or weight) of the paper is measured in grams per square metre. This leaflet is 170gsm.
- if you will use full colour throughout, only some colour or just black and white?
- how many copies you will want (print run) and if you want a cost for a later reprint if you run out?
- where and how it will be delivered, stored and redistributed?



Proof read everything thoroughly and check that you have used language and punctuation consistently. It is difficult, expensive and stressful to correct errors after printing.

Consider who will read the product. There are guidelines for producing material for the partially sighted such as the RNIB 'See it Right' pack: www.rnib.org.uk or tel: 01733 37 53 70.

Don't forget your sponsors' logos.



Using Illustrations

It is true that images can say more than words. They help readers visualise your ideas. They can bring your subject to life, make your product attractive so that people will want to read it and engage younger readers. Sometimes they will just reassure people that they are looking in the right direction.

Consider...

- old photographs and postcards.
- using new images for orientation, art and a contrast to old.
- paintings and prints.
- reconstruction drawings.
- photographs and drawings of artefacts.
- using images from free picture galleries.



Artists in **Minting and Gautby** worked with an archaeological illustrator to produce reconstruction drawings of ancient sites in the villages, like this illustration of Minting Priory by Melanie Harris.

Images for print will need to be a decent resolution (300 dpi). For use on the web it can be much lower (72 or 96 dpi).

Always have permission to use images and acknowledge the author.

For consideration of copyright issues please see page 15. Make a photographic record of the group's activities and have consent forms for group members and visitors to sign so that you can use their images.





Events

The guidance so far has focussed on the written word but there are other ways to enjoy heritage. Use events to raise awareness of your project or bring people together for activities. You can showcase what your project aspires to or has achieved. You can get feedback or new information from the community as they engage with your project. It also provides opportunities for those not directly involved in research to make contributions to the project.

Consider...

- launches and exhibition days.
- seminars and workshops.
- talks.
- research activity days, such as fieldwalking. (see Guide 2)
- living history days and practical demonstrations.
- walks and rambles.
- plays and concerts, story telling or oral history evenings.
- reunions and dinners.

Refreshments can be attractive and can help a wider part of the community become involved. Remember to cost for such things. Consider health and safety requirements for events by carrying out risk assessments where necessary and make sure the correct insurances are in place.



Outside the Box

Your product does not have to fit into any of the categories outlined in this leaflet. There may be other products that lend themselves to your own particular research, circumstances and skills. Dare to be bold in your approach and don't be afraid to seek variations or new ideas as you go along.

Consider...

- using heritage as inspiration for art such as sculptures or mosaics.
- creating poetry or historical fiction inspired by your heritage.
- recreating ancient sports or pastimes.
- growing and cooking traditional food or recreating recipes.
- experimenting with ancient technologies.
- recreating recorded conversations or events.
- showing or creating films.
- finding new uses for redundant structures.
- linking with other community aims.



Minting and Gautby Heritage

Society found a unique solution to two community needs by marrying their desire for an interpretation board with the need to restore their traditional telephone box. They had historical events etched into the glasswork and interpretation boards inside the box itself. In the future they plan to install mp3 audio interpretation using the old telephone design.





Using the Media

You will want to advertise your project to as wide an audience as possible, both within and outside your community. You will want to drum up support and bring people to events. You may want to fish for new information or expertise. You will want your book to be bought and visitors to use your walks and facilities. You may just want to shout about the great things that you have uncovered about your heritage. Your sponsors will also want their contributions to be publicised.

Consider...

- local newsletters.
- local newspapers.
- websites.
- local radio and television.
- local societies.
- local magazines.

Local newspapers, television and magazines are always keen to collect news stories of this kind. You might find it beneficial to make connections with local freelance companies who will collect footage for local news. Send out press releases of upcoming events and invite the media along. You might identify a good angle for them to explore such as the community aspect or an interesting new discovery.





Permissions and Planning

Whatever you are planning you will need to be aware if you need any kinds of permission or consent. Some will be common courtesy, such as asking for access to land, but others may be a legal requirement. If you are using a consultant or designer in any part of your work make sure you all understand whose responsibility it is to look into these matters.

Consider...

- if **Planning Permission** is required. Check with your local authority if you wish to put up structures or signs.
- if **Scheduled Monument Consent** is required. Some historic sites are legally protected and permission is needed if any works are proposed on or to them. Check with your local Historic Environment Record or on the 'Magic' website.
- if **Listed Building Consent** is required. Like monuments, some buildings will be protected and require permission to be altered in any way. Check with your local authority conservation officer.
- if a **Right of Way** is still current. Public footpaths shown on OS maps can be diverted. Check with your local authority definitive map for up-to-date information.
- if you are breaching **Intellectual Copyright** by performing or publishing material. In general, seek permission from the author, owner or even the subject of the material.

Lincolnshire Rights of Way: www.lincolnshire.gov.uk/countryside
Historic sites: www.english-heritage.org.uk/your-property/planning-advice/
Scheduled sites: <http://magic.defra.gov.uk/>
Copyright: www.ipo.gov.uk/types/copy.htm





For further information on the Lincolnshire
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Sincere thanks for the use of images to Wragby
Heritage Group, Minting and Gautby Heritage
Society, Bardney Development Trust, Fiskerton
History and Archaeology Group, Lincolnshire County
Council & Lincolnshire Limewoods Project.

If this leaflet is not in a format that meets your needs
please contact the Lincolnshire Limewoods Project.



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Lincolnshire
COUNTY COUNCIL



Printed on Nine Lives 75% recycled paper by Ruddocks Printers. Researched
and designed by Groundwork Archaeology Ltd 2011.

Lincolnshire Limewoods Project Partnership

Bardney Development Trust / East Lindsey District Council / English Heritage / Forestry Commission
Heritage Lincolnshire / Lincolnshire County Council / Lincolnshire Wildlife Trust
Natural England / West Lindsey District Council / Woodland Trust