

How to create  
Activities that make a  
Heritage Project Sing  
Alice Ullathorne,  
Head of Heritage



HERITAGE LINCOLNSHIRE





“We are a charity that works to conserve the heritage of the county, and to deliver activities for people to learn about it, to gain new skills and to get involved. We believe that our work makes Lincolnshire a better place to work and visit and that our cultural activities enrich people’s lives.”



# Why, How and Who?

HERITAGE LINCOLNSHIRE



We want heritage to be valued, cared for and sustained for everyone's future.

### Saving heritage

- Improved condition and understanding of heritage
- Reduced amount of 'heritage at risk'
- Delivered transformational long-term projects
- Made digital heritage more accessible

### Protecting the environment

- Put landscapes and habitats into recovery
  - Increased understanding of and connection to nature
- Reduced the negative environmental impact of our funding portfolio
- Improved heritage's ability to adapt to climate change

**Our investment principles and what we'll achieve by 2033:**

### Organisational sustainability

- Increased organisations' commercial and governance capabilities
- Developed skills and capacity across heritage
- Embedded resilience in projects we fund
- Strengthened heritage's contribution to local economies

### Inclusion, access and participation

- Increased diversity of heritage workforces and audiences
  - Reduced barriers for people under-served by heritage
- Enabled more people's heritage to be recognised
- Championed digital technology to improve access



# Activities and Heritage Skills



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# Hussey Tower



# Boston TH Engagement







# Mr Fyde and Mr Banks

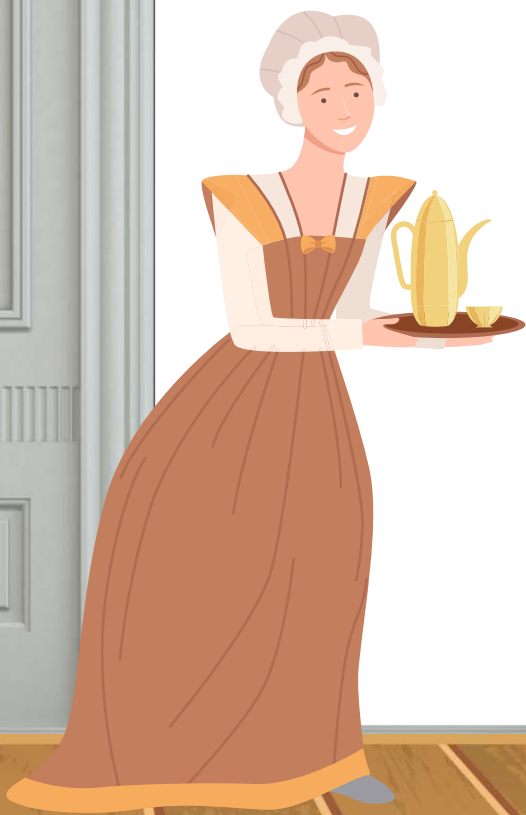
A Boston Based Workshop!

# Taking Inspiration





Fydell house  
THE SECRET LANGUAGE  
OF FANS

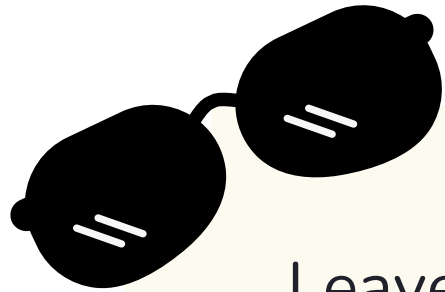






# QUESTION 1

YOUR SKIN LOOKS A LITTLE RED BEFORE THE BALL. DO YOU...



Leave it - I love a suntan!



Dust your face lightly with wheat flour?



Smother it with white lead cream?

## QUESTION 2

YOU NEED TO COVER UP A SMALLPOX SCAR ON YOUR FACE WITH A BEAUTY PATCH. YOURS IS MADE OF...



Black Velvet



Mouse skin

I don't need a  
beauty patch! I  
wear my scares  
with pride!

# QUESTION 3

YOU ORDER A NEW WIG FOR YOUR VISIT TO COURT IN LONDON. IS IT...



A modest wig with locks that fall simply and neatly to the shoulders

As tall as you can make it, covered in lashings of scented powder!



I refuse to wear a wig, even if the king demands it!





# QUESTION 4

THE SEASON HAS STARTED. YOU KNOW ALL ABOUT THE BEST PLACES TO GO.  
DO YOU...



Refuse to get involved - you don't enjoy public fun!



Take a stroll around the local pleasure garden



Spend it enjoying endless parties, masquerades, balls



## QUESTION 5

YOU SIT DOWN TO TAKE SOME AFTERNOON TEA AND SEE A PAIR OF THESE ON THE TABLE. WHAT DO YOU USE THEM FOR?



Give your fellow  
guests a quick hair  
cut

Sweeten your  
tea

They shouldn't be  
there in the first  
place. They belong  
to the doctor!

## QUESTION 6

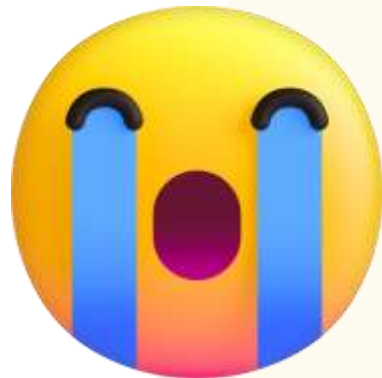
AFTER YOU'VE DONE ALL THIS, SOMEONE CALLS YOU PART OF THE 'BEAU MONDE' ARE YOU...



Thrilled



Puzzled



Insulted



**FOLLOW SIR PIP  
SQUEAK**



COMMUNICATION METHODS

Stakeholders	Press release / Internal coms	Actuals	Postcards / fliers	Actuals	Web pages	Actuals	Social media
General Public	Several press releases at each stage	Press releases from Gotham	Postcards put in libraries and community spaces	22 Flyers for events sent to Libraries to advertise workshops	Landing page on Heritage Lincolnshire Website with online form	Webpage on HTL updated during the process with web survey	Use Twitter, Facebook & GTV the other content though the councils channels
Heritage Steering Group	Several press releases at each stage as well as briefing notes	Press releases from Gotham	Postcards given to Members to distribute	Flyers included within email invitations to workshops	Landing page on Heritage Lincolnshire Website with online form	Webpage on HTL updated during the process with web survey	Use Twitter, Facebook & GTV the other content though the councils channels
Members	Members' Briefings	Provided by Conservation and Design Team	Postcards given to Members to distribute	Flyers included within email invitations to workshops	Landing page on Heritage Lincolnshire Website with online form	Webpage on HTL updated during the process with web survey	Use Twitter, Facebook & GTV the other content though the councils channels
Parish Councils	Several press releases at each stage	Press releases from Gotham	Can pick up postcards at reception points and other meetings	Flyers included within email invitations to workshops	Landing page on Heritage Lincolnshire Website with online form	Webpage on HTL updated during the process with web survey	Use Twitter, Facebook & GTV the other content though the councils channels

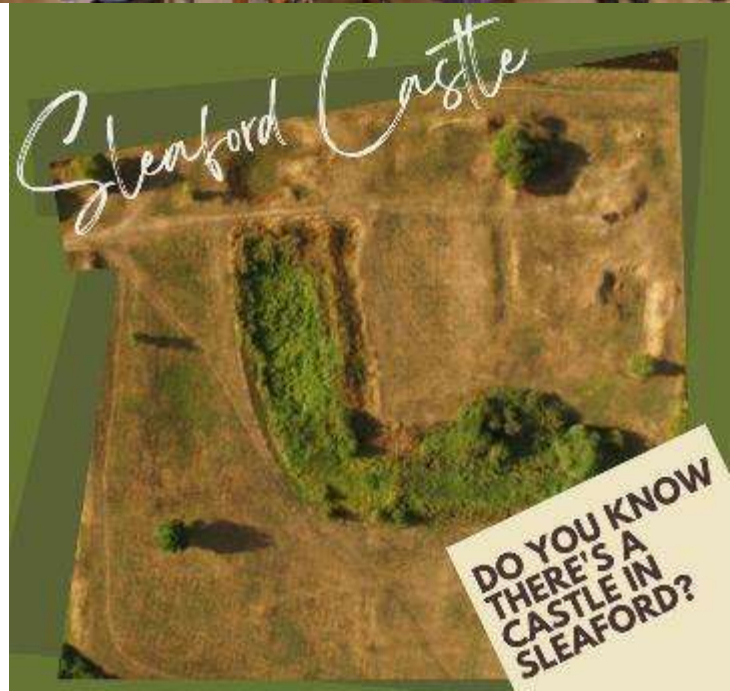


# Spilsby Sessions House

# Spilsby Sessions House

- Utilising the buildings three prison cells and other public spaces for interpretation and display
  - Target Audience
  - Channels
  - Activities
- 10 minutes to address what questions you might ask







To take part in the Peterson's Oral History Project, please contact:  
[katherine.briggs@heritagelincolnshire.org](mailto:katherine.briggs@heritagelincolnshire.org)


# Memory Sharing

**Morning (9am-1pm)**

- Thurs 21st Sep at **The Great Escape**
- Fri 29th Sep at **The Comeback**

**Afternoon (11am-3pm)**

- Wed 27th Sep at **The Comeback**
- Mon 2nd Oct at **The Great Escape**



ASSOCIATED BRITISH PORTS  
HERITAGE LINCOLNSHIRE  
THE GREAT ESCAPE





**Thank you**

**Any questions?**