

Appendix 2 - The Commandery: It Happened Here

When?	What?	Where?	Who will carry out the activity?	Who is the activity for?	What will you achieve?
<i>Give us the dates you expect the activity to start and end. Please list your activities in chronological order.</i>	<i>List the individual activities you will do to achieve your project outcomes. Use target numbers where possible.</i>	<i>Tell us where the activity will take place</i>	<i>Tell us who will be responsible for managing the activity (for example, project officer, young people, or a named partner organisation).</i>	<i>Tell us who the activity is aimed at (for example, a particular group of people, local schoolchildren, visitors to a museum etc.).</i>	<i>Explain in detail what you will achieve by doing the activity. Use target numbers where possible.</i>
November 2016	Project start date	The Commandery Worcester	General Manager and project team		
November 2016- August 2018	Commandery project team meetings	The Commandery Worcester	General Manager and Project Leads, Museums Worcestershire	Commandery project team, partner organisations, delivery partners.	Successful management of the project. Monthly, and at busy times, fortnightly meetings held to keep track of the project, evaluate and resolve concerns.
November 2016	Interpretation and displays Significant loan items for new displays identified and requested This small number of iconic items, within the context of the new interpretation, will be a particular draw for specialists and visitors, and will be a focus of pride for local residents.	The Commandery Worcester	Senior Curator Museums Worcestershire	Special interest groups Education visits Worcester residents Day trip visitors from within 30-45 minutes	The negotiation of a rotating series of 3 significant loans related to the story of Liberty and Democracy.
November 2016	Visitor experience training Collation of visitor feedback / sharing with staff.	The Commandery Worcester	Marketing & Events Manager, Commandery Manager, Museums Worcestershire	Volunteers and staff at The Commandery and volunteers from partner organisations such as Friends of Fort Royal Park, Battle of Worcester Society, Worcester Re-enactors, Worcester Militia All visitors	Staff and volunteers with increased knowledge about new interpretation themes and visitor experience. Improved visitor experience.
November 2016 – December 2016	Digital learning using NFC technology Purchase 16 digital tablet computer units. Research and collate information.	The Commandery Worcester	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums	Family visitors(with children aged 8-14) Special interest groups	Improved interpretation and a greater understanding of The Commandery's story and access to collections. An improved visitor experience, taking on

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	<p>7 inch digital tablets will use Near Field Communication (NFC) technology to provide a new multi-sensory interpretation tool for visitors.</p> <p>The new system will give visitors access to existing and new content including access to collections and other linked information sources.</p>		Worcestershire	Education visits	<p>board feedback and using it to update and improve current audio guides and route.</p> <p>Accessibility options available through digital systems for visitors with sight or hearing impairment.</p> <p>Provision of information is more than one language.</p>
December 2016 - July 2018	<p>Research panel meetings</p> <p>Meetings planned to consider, inform and advise on heritage research and interpretation</p>	The Commandery, Worcester	Senior Curator and Commandery Manager Museums Worcestershire	Representatives of Uni Worcester, Battle of Worcester Society and local experts	<p>Twice-yearly consultation throughout the project, with additional as required.</p> <p>Programmes and initiatives developed and delivered with the support of expert advice.</p> <p>Accurate, well researched interpretation and historic events and initiatives.</p>
December 2016	<p>Interpretation and displays</p> <p>Audio, film making, installation fitters, electrical contractors orders placed</p>	Worcester City Council	Project Manager, Worcester City Council	Project Team	Orders placed for key project elements.
January 2017	<p>Interpretation and displays</p> <p>Investigate building fabric damp and commission and install new heaters to improve environmental conditions in the new displays.</p>	The Commandery Worcester	<p>Commissioned contractor</p> <p>Worcester City Council conservation officer and project manager</p> <p>Commandery Manager, Museums Worcestershire</p>	<p>Special interest groups</p> <p>Education visits</p> <p>Worcester residents</p> <p>Day trip visitors from within 30-45 minutes</p>	Improved environmental conditions will enable significant objects and documents from the city's collection and loans which were previously unable to be displayed to be exhibited.
January 2017 – March 2017	<p>Digital learning using NFC technology</p> <p>Upload information and test new equipment</p> <p>Translate key information</p>	The Commandery Worcester	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	<p>Family visitors (with children aged 8-14)</p> <p>Special interest groups</p> <p>Education visits</p>	<p>Improved interpretation and a greater understanding of The Commandery's story and access to collections.</p> <p>An improved visitor experience, taking on board feedback and using it to update and</p>

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					<p>improve current audio guides and route.</p> <p>Accessibility options available through digital systems for visitors with sight or hearing impairment.</p> <p>Provision of information is more than one language.</p>
January – March 2017	<p><i>Leisure focused & staying visitors in Worcestershire marketing activities</i></p> <p>Monthly e-newsletter</p> <p>Local targeted advertising campaign for re-launch</p> <p>Improved presence on Visit Worcestershire website</p> <p>Social media campaign</p> <p>Event and news press releases to various media</p>	The Commandery and Civil War Trails	<p>Museums Worcs marketing team</p> <p>Visit Worcestershire</p>	<p>Worcester residents</p> <p>Day trips from within 30-45 minutes' drive time - predominantly family visitors (with children aged 8-14)</p> <p>local residents for VFR (visiting friends and relatives)</p> <p>Education visits</p>	<p>Increasing visitors by 20% year on year.</p> <p>Increased visitor income.</p> <p>Growing the number of day and stay visitors.</p>
September 17 – March 18	<p><i>Special interest / group travel marketing activities</i></p> <p>Travel Trade campaign supported by web and social media</p> <p>Partnership with special interest tour operator and accommodation sector</p> <p>Developing half and full day group travel 'Worcester Heritage' packages and explore joint ticketing with local partners.</p> <p>Link to Blue Badge Guides in Worcs.</p> <p>Incorporate new heritage trails as a part of the offer.</p>	The Commandery and Civil War Trails	<p>Museums Worcs Marketing Team working with Visit Worcestershire, Visit England and Visit Britain, plus tour, accommodation and heritage partners</p>	<p>Regional special interest groups</p> <p>National and International travellers – especially US</p> <p>Education visits</p> <p>Adults (50-64)</p>	<p>Increasing visitors by 20% year on year.</p> <p>Increased visitor income.</p> <p>Growing the number of day and stay visitors.</p> <p>Increased contribution to Worcester's visitor economy.</p>
February 2017	<p><i>Interpretation and displays</i></p> <p>Re-enactors (volunteers) will help us to create a choreographed film.</p> <p>The film will follow individuals crossing</p>	The Commandery Worcester	<p>Commissioned film-maker</p> <p>Worcester Militia re-enactors</p>	<p>Family visitors (with children aged 8-14)</p> <p>Special interest groups</p>	<p>Film created with support from local re-enactors to be edited for use in the Great Hall interpretation and with group visits and online.</p>

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	the Commandery's Great Hall, moving through time and bringing The Commandery's past to life.		Commandery Manager, Museums Worcestershire		
February 2017	Interpretation and displays Re-enactors (volunteers) will help us bring to life the story of the visits by John Adams and Thomas Jefferson by recording Adams' speech.	The Commandery Worcester	Commissioned film-maker Worcester Militia re-enactors Commandery Manager, Museums Worcestershire	Family visitors (with children aged 8-14) Special interest groups Education visits	Recording created with support from local re-enactors to be edited for use in the Presidents Room interpretation and with group visits and online.
February 2017 – April 2017	Visitor experience training Enhanced visitor experience training for staff and volunteers.	The Commandery Worcester	Marketing & Events Manager, Commandery Manager, Museums Worcestershire Plus input from other city heritage partners.	Volunteers and staff at The Commandery and volunteers from partner organisations such as Friends of Fort Royal Park, Battle of Worcester Society, Worcester Re-enactors, Worcester Militia All visitors	Staff and volunteers with increased knowledge about new interpretation themes and visitor experience. Improved visitor experience.
February 2017 – August 2018	Project evaluation Gathering feedback from visitors and stakeholders.	The Commandery Worcester	Marketing & Events Manager, Commandery Manager, Museums Worcestershire	Everyone involved in the project, including HLF and partner organisations	Audience feedback on success of project. Completed project evaluation report. Data to inform future development decisions.
March 2017	Interpretation and displays Hamilton Room and Prince Arthur's Pall interpreted to introduce the story of Worcester the Faithful City and its place in the balance between divine right and democracy in England.	The Commandery Worcester	Commissioned display designers Senior Curator, Museums Worcestershire	Adult visitors (50-64) Special interest groups Education visits Worcester residents	Improved understanding of the heritage of the building, artefacts and City. Improved visitor experience. Increased local pride in the significance of their heritage
March 2017	Interpretation and displays <i>Civil War propaganda interactive installed alongside Mercurius Aulicus</i>	The Commandery Worcester	Commissioned display designers	Families (with children aged 8-14)	Improved understanding of the heritage of the building, artefacts and city.

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	<p><i>from museum collection – one of the first English examples of popular partisan journalism.</i></p> <p><i>This copy tells the story of the attempted siege of Worcester when Sir William Waller, Parliamentarian general had flyers scattered through the streets of Worcester recommending the townspeople overthrow the city governors and come over to his side.</i></p>		Senior Curator, Museums Worcestershire	<p>Education visits</p> <p>Worcester residents</p>	<p>Improved visitor experience.</p> <p>Increased local pride in the significance of their heritage.</p>
March 2017	<p>Interpretation and displays</p> <p>Great Hall projection installed revealing scenes re-enacted from Worcester and The Commandery's past and their role in the evolution of democracy, from c.1200 to the present day.</p> <p>Historic copies of Civil War armour cleaned and installed in the Great Hall with introductory interpretation and improved lighting.</p>	The Commandery Worcester	<p>Commissioned display designers</p> <p>Senior Curator, Museums Worcestershire</p>	<p>Families (with children aged 8-14)</p> <p>Education visits</p> <p>Worcester residents</p> <p>Day trip visitors from within 30-45 minutes</p>	<p>Improved understanding of the heritage of the building, artefacts and city.</p> <p>Improved visitor experience.</p> <p>Clearer way finding for visitors.</p>
March 2017	<p>Interpretation and displays</p> <p>Presidents Room installed, where visitors will be invited into the Queen Anne wing to join John Adams and Thomas Jefferson and the household family for tea in 1786.</p> <p>The room will be furnished in period including artefacts from the museum collection, with a few modern twists where visitors can discover the story of their visit to the 'ground where liberty was fought for' and an insight into the life and minds of the future American Presidents and the words 'Worcester contributed to the Declaration of Independence'.</p>	The Commandery Worcester	<p>Commissioned display designers</p> <p>Senior Curator, Museums Worcestershire</p>	<p>Families (with children aged 8-14)</p> <p>Special interest groups</p> <p>Education visits</p> <p>International visitors especially US</p> <p>Worcester residents</p>	<p>Improved understanding of the heritage of the building, artefacts and city.</p> <p>Improved visitor experience.</p> <p>Potential for increase in international visitors.</p> <p>Increased local pride in the significance of their heritage.</p>

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April 2017	Visitor experience training Familiarisation visits for staff and volunteers to and from partner venues.	The Commandery and partner Worcester heritage venues including Worcester Cathedral	Marketing & Events Manager, Commandery Manager, Museums Worcestershire Plus input from other city heritage partners.	Volunteers and staff at The Commandery and volunteers from partner organisations such as Friends of Fort Royal Park, Battle of Worcester Society, Worcester Re-enactors, Worcester Militia All visitors	Staff and volunteers with increased knowledge about new interpretation themes and visitor experience. Improved visitor experience. Increased staff and volunteer understanding of associated heritage sites.
April 2017	Visitor experience training Familiarisation with new displays for staff and volunteers.	The Commandery Worcester	Marketing & Events Manager, Commandery Manager, Museums Worcestershire	Volunteers and staff at The Commandery Volunteers from partner organisations such as Friends of Fort Royal Park, Battle of Worcester Society, Worcester Re-enactors, Worcester Militia All visitors	Staff and volunteers with increased knowledge about new interpretation themes and visitor experience. Improved visitor experience.
April 2017	Digital learning using NFC technology Launch new system with visitors, test and review material	The Commandery Worcester	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	Family visitors (with children aged 8-14) Special interest groups Education visits	Improved interpretation and a greater understanding of The Commandery's story and access to collections. An improved visitor experience, taking on board feedback and using it to update and improve current audio guides and route. Accessibility options available through digital systems for visitors with sight or hearing impairment. Provision of information is more than one language.
14 – 17 April 2017	Activity programme Launch of <i>The Commandery -It Happened Here</i> displays and resources.	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums	Family visitors (with children aged 8-14)	Increased awareness and interest in revitalised Commandery offer.

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	Public launch weekend		Worcestershire, staff and volunteers	Adult visitors (50-64) Day trips within 45 minutes' travel time	Target: 2000 visitors over weekend. Increased visitor income. Increased local pride in the significance of their heritage.
April 2017	Formal learning programme Civil War local schools exhibition competition launched Advertise to schools.	Local schools	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	School children and teachers Worcester Residents	Engagement and consultation with schools. Improved schools offer. Embedded use of Civil War in local history curriculum at Worcester schools. Increase in student numbers and income for Commandery. Partnerships developing use of education loans service and workshops with schools. Increased knowledge on Civil War among Worcestershire residence and use of exhibitions in heritage.
28 – 30 May 2017	Activity programme Oak Apple Day / Civic (VIP) Launch Event the official opening of It Happened Here displays and resources. <i>A Right Royal Restoration Celebration</i> on the day that Charles II regained the throne, enjoying a 17th century fete with maypole and dancing,	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	Stakeholders Councillors Special guests	Increased awareness and interest in revitalised Commandery offer. Profile raising. Increased local pride in the significance of their heritage. Target: 200 visitors to events.
May 2017	Interpretation and displays New heritage planting programme in the Commandery gardens started, referencing Civil War and presidential visit emphasising Adams and Jefferson as plant collectors.	The Commandery Worcester	Worcester City Council parks team and volunteer group	Adult visitors (50-64) Special interest groups Day trips from within 30-45 minutes	Improved external interpretation. Improved visitor experience. Opportunity to reach new audience and partners.

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				Garden volunteers	
June 2017	Interpretation and displays Trained staff and volunteers clean eighteenth century Broadwood square piano from museum collection for display as part of the Presidents Room.	The Commandery Worcester	Commandery Manager and team, Museums Worcestershire and Commandery volunteers	Adult visitors (50-64) International visitors especially family history researchers from the US Museum volunteers	Interpretation and artefacts that engage visitors with the lives of the US Presidents. Increase in international visitors.
June 2017	Join England's Heritage Cities consortium Meet criteria and sign up to England's Heritage Cities consortium as the "English Civil War City". www.heritagecities.com	Worcester City	Visit Worcestershire Worcester Heritage Partnership Worcester City Council Marketing & Events Manager, Museums Worcestershire Worcester BID	Worcester City tourism and economic development partners and local businesses. Visitors from wider UK and abroad	Increased national and international PR and marketing opportunities as a member of the Heritage Cities Group. Increased visitor numbers to Worcester. Increased profile for the City's unique heritage. More visitors staying overnight in Worcester.
June 2017	Interpretation and displays Buttery display including archaeological artefacts from the site installed enabling visitors to delve deeper into the history of The Commandery and the stories it has witnessed.	The Commandery Worcester	Senior Curator, Curator of Archaeology and Commandery Manager, Museums Worcestershire	Adult visitors (50-64) Special interest groups Worcester residents	Improved understanding of the heritage of the building, artefacts and city. Improved visitor experience. Increased local pride in the significance of their heritage
July 2017	Civil War trails Three trails, accessed online/phones and through a printed leaflet, in and around Worcester City telling stories and sharing research of Worcester's place in the history of democracy.	Worcester City and surrounding countryside footpaths	Commissioned designers Commandery Manager and Commandery team	Trails aimed at 3 different audiences: 1. Tourists to Worcester 2. Families 3. Battlefield heritage enthusiasts	Increased public knowledge of the history of Worcester. Increase in visitor numbers to Commandery and other heritage sites. Increased knowledge of Civil War heritage among Worcestershire residents. Increased local pride in the significance of their heritage.

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July 2017 – September 2017	<p>Formal learning programme Civil War local schools exhibition on display at Commandery; winner announced at Battle of Worcester event and presented with award.</p> <p>Offer all children that visit with their school a discount voucher to bring their parents at a later date.</p>	Local schools	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	School children and teachers Worcester Residents	<p>Engagement and consultation with schools.</p> <p>Improved schools offer. Embedded use of Civil War in local history curriculum at Worcester schools.</p> <p>Increase in student numbers and income for Commandery.</p> <p>Partnerships developing use of education loans service and workshops with schools.</p> <p>Increased knowledge on Civil War among Worcestershire residence and use of exhibitions in heritage.</p>
26 – 28 August 2017	<p>Activity programme The Storming of Fort Royal and the Escape of Charles Stuart</p> <p>Living history and skirmish with Worcester Militia and Sealed Knot</p>	The Commandery Worcester	<p>Worcester Militia and Sealed Knot,</p> <p>Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers</p>	<p>Families (with children aged 8-14)</p> <p>Special interest groups</p> <p>Day trips from within 30-45 minutes</p>	<p>Increased awareness and interest in revitalised Commandery offer.</p> <p>Increasing visitors by 20% year on year.</p> <p>Increased income from admissions and secondary spend.</p> <p>Target: 1500 visitors over weekend.</p>
3 September 2017	<p>Activity programme Drumhead Ceremony</p> <p>On this day 366 years ago, soldiers and civilians fell in the final battle of the English Civil War. In honour of the lives lost in 1651, join us on this special anniversary for a reception in the Great Hall followed by a musket salute and service on Fort Royal Hill.</p>	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	<p>Adults (50-64)</p> <p>Special interest groups</p> <p>Worcester residents</p>	<p>Increased awareness and interest in revitalised Commandery offer.</p> <p>Increasing visitors by 20% year on year</p> <p>Increased knowledge of Civil War heritage among Worcestershire residents.</p> <p>Increased local pride in the significance of their heritage.</p> <p>Target: 500 visitors.</p>
10 September	Activity programme	The Commandery	Commandery Manager	Adults (50-64)	Increased awareness and interest in

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2017	Heritage Open Days: Interpretation Day including Civil War collections handling as a part of this national event.	Worcester	and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	Worcester residents Day trips from within 30-45 minutes	revitalised Commandery offer. Increasing visitors by 20% year on year. Increased knowledge of Civil War heritage among Worcestershire residents. Increased local pride in the significance of their heritage. Target: 500 visitors.
23 - 24 September 2017	Activity programme Death, Disease, Deportation and Despair event weekend Battle of Worcester 1651 The Aftermath	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	Families (with children aged 8-14) Worcester residents Day trips from within 30-45 minutes	Increased awareness and interest in revitalised Commandery offer. Increasing visitors by 20% year on year. Increased income from admissions and secondary spend. Increased knowledge on Civil War among Worcestershire residents. Target: 1000 visitors over weekend.
October 2017	Formal learning programme Civil War local schools exhibition competition legacy resources; teaching materials developed and made easily accessible online to position the Commandery as an ongoing centre of excellence for English Civil War history	Local schools	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	School children and teachers Worcester Residents	Engagement and consultation with schools. Improved schools offer. Embedded use of Civil War in local history curriculum at Worcester schools. Increase in student numbers and income for Commandery. Partnerships developing use of education loans service and workshops with schools. Increased knowledge on Civil War among Worcestershire residents and use of their heritage.

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February 2018 – May 2018	<p>Formal learning programme Local history (Civil War) touring school performance</p> <p>Short historic theatre piece developed to take to 5 local schools.</p> <p>Commission script and actors, purchase costume, identify schools.</p>	Local schools	Commandery Manager & Learning, Volunteering and Partnerships Manager, Museums Worcestershire	<p>Schoolchildren and teachers</p> <p>Local actors and scriptwriter</p>	<p>Increase in student visitor numbers.</p> <p>Improved schools offer.</p> <p>Use of cross-cultural expertise to bring heritage to life for schools.</p> <p>Engagement and education to local schools on local history.</p> <p>Increased knowledge on Civil War among Worcestershire residents and use of their heritage.</p>
29 May 2018	<p>Activity programme Oak Apple Day</p> <p>A Right Royal Restoration Celebration on the day that Charles II regained the throne enjoy a 17th century fete with maypole and dancing,</p> <p>Worcester Militia Living History Camp and period entertainment.</p>	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	<p>Families (with children aged 8-14)</p> <p>Worcester residents</p> <p>Day trips from within 30-45 minutes</p>	<p>Increased awareness and interest in revitalised Commandery offer.</p> <p>Increasing visitors by 20% year on year.</p> <p>Increased income from admissions and secondary spend.</p> <p>Target: 500 visitors.</p>
4 July 2018	<p>Activity programme “The Ground Where Liberty was Fought for” special event focusing on the Presidents’ visit</p> <p>Timed to coincide with US Independence Day.</p>	The Commandery Worcester	Commandery Manager and Marketing & Events Manager, Museums Worcestershire, staff and volunteers	National and international heritage tourist	<p>Raising profile of new exhibition targeted at US and international market.</p> <p>Raise profile of Commandery and Worcester England’s Civil War City to tour operators.</p>
August 2018	<p>Project evaluation Analysing qualitative and quantitative data to enable project management team to continuously assess success of</p>	The Commandery Worcester	Marketing & Events Manager, Commandery Manager, Museums	Everyone involved in the project, including HLF and partner organisations	<p>Audience feedback on success of project.</p> <p>Completed project evaluation report.</p>

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	project and make necessary adjustments to programme. Project evaluation report completed		Worcestershire		Data to inform future development decisions.
August 2018	<i>Project completion</i>	The Commandery, Worcester	General Manager and project team	Commandery project team, partner organisations, delivery partners.	<i>The Commandery; It Happened Here</i> project completion reports and evaluation submitted.