[](https://funding.heritagefund.org.uk/?locale=en-GB)

**Our Draft Application to NLHF for 2023/ 2024 …**

**Your organisation's main purpose and activities**

The Trust was established in 2006 to protect, conserve and interpret the 1745 battlefield and its cultural legacy in the context of the Jacobite Cause. With East Lothian Council support and VisitScotland advice we intend by the end of the decade to establish a world class Living History Centre. It will optimise the opportunity for achieving our Objects both face to face and digitally. The Trust already works with Bòrd na Gàidhlig within ELC's GLIA Plan to honour the language of the Highlanders who fought with bilingual signage, interpretation, cultural concerts and poetry. We engage with communities and Clans along Prince Charles' trail in 1745 from St Nazaire then Eriskay to Prestonpans including involvement in designing, stitching and exhibiting the 103 metre Prestonpans Tapestry that records the events. Since 2007 the Trust has created the micromuseum in Bankton Doo'cot, interpreted and signed battlefield walks, maintained existing monuments and created new memorial tables. Annual commemoration has been observed with large scale and cameo re-enactments supported by EventScotland and led by our own Alan Breck Regiment with new theatre by Andrew Dallmeyer played locally and at The Edinburgh Fringe. Andrew Hillhouse has painted six scenes from the battle and Kate Hunter new portraiture. There has been a strong flow of well researched publications on the battle and new fiction. The pandemic created the opportunity for increased social media and digital activities generally during the battle's 275th anniversary year. This demonstrated our global reach and complemented our extant website and APPs for the tapestries and battlefield walkers. Groups regularly follow guided battlefield tours and compete on the Battle Game Board. Following HLF advice since 2007 our activities have been designed to build incrementally towards our self-sustaining Living History Centre that Feasibility Studies have consistently shown can attract up to 100,000 face-to-face visitors each year. Our experience, as well as developing our competences during the pandemic, shows that thousands more can be routinely reached with live streaming and social media. Our assets have grown steadily as has our repertoire of engagement activities. Most recently The Trust has taken a lease on Prestonpans Town Hall as a small Museum and hub which enabled us to prototype and significantly develop educational programmes engaging schools/ parents/ families in sequential visits led by the school children and their teachers. These programmes offer the opportunity to combine both learning about heritage and walking the interpreted battlefield itself with trained guides and linked GPS visuals from our Walkers APP. For the first time since completion in 2010 a permanent local exhibition of the Prestonpans Tapestry with rotating segments and in-depth multidimensional interpretation is accessible along with associated artefacts - our own supplemented with inter-museum loans. We are actively seeking support during 2023/ 2025 so that ever growing engagement and understanding is realised across our extant community, with particular focus on skills and leadership development amongst volunteers and CfE/S1 school teachers in school but vitally also for many hundreds of incoming families in new homes created - even on the battlefield.

**How many board members or trustees does your organisation have?**

11

**Are you VAT registered?**

No, I am not VAT registered

**Does your organisation use social media?**

We actively extended and developed our social media channels during the pandemic and have used them to engage with a growing and broad demographic of followers from across the world. We’ve worked hard to create a programme of virtual content to complement our in-person events to ensure an even greater level of participation. Virtual events have included battlefield tours, talks, memorial events and much more. Twitter - @prestonpans1745 https://twitter.com/prestonpans1745 Since launching in 2012, we now have 957 followers. This is an important platform for meeting and sustaining engagement with local, national and international stakeholders, sharing media coverage achieved from multiple media outlets, sharing news of our work, highlighting virtual and physical exhibitions and events, as well as interacting with our living history pages, historians/ history fans. Facebook - @Prestonpans1745 https://www.facebook.com/Prestonpans1745/ is our principal platform and, the Facebook page now has 5,168 people who like this page and 5,565 followers. We know that more than 30% of those who like the page are from outside the UK, providing evidence of the international appeal of our work. Our Facebook audience locations include United Kingdom, United States, Mexico, Canada, Australia, Germany, France, Ireland, Italy and Spain. We’ve invested in targeted Facebook advertising over the last year and this, along with our increased activity and quality of content has resulted in a 32% increase in Facebook followers (from 2021 – 2022) with an engagement rate of 685,271 (74% increase). Over the last two years, we’ve developed a strong programme of virtual events, which have proved popular with over 17.4k minutes of events viewed per annum via our virtual talks, workshops and battlefield tours on Facebook Live (and YouTube). Whilst virtual events can never be a real substitute for an actual visit to the site – it’s become a vital way of engaging with a wider audience (including providing activities for school children) and we’re continuing with a blended approach of in-person and virtual events. Instagram - @prestonpans1745 https://www.instagram.com/prestonpans1745/ Since launching in 2020, we have gained 246 followers and insights show that engagement and reach are steadily growing with each month due to the regular updates posted by the team. There has lately been a 21% increase in Instagram with a strong engagement rate of 149,639 (20,800% increase). Again, our followers reveal a strong international following (44%). Online Media – In addition to our activity on our own social media platforms, our PR activity has generated strong results across multiple media, including a reach of 22,700,814 online. We also achieved coverage that reached over 3 million people via print editorial coverage and 386,286 listeners via a series of radio interviews.

**How much did your organisation spend in the last financial year?**

£180,991

**What level of unrestricted funds is there in your organisation's reserves?**

£22,536

**Tell us what advice you have received in planning your project and who from**

We have been receiving HLF counsel since 2006, most recently from Engagement Manager Lauren Arthur and Investment Managers Kate O’Driscoll and David Clelland. In their responses to our Draft Proposals they have emphasised that “funding for educational programmes and for displaying the tapestries locally for the first time was appropriate …. but it should be devoted to new projects with a detailed plan of activities for 24 months … with outline plans beyond .... and also involving pushing further with existing audiences and partners in design and delivery but importantly engaging well beyond those previously involved … and that the Trust should already have in place staff who have designed the project and are ready to deliver it.” We have been consistently encouraged to further develop the skills of volunteers and ensure museum activities deepen visitor understanding creating greater commitment and involvement. We were urged to ensure our digital/ social media approaches evolved yet further. It was confirmed that incremental engagement strategies since 2007 to reach ever broader audiences continues to be appropriate. Ewan Bachell had earlier counselled [PE 00000401] that interpretation plans for the Tapestry at Prestonpans Town Hall and our enhanced educational programme [as well as "pushing further in this regard"] were aspects HLF could support but that we must do so in ways that boldly achieve HLF's mandatory outcomes. Kate O'Driscoll emphasised the need to describe more clearly procedures and processes that we will follow to implement the project, identify the myriad partnerships in which we are/ will be engaged and highlight the value for money being invested. Our 2007 HLF 'Your Heritage' grant came with the advice, as we first tabled our long-term ambition for a Living History Centre, to build step by step. We would earn support for that eventual bold step by growing audiences, creating and rehearsing our repertoire and accumulating a portfolio of assets. Much has been achieved as outlined above and exemplified by our 10 Year External Audit [Tom Ingrey-Counter], HLF Covid Resilience Project, our Hybrid Response to the 275th Anniversary during and beyond peak pandemic [David Clelland] and the HES supported 125th Anniversary of the Town Hall [Steven Scott]. Outwith HLF we are always counselled and supported by The Clans Who Came Out with The Prince, SCVO and Community Enterprise - the latter currently helping evolve our self-sustaining framework and business competence. We have been longstanding participants with Event/ VisitScotland and ELC's Signature Events. Fellow Jacobite interests across the Jacobite Trail and 1745 Association provide regular input. We earlier conducted a comparative operational analysis of battle centres internationally with HLF support and share all our ambitions including cross marketing, and we take advice from both HES and NTS which latter manages Culloden, Bannockburn and Killiekrankie. CreativeScotland and Scottish Government both advised on the creation of our 152 metre Scottish Diaspora Tapestry, for Homecoming 2014. Within East Lothian we are participating members of PSG Heritage Network with strong support from Prestonpans Community Council.

**Is this your organisation's first application to us?**

No, this is not my organisation's first application

**Most recent project title**

Path to Victory: Ever Greater Engagement, Understanding & Skills Development

**Most recent project reference number**

NM-21-00673

**Project title**

Beyond the Battle - Broadening Engagement

**Project start date**

01 Mar 2023

**Project completion date**

28 Feb 2025

**Why does your project need to happen now?**

We are 'shovel ready' as the analogy goes. We have invested continuously since 2007 and most especially during the pandemic we made ready by restoring the Town Hall in Prestonpans as our Museum and hub. We have developed this project with existing staff who are poised and ready to carry it forward over the coming 24 months. We are inescapably challenged to sustain our momentum and grasp the immediate opportunities it provides, working with partners, to take a quantum step up for broadened community face to face and digital engagement with our heritage. We will be [i] recruiting and training volunteers with necessary knowledge and skills; [ii] increasing our core audience with a sequence of exhibitions, receptions, live streaming of talks and targeted group visits; providing 'highlight' events of The Prince himself, Courtroom dramas of the Battle Inquiry and the Trial of the Provost of Edinburgh, a Community Cultural Legacy Concert and a full-scale battle re-enactment; [iii] conducting an interactive hybrid battle game using table top gaming and online interactive participation with linked interpretation; [iv] widening access at the Town Hall for targeted groups with options for pre-visit ZOOM sessions and post-visit activities; audio descriptions for the Museum's exhibits will be crafted and accessible from the website; special provision will be made for young parent visitors and for the disabled; [v] following extremely successful educational pilots with schools we will build early years provision, a Junior Guides programme and High School Heritage Workshops; [vi] finally we will work with volunteers to map and understand the community in 1745, families with in then and how we have evolved to where we stand today. We need the project to happen now because ... we have consistently invested with HLF and others' support in creatively telling and sharing our heritage, and our leadership team has now created this project to make the most of that investment by boldly broadening engagement as identified. But more significantly our community 'expects' us to take these next steps up. They have seen us travel thus far since 2006 and are ready to engage more readily than ever. And there is a major 'new' community arriving that we will be engaging with as literally thousands of new homes are being built on the Riggonhead Defile of our nationally designed battlefield at Blindwells. Our project here, broadening access to and understanding of our heritage, has been possible because of our sustained activities since 2006 and must not be allowed to falter. The extraordinary heritage of the Battle of Prestonpans is increasingly seen as a vitally significant element in our post-industrial community's absolutely necessary sense of place as it moves into its emerging future. Sense of place is a powerful driver of community self confidence bringing ambition for future economic development which our coalmines, power station and associated industries once afforded. We quite simply must sustain the momentum.

**Where is your project taking place?**

157b High Street

PRESTONPANS TOWN HALL

Battle of Prestonpans Jacobite Heritage Centre

PRESTONPANS

East Lothian

EH32 9AY

**Describe your idea**

The project will directly engage wider audiences face to face and digitally providing headline and supporting events to create and deepen understanding of our heritage. The skills of committed volunteers will be increasingly developed as they act as supporters, museum and battlefield guides and event participants. Patterns of proactive engagement will particularly focus on schools' museum/battlefield visits in agreed formal collaboration with East Lothian Council as the heritage affords multiple opportunities to advanced key elements in the Curriculum for Excellence. We will roll out the successfully prototyped programme to P5/6 and directly engage family members to trigger development of Junior Guides/ Battlefield Rangers; and at secondary level we will engage with history streams. Teachers will be offered CPD and CAT events in person and online. Out of term Connected Communities/Summer Clubs tailored activities will be rolled out. Whilst the Hall is freely open to the public at weekends Special Access will be bookable on weekdays with targeted resources developed for the partially sighted, sign-language tours for the deaf community, storytelling for those on the autism spectrum and their families, and to reduce social isolation from care homes and similar facilities. Such active engagement with the Museum and its Headline/ Supporting Exhibitions and Anchor Events will embed our heritage more widely across our community face to face and digitally to an ever-widening constituency particularly including the Clans and British Regiments that fought at Prestonpans and the Jacobite Trail partners we have across the nation. New residents moving into Blindwells ecotown who will actually live on the HES Designated Battlefield will be welcomed in partnership with Longniddry church using their own emerging social media services with invitations given to understand the heritage of their new homes, enabling growth of a sense of place where they put down their roots. Success is significantly dependent on the further recruitment, skills enhancement and sustained motivation of volunteers such as have enabled the Trust’s incremental development since 2006. We will actively ensure they develop new skills through tutorial learning and sharing in action learning workshops - as story tellers, educationalists, stitchers in partnership with Friends of the Tapestries re-enactors in partnership with the Alan Breck Regiment, acting as guides, working front of house, helping in retail, setting up/ maintenance/ backroom roles and gathering then as appropriate acting on evaluative feedback from visitors. The digital initiatives we successfully developed during the pandemic will be enhanced with 'Spotlight' short Facebook talks, ticketed lectures/ seminars, 'Jacobits' YouTube content and the recording/streamlining of supporting and anchor events with social media volunteers increasingly deployed.

**Will capital work be part of your project?**

No

**If you are undertaking any capital work to land, buildings or heritage items, tell us who owns it.**

N/A

**Does your project involve the acquisition of a building, land, or heritage items?**

No, my project does not involve the acquisition of a building, land, or heritage items

**Do you need permission from anyone else to do your project?**

No

**What difference will your project make?**

Prestonpans has a thousand years of industrial history, many sporting greats and the extraordinary battle heritage of Prince Charles Edward’s Victory on September 21st 1745. The past 50 years could be characterised as a potentially troublesome post-industrial era with our coal mines and lately Cockenzie Power station closing and our harbour infilled, bringing swingeing job losses. Yet close proximity to Edinburgh and the community’s resilience have ushered in a future that honours our past and highlights a determination to share it with the myriad incoming residents. Our heritage has repeatedly demonstrated and reinforced Panners' sense of place at a time of considerable social need. That heritage sense of place will make for a thriving cultural, social and economic centre that new residents will wish to actively share. Our project transforms our ability to interpret our battlefield by offering well-honed year round bilingual exhibitions and activities from the Hall which stands on the High Street. It does so by enabling us all to experience widely acclaimed community created artworks such as the Prestonpans Tapestry, the paintings of Andrew Hillhouse, our topographical battleboard landscape and the literature, song, theatre and poetry new and old. Its activities build on 15 years of accumulated experience including annual commemorations/ re-enactments led by our own Alan Breck Regiment of Prestonpans Volunteers. It enhances the quality provided to our APP guided battlefield walks by providing great scope for briefing and debriefing school and tour groups. And there is a double benefit we can now deliver. Our Town Hall is alive again in our community. It had been mothballed, even offered for sale! Now it will be at the heart of our community sharing the battle heritage but also with the broadest range of events in partnership with the Community Council and our vibrant PSG/Salt of the Earth heritage network. It is the most significant building on our High Street and the environmental impact of its renaissance on footfall and civic pride is much anticipated. The ‘other’ environment impacted is at the heart of the Trust’s Objects – protection of the battlefield site from continuously emerging threats has the widest community support. Our ‘green lung’ approach is strengthened by heightened awareness and understanding of the battle and its cultural legacy which will be better and consistently shared in the Town Hall with all our local school groups and the wider community. Finally in Prestonpans we are seeing our resident population double by the end of the next decade. Newcomers will build their homes on recovered land that lies on our nationally designated battlefield. We shall deliberately welcome them to ‘their’ Town Hall to ensure they understand and engage with the heritage of the place they now call home. This project is our 'next' step towards our Living History Centre towards which we are working with East Lothian Council, Prestonpans Community Council and PSG/ Salt of the Earth 's Heritage Network, whilst ensuring the 21st century Town Hall facilities we have developed will continue in use with the community.

**Is the heritage considered to be at risk?**

Yes, the heritage is considered to be at risk

**Explain why you consider the heritage to be at risk and how**

Our key 'present' challenge is to ensure the heritage described and shared from the refurbished Town Hall are sustainably resourced. If we falter much of the incremental heritage momentum since 2006 is at risk. This application identifies what is required. We also necessarily address broader risks to our heritage. The battle's 'physical' heritage derives from the landscape where it was fought on September 20th/21st 1745 – much is regularly placed at risk from industrial planning proposals. Our ambition to return to some traditional 18th century agriculture has been thwarted by owners East Lothian Council although contemporary agriculture has been resumed. The risk our landscape heritage faces arises from failure to prioritise its significance for our sense of place in contemporary life. There is a complete absence of funding support or legal protections for battlefields such as exist elsewhere internationally. We have lobbied nationally for greater protection since 2007 not least for a more disciplined code for detectorists. Our 'historic and cultural interpretation of our battle' as manifest through our community tapestries and artworks is also at risk - since 2006 they have had no permanent home. Our strategy has consistently been to ensure ever heightened awareness of our heritage by imaginative battlefield interpretation/walks, museum and events/activities in order to maximise our community's and the nation's support for our battlefield as a permanent 'green lung' in our ever extending suburban location – with renaissance of traditional agriculture. It was commitment to this strategy which led the Trust to sponsor the establishment in 2014 of the Scottish Battlefields Trust [SBT] at our 4th Biennial National Battlefields Symposium, a series launched with HLF support from 2008. The risk to accumulated interpretational experience and our stewardship of the battle cultural legacy in the broadest context of the nation's Jacobite heritage, arises from our own failure thus far to institutionalise pursuit of our Objects on an enduring basis. It hasn't been for want of thought or endeavour on our part. Our Prestonpans community has experienced social deprivation in a half century of post-industrial haze. Seeking and finding a right location for our Living History Centre has seen numerous setbacks and delays. But it is clear now that by the late 2020s a world class Living History Centre can be realised with East Lothian Council support that will do justice to the heritage we honour. Our educational programme from our mini-Museum in Prestonpans Town Hall potentially reaching all youngsters in our schools is a truly significant step in that espoused direction. Finally, our surrogate heritage in the Town Hall itself was at the greatest risk of going from mothballs to commercial use or redevelopment such as has occurred for virtually all the town’s other heritage buildings. This project ensures our Town Hall has a well appreciated community supported future. We will continue working throughout our own lease to ensure that on our departure PSG/ Salt of the Earth's Heritage Network will take fullest advantage with proactive support from Prestonpans Community Council and ELC.

**Does the heritage have any formal designations?**

* Grade II, Grade C or Grade C(S) listed building
  + **Number of buildings of this type included in your project:**2
* Registered Battlefield
* Other
  + **Description:**We are 'Working Towards' Accredited Museum status for Town Hall following protocols. We have 6 monuments across the battlefield and the interpretation boards we have installed; and we host Bankton Doocot for Colonel Gardiner's micro-museum.

**Does your project involve heritage that attracts visitors?**

Yes, my project involves heritage that attracts visitors

**How many visitors did you receive in the last financial year?**

52000

**How many visitors a year do you expect on completion of your project?**

110000

**Why is your project important to your community?**

The Battle of Prestonpans in September 1745 is a unique and extraordinary heritage asset which is seen as rightly brought to the attention of our post-industrial community now growing apace with thousands of new families arriving. It is a uniquely significant element in our community's sense of place traversed as it also is by Scotland's first gravity railway/ Waggonway from 1722. The heritage of the battle to which our community is host stretches well beyond the epic conflict on September 21st 1745 to the cultural legacy it still occasions to this day, in poetry in Gaelic and English, music and song as in Hey Johnnie Cope, literature from Walter Scott in Waverley and Stevenson in Kidnapped and Catriona, theatre, art, film and tv - most recently Outlander. This heritage is included in the National Inventory of Battlefields and not surprisingly our putative Living History Centre in East Lothians' NPF4/ SEA submissions. The museum we are establishing in the Town Hall is bringing purpose per se to that valued community heritage asset; bringing it back from its mothballed abandoned state is of the greatest psychological importance to our community as is our commitment to respect and interpret its history working with the Community Council and our local PSG Heritage Network [of which we are members] sponsored by NHLF under its Great Places strategy. Prestonpans Town Centre Improvement Plan 2019 states its Vision - “The attractive coastal centre of Prestonpans has a wealth of history and heritage to be celebrated with good access and signposting to places of interest within the town centre and beyond. The town centre will become a place that people wish to visit and spend time, focusing on its coastal assets and historic legacy.” Our project contributes very directly to this ambition and has the ability to greatly increase footfall from existing residents and also those who seldom or have as yet never visited. Our Trust's pioneering initiative in creating the Prestonpans Tapestry 2009/ 2010 and following on with the Scottish Diaspora Tapestry earnt our community the accolade 'Scotland's Tapestry Town'. Our exhibitions in the Town Hall mean we will at last be able to exemplify that designation not least because our original tapestries began a Pan-Scotland renaissance of such community driven embroideries e.g. The Great History of Scotland, Declaration of Arbroath and Pinkie Cleugh but also south for WWI @ Walton on Thames and as far away as New Zealand which is creating its own great history. For all these reasons it is our belief that we are helping to improve the wellbeing of our community and a treasured sense of place.

**What measures will you take to increase positive environmental impacts and decrease negative environmental impacts?**

The Town Hall building, the battlefield, Bankton Doocot and monuments are all owned by East Lothian Council in respect of which they continually act across the county to moderate negative impacts on the environment and increase the positive. In the Town Hall museum additional roof insulation will improve our energy efficiency. At Blindwells plans include the creation of The Prince's Loch and extensive parklands in our new ecotown developments directly on the battlefield which follows the earlier planting of an apple orchard with BBC support to the north and continuing stewardship of a commemorative Thorntree Copse to the west of the battlefield. In all such respects the Trust will continue to offer and pursue best advice as issues arise including the protection and conservation of the battlefield, the 1722 Waggonway and the Battle Bing all these elements in the community acting as a 'green lung' with interpreted walk and cycle ways; in our own spheres of direct responsibility at the Bankton Doocot and Town Hall museum and through all our activities and events we will act to identical ends. Working with our volunteer Rangers we will seek to ensure that litter is collected regularly across all battlefield areas and maintain the green glade access route to the Bankton Doocot from the Gardiner Obelisk. The Battle Bing has lately been identified as a unique habitat for the Grayling Butterfly and the Trust, working with ELC Countryside Access staff, will be ensuring protection and adding interpretation thereof alongside the battle heritage. Specifically, we encourage local community members to walk or visit our museum, the battlefield and all activities by bus or train of which there are excellent services. Electric car recharge points, already available immediately opposite the Town Hall, will be publicised and bike parking facilities will be shortly available. Our extensive use of digital facilities reduces the need for paperwork and all publishers and suppliers of exhibition and interpretation boards are required to use materials that have been recycled and/ or have neutral or friendly impacts on the environment. Local suppliers are always preferred both for their impacts on the local economy and to minimise all transportation and personal travel impacts. Plates, glasses and cutlery at all events are required to be either washable or compostable/ biodegradable and waste is disposed of according to local authority protocols. Our exhibitions at the Town Hall will increasingly make optimal use of LED lighting with energy use monitored in the interests of appropriate environmental controls.

**What will happen after the project ends?**

This project is the penultimate stage in the Trust's 'Path to Victory', meaning our path to the creation of our permanent Living History Centre with the support of East Lothian Council. It sustains the momentum initiated in 2007 with HLF support by providing the base to develop museum competences and interpretational offers to a growing audience in our community and for incoming households. All offerings are throughout 'available to the public' in a developed and increasingly refined format and will constitute tested and improved inputs for our eventual Living History Centre. These will carry forward as the project ends. This is most apparent in our in-depth multimedia tapestry interpretations and their ongoing conservation in partnership with their stitchers. We will have formalised our relationships with schools and their recurring cohorts, their families and friends and developed stronger links with tour groups because we have the face to face museum facility to combine with battlefield visits. We shall have been developing the social enterprise dimension of the Trust which is fundamental to the eventual sustainability of the Centre following the guidance/support of Community Enterprise. We anticipate >10,000 face to face visitors in 2024 and >100,000 digitally accessing our heritage via social media, webinars and live streaming services across the globe - which our global experience with the Scottish Diaspora Tapestry and increasingly during the pandemic has demonstrated. Our role as hub for 70+ venues in Jacobite Scotland's Jacobite Trails will be providing opportunities for cross marketing to visitors. All these outcomes of the project will be sustained for our community and our visitors, on the ground and digitally, after the conclusion of the project as we make final preparations for our Centre. That goal has regularly been professionally assessed as potentially self-sustaining from the beginning provided we establish a well led, world class Centre with proven repertoire and assets such as we have been accumulating since 2006. Our offer encompasses established international recognition of 'Bonnie' Prince Charlie in the Jacobite context, the enduring presence of our battlefield landscape and our unique and now widely understood and appreciated tapestry interpretations. The Centre can expect 100,000 visitors annually and, as developments over the past decade have so extraordinarily accelerated, a great many more digitally. Such an outcome will heighten our community's sense of place as it grows apace and create additional employment and growth in GDP. When we move from the Town Hall to the Centre we will have enabled the renewal of that heritage asset for future use by the PSG/ Salt of the Earth Heritage Network and our community at large with whom we will in any event be sharing facilities as feasible during our lease. We intend to retain a small contributing presence ourselves on the High Street and to work directly with others to establish an economically viable organisational framework.

**Why is your organisation best placed to deliver this project?**

We have established competent community and national leadership in the protection, conservation and interpretation of the battle and its cultural legacy by our actions since 2006. We have the support of the Clans Who Came Out with the Prince with their Chiefs on our Committee of High Patronage, of our Lords Lieutenant and Provosts, of East Lothian Council and its 'Community', 'Museum', 'Countryside' and 'Education' Officers, of Prestonpans Community Council, of our MSPs and MP, of The 1745 Association, of the Jacobite community nationally and in Brittany and of succeeding Scottish Government Minister of Culture/ Heritage since 2006. The team of volunteer and contracted historians we have within the Trust are accepted internationally as authoritative and their publications have been well received - particularly Martin Margulies and Arran Johnston. Our bilingual exhibition in the John Gray Centre in 2021 was staged with full support from East Lothian Council's Museum Service. Our schools' prototype programmes have been delivered by professionally qualified consultants and we have the support of East Lothian's Head of Education and Head Teachers. Our Gaelic contributions have been supported by Bòrd na Gàidhlig and are vanguard elements in East Lothian's GLIA Plan. The embroidery community has praised the manner in which their contributions were supported in creation and exhibited on tour and in publications and that they have always been honoured for their skills in crafting Andrew Crummy's designs into widely acknowledged artworks. As such we know well the heritage we seek to interpret from the Town Hall and are in the best position to lead this project. We are blessed with excellent marketing/ PR/ social media support from our consultants and Trustees and both the support of the East Lothian 'Courier' & 'Life' and local media. But we are the first to admit that, whilst members of our team certainly have extensive museum experience from basic to very senior levels, we will need professional guidance as we advance to meet requisite accreditation standards from MGS. We are also aware that we are entering a vital transition phase where social enterprise patterns of operation must be developed in parallel with what has hitherto been almost exclusively a charitable institution and Community Enterprise will continue acting as our consultants. We know full well we must ensure a robust pattern of self-sustaining activities at our future Living History Centre. We also know that demonstrated success now from the Town Hall is a vital stepping stone and marker for the credibility and success of our fund raising campaign to secure the requisite capex for the Living History Centre from government and donors internationally. Those who have seen and supported our endeavours for the past 15 years expect us and are ready to give us their belief and their strongest support. There is not and there cannot be a Derby Moment for the Trust!

**Will your project be delivered by a partnership?**

No, my project will not be delivered by a partnership

**How will your project involve a wider range of people?**

Our website, social media and APPs offer continuous quality access and during the pandemic we further extended this with Sessional webinars and live streaming to audiences in excess of 50,000. These will be updated and continually developed to reach 100,000. Tapestries will be exhibited and more intensively interpreted in Prestonpans for the benefit of our immediate and visiting communities. Digital audiences will access this enhanced interpretation via live streaming eliciting greatly extended engagement with stitchers. In Prestonpans most in the community are ‘aware’ of the battle and the green lung created by the battlefield but the Town Hall affords the opportunity to greatly increase their understanding and skilled commitment. Our reach will deliberately spread further to include Highlanders in Tranent/ Pinkie and Cope's route via Dunbar/Haddington. Focussed activities will reach thousands of unaware incoming/new residents, many living on Clan eponymous streets and/or on the battlefield itself. With developers Hargreaves a ‘Welcome to Your Heritage’ campaign will be delivered with concessionary terms agreed for activities and with local retailers. Germane Clan involvement will be increasingly developed in cameo and re-enactment activities as well as via their/ our social media. Our museum briefings/ battlefield walks for schools and intergenerational family groups will be extended to succeeding cohorts enlivening their understanding of Jacobite heritage as the CfE is delivered. That focus, and the Gaelic language, also engages that wider interest group nationally and internationally which the Trust digitally hubs for Jacobite Scotland Trail members. Working with our Alan Breck Regiment young people will be further engaged as Junior Guides and/or Rangers to assist at the Town Hall and in maintenance of and participation at the battlefield; groups in need of extra support will be specifically encouraged as well as sessions with traditional youth groups.

**Will your project achieve any of our other outcomes?**

**Heritage will be in a better condition**

Physically our tapestries will be professionally cleaned and conserved and our Trust's artefacts will be presented in a controlled environment. Prestonpans Town Hall itself will be improved to include 21st century facilities, meet environmental goals and be maintained in good condition. The quality of display will be improved as steps are taken to achieve museum accreditation. Psychologically our heritage will be in a better condition because it will be available to the public in our own community rather than held in 'Cope's Baggage Train' [our warehouse] or out on tour. The battlefield monuments, interpretation, signage and the landscape including the Battle Bing will be better tended with the support of Rangers and other volunteer groups and East Lothian Council staff. Our bilingual use of Gaelic for interpretation, the development of educational resources and provision of concerts are all making an increasingly significant contribution to the better understanding and condition of that particular aspect of our heritage. The heritage of the community's 125 year old Burgh Town Hall will be interpreted and conserved in partnership with the Community Council and once again be engaged in the daily life of Prestonpans. It is the sincere ambition of the Community Council to be able to develop continuing sustainable use of the Town Hall when our lease expires and the Trust is pledged to do all it can to facilitate that.

**Heritage will be identified and better explained**

The sheer depth of the battle heritage and its cultural legacy is extraordinary amongst Scotland's historic conflicts. Not only does it represent perhaps the most 'positive' highpoint in 125 years of ever dangerous endeavour by Jacobites to restore the Stuarts in total contrast to the outcome related at Culloden. The defeated General, Sir John Cope, personally insisted that an Inquiry be established by the Hanoverian Government which analysed why he lost and the roles played by many of those involved. The subsequent extensive Trial of the Lord Provost of Edinburgh in 1747 for misdemeanours and neglect of duty when the Highlanders captured and held the city from mid-September to end-October1745 also provides extensive insights. There are memoirs aplenty, poetry and song in both English, Scots and Gaelic. All this and more will afford the in-depth presentation of the tapestry that will be supported by bringing together in one location on loan many discrete references and artefacts presently held at separate locations. Better explanation will be provided by living history engagement e.g. the Highlanders presence and actions in Tranent and their discovery of the Riggonhead Defile they took through marshlands at dawn, of Cope's arrival in Dunbar and his march via Haddington, intelligence gathering by Prestonpans residents, flight by redcoat dragoons to Clement Wells, the roles and loyalties of the local landowners and their working community - all of which is increasingly researched as is the nature and relevance of the 1722 Waggonway at the centre of the conflict. All this will become more accessible because we have the museum facilities at Prestonpans Town Hall enabling talks and tours and capture/ streaming online, items can be handled and our literature and music, CD or streamed, will be available as artefacts and as publications in the boutique.

**People will have developed skills**

Our sessional staff, consultants, volunteers, re-enactors and Rangers will frequently be given fresh personal challenges to address. Paramount amongst them will be museum hosting, evolving to accredited standards, including greeting and supporting visitors not least school and other educational groups. Volunteers will learn the skills to complement the museum's facilities with activities outside its doors including interpreted battlefield walks and re-enactments. Equally staff and consultants will have been inducted and have practised the new skills required to conduct a social enterprise including design and promotion of appropriate merchandise for the museum's boutique, and competences in ticketing online and at the gate. Focussed action learning and sharing workshops will be convened for volunteers. The fund raising campaign for capex for the proposed Centre requires consultancy skills and these will be developed demonstrating in piloted action what will eventually be delivered at a macro level. Acquiring that ability to so demonstrate will be an important challenge. Our Rangers will be guided and challenged specifically to care for the landscape and to engage with incoming residents and those living on Clan eponymous streets - such engagement to include bringing the residents into the museum and/ or joining in activities. The programme to escalate inter-generational engagement and understanding will require skills to work successfully with differing age cohorts and the building of organic relationships. We will also be actively seeking to recruit an apprentice who will further develop personal digital skills and be accorded growing responsibility for social media campaigns and website developments both for the 1745 battle and the Jacobite hub. Throughout we will sustain 'action learning' sets and encourage personal learning logs to be shared and debated together and linked to the project's patterns of evaluation.

**People will have learned about heritage, leading to change in ideas and actions**

School children will have learnt of the heritage of their community and of the battle that was fought, and why? They will have visited the battlefield and have access online to background information before visiting and more to follow up afterwards. Why had the Stuarts, Scotland's royal line, and hereditary kings of Great Britain and Ireland been overthrown in 1688? Would the visitor have supported the Stuarts or the Hanoverians? How had the young leader, Bonnie Prince Charlie, been able to raise an army in just six weeks to win in Prestonpans? They will have the opportunity to see the whole story in the tapestry and to volunteer to become Rangers helping out as appropriate. The adult members of our community will similarly have the opportunity and be encouraged to share in webinars and access the website and live streaming as well as visiting the museum and walking the battlefield. They too can consider who they might have supported in September 1745. They can join the Friends of the Bonnie Prince, volunteer to act as a Tour Guide, take the lead in further research or all manner of media publication, they can join in the events and activities including volunteering to join the Alan Brecks Regiment which leads the cameos and re-enactments not just in Prestonpans but across Jacobite Scotland. They can take the initiative to develop some of the nation's other battlefield heritage with support from Scottish Battlefield Trust. There is also 1000 years of industrial history in Prestonpans that is waiting to be shared as retold at Prestongrange Heritage Museum and through the Prestonpans Murals Trail, Preston Tower and the PSG Heritage Network. In his latter respect they can actively seek to ensure the renaissance of the Burgh's old Town Hall now begun for the long term.

**People will have a greater wellbeing**

The project specifically aims to engage and involve arriving households at Blindwells, built on the battlefield, not just with the Trust's own activities but in collaboration with local developer Hargreaves, builders, retailers on the High Street of Prestonpans and groups in the PSG Heritage Network. As incomers in new housing the opportunity to assist their greater wellbeing is readily available. We will ensure that Walking the Riggonhead Defile [which crosses directly through the ecotown] as the Highlanders did at 4am on the morning of September 21st 1745 continues as an established 'tradition'. New and existing residents will be offered schedules of guided Battlefield Walks as well as being able to take themselves with the updated APP. It is also clear already that our ambition to reinvigorate our mothballed Town Hall and gather, record and display recollections of its community uses over the past 125 years for its Anniversary Celebration in 2022 is well appreciated. Local retailers greatly look forward to the increased footfall we will generate that complements that already arising from the John Muir Trail which passes our door, the Prestonpans Murals & Arts Trail and the Prestonpans Town Centre Improvement scheme. The conduct of the museum facilities will be accomplished with much help from those stitchers who helped create the originals but will also have sessions when others will be invited and where new stitching ambitions achieved. Outwith the museum the engagement of youngsters across the community as Rangers will do much to enhance feelings of greater wellbeing as do the re-enactments and niched cameo presentations such as in Tranent churchyard or at Preston Tower and Prestongrange Church. We will continue to give maximum support to activities of the 1722 Waggonway Group and its archaeology across the battlefield and frequently work in partnership to heighten wellbeing.

**The funded organisation will be more resilient**

Our decision to lease Prestonpans Town Hall was taken at the height of the pandemic because the Trust sees it as a powerful way in which to greatly increase our resilience and highlight and energise our activities within and for the community. The successful development and management of our museum facility being created in the Town Hall requires new and improved professional competences most especially in the design of displays and exhibitions that will ensure repeat visits from within our own community. The strategy of in depth sequential interpretation of the tapestries' panels will readily assist this but each stage requires fresh input. It also enables the team to gather continuous feedback and take actions to correct and improve our offer. To embed such learning requires continuity of leadership and management and our present model reliant wholly on Trustees, sessional volunteers and contractors will necessarily move forward to include the roles of Consultant Curator for the tapestries and exhibitions and Education Lead. With the support of Community Enterprise we will be moving towards the self-sustaining business model that will be required for the putative Centre. The activities arising at the Town Hall and across the community at large must necessarily become increasingly revenue focussed as well as directly charitable with booking/ ticketed fees and charging levels tested. The Boutique's range of merchandise will be carefully developed and further publications both for research findings and for more effective interpretation. Our commitment to empower our volunteers to develop the digital hub of Jacobite Scotland with tagged Trails to 70+ venues nationwide will ensure our Centre is contextually able to offer the broadest repertoire for repeat visitors in our supporting exhibition area, thereby greatly enriching the monocultural heritage of our battle itself.

**The local area will be a better place to live, work or visit**

Our Town Hall was in mothballs and offered for sale! This project changes all that by bringing it back into a widely appreciated role in our community. It's no longer a disused premises but a proactive location telling the story of the town's most unique heritage - the battle in 1745. As a museum the Town Hall at last allows space for the sequential display of both our tapestries in the community where they were conceived and stitched. It has been a 12 year wait for The Prestonpans Tapestry and 8 years for the Scottish Diaspora. It also provides the opportunity for a planned programme of activities for the county's schools with briefings and debriefings, orientation at the topographical battlefield display with its landmark buildings and battlefield walks. This will enable young people in our community to learn what role our Rangers will play and prepare them for cameo displays and re-enactments. The Boutique will for the first time provide browsing and shopping access to the considerable range of merchandise and publications that Trust has built since 2006. The community will be encouraged to download the Walkers' APP for the Battlefield which embraces the 1722 Waggonway as well as the Prestonpans Tapestry which will also be regularly updated to include the most recent research. The Town Hall is astride the John Muir Way which brings many hundreds of visitors each month along the High Street. Whilst opening hours will be limited we will work in association with the John Muir Walk to ensure their published guidance includes our museum - not least the John Muir diaspora tapestry panels telling his heritage.

**The local economy will be boosted**

The Town Hall is located on Prestonpans High Street and the individual and family visitors we attract as well as our own volunteers will make use of its facilities for shopping, coffees and lunches as has been evidenced by ad hoc exhibitions in the local Gothenburg. Visitors will be incentivised so to shop and we will be able to measure uptake by coupon redemptions. This will support and as occasion demands increase jobs in the community. Our interpretation and heritage activities as well as the tapestry displays require materials in support for presentation and promotion as well as via social media. Local contractors will work with our volunteers and with all staff to deliver the museum and these will be procured locally. The project will be a component of the Prestonpans Town Centre Strategy increasing the outcomes that East Lothian Council has already posited [2019]. The cameo presentations and re-enactments attract as many as 3000 visitors many of whom make purchases locally of food and drink; many travel by #26 bus from Edinburgh to our door or by train to Prestonpans station which is 800m south of the Town Hall. Holiday makers and residents from Seton Sands and Drummohr glamping/camping/ mobile home sites will also visit the Town Hall and spend additionally in our local economy as will those walking the John Muir Way past our door. The proximity to Edinburgh means that there is very little provision of overnight accommodation for visitors so the impact of evening events which may include in house catering or local retailing is seldom available to the local economy directly.

**How will your project be managed?**

The Trustees' Executive Group have since 2006 managed teams of volunteers, sessional staff and contractors but this project identifies the present need to sustain the team of three continuity consultants. This approach is endorsed by advice from Community Enterprise as an important step in achieving greater resilience and building and enshrining the competences required for the future protection and interpretation of the heritage. The team and requisite contractors and volunteers have access to most considerable competences amongst the Trustees - proven museum and exemplarary events leadership, acknowledged published historians and teachers, Gaelic, marketing and digital development capabilities. Contractors with whom strong relationships have been developed throughout the 275th Anniversary and the pandemic are able to lead for public relations and social media. The Alan Breck Regiment, deliberately established in 2007 to lead re-enactments and costumed cameos for Prestonpans, has evolved to become Scotland's leading re-enactment group. Tapestry conservation will be ensured with the team from Hopetoun House Conservation Group that has previously assisted. The development of our role as hub for the nationwide tagged Jacobite Trails will continue to be entrusted to a focussed consultant. The financial aspects of the project and the Trust's relationship with VisitScotland/ Event Scotland are managed by the Trust's Co-Chairs, Secretary and Treasurer. The premises' fabric is the responsibility of landlord East Lothian Council. As already identified, the outcome of the project managerially will be to see a significant step forward in our understanding via prototyping the self-sustaining model for operations at the planned Centre with continuing advice from Community Enterprise. It will be managed both per se and for that purpose. The visitor responses to the offers made and most importantly the ability to design and execute activities that encourage repeat visits, membership status as Friends of the Bonnie Prince and appropriate merchandise are at the heart of the anticipated self-sustaining business model. Equally emphasis will be placed on the options for supporting exhibitions and displays which enable the offer to be continually refreshed giving the much needed fillip for repeat visits. The training of volunteers to meet and interpret heritage for either 30 minute or 2 hour visitors is fundamental. It will not be possible at the Town Hall to evaluate the scope for cafe services which are expected to be significant in the future Centre but analogues will be assessed. In this and all evolving germane aspects post pandemic advices will continue to be sought from Scottish and UK Battlefields Trusts, HES, NTS and Event/VisitScotland - particularly in the introduction by the Trust of admission and events ticketing.

**How will you evaluate your project?**

We will address this mandatory outcome both at the quantitative level of 10,000 visitors with 100,000 digitally in 2024 but also qualitatively amongst the 'wider range' of people involved. Key groups in that wider range include [a] incoming residents/ families of Prestonpans and Blindwells new ecotown and Clan eponymous street residents/ families; [b] new cohorts of pupils from schools each year and the intergenerational linkages they occasion. In respect of [a] we will evaluate the depth of awareness, engagement and enjoyment achieved and of [b] the satisfaction reported by teachers, pupils and families and the degree to which given schools return with their subsequent cohorts. Our digital outreach will be measured by the service provider's analyses of visitor statistics and by online survey. Guides will be actively encouraged to ‘observe and capture’ visitor reactions and comments as they engage with all visitors to the Town Hall exhibitions of the tapestries and supporting exhibitions and visitors will also directly be asked to give feedback on our offers with suggestions for improvements and for services we might additionally provide. VisitScotland officers and managers from other similar facilities across the UK including the Great History of Scotland Tapestry in Galashiels will be invited to critique the exhibitions offered. // Our evaluation procedures and outcomes will be documented and debated in the context of grossing-up to the larger Centre planned. // Specifically key elements of the project will have their own metric of evaluation. Visitor surveys will seek evidence of first time engagement, prior level of knowledge of the heritage, what has been learnt and what left the strongest impression and memory from [a] above and myriad others including tour groups. We will be looking for the triggers giving rise to first visits including interest aroused by Outlander's tv serial, Clan connections or a broad interest in the Jacobite Cause. We will invite visitors to indicate whether if they had been present in 1745 they would have supported The Prince or the Hanoverians and if they thought our presentations did justice to this moment in Scottish history. As well as these insights however, repeat visits percentages and their rationale are crucial to the ongoing success of our business model and will be carefully gathered and scrutinised. The impact and recognition we achieve on the High Street as a better place to visit and enjoy and for benefits gained for neighbouring retailers will be assessed as will reaction to our use of Gaelic in bilingual interpretation and cultural sessions. The success of the tapestry conservation processes undertaken will be monitored as will the skills improvement of all involved where we will invite ‘action learning’ accounts of their development in their roles played and in their own lives. Not least we shall evaluate visitors' appreciation of the in-depth interpretation of tapestry panels provided because this strategy is intended to develop a powerful format for them in the planned Centre where we must be necessarily hold attention for all 103 + 155 metres of embroidery.

**How do you plan to acknowledge your grant?**

We have consistently offered valid day ticket holders 'concession' access to our events and re-enactments but there has been but modest evidence of take up. We will to seek a more effective relationship with ticket sellers across our community and will brief them better on the opportunities providing posters for display that emphasise the concession. In what will be a tough call we will lobby the National Lottery, HLF yourself and EventScotland to see what support they might be able to give to heighten awareness of the support provided and the concessionary benefits available at given events. Their support has a real opportunity to increase participation at events and to increase awareness and appreciation of heritage. As well as emphasising concessions accorded, the reality that HLF support that we receive is derived from Lottery players and that our project is/ has been since 2007 HLF supported is always acknowledged. We would like to carry such an approach further forward with a wholly focussed exhibition at Prestonpans Town Hall linked to the sharing of our Prospectus for the Living History Centre. The Path to Victory that we have followed since 2007 with consistent HLF support has been the mainstay of what we have achieved and we would wish to tell that 'heritage' out aloud ...where we have been knocked back, where we have been advised to adjust and where we have been able to advance our campaign ... We anticipate that such an occasion might necessarily be supported by a small additional grant application. Meanwhile, as long as supplies last, our volunteers will be given Heritage Fund LOTTERY FUNDED badges and invited to sport them and be well enough informed to relate the steps along our evolving heritage Path to Victory.

**Tell us about any jobs or apprenticeships that you will create to deliver your project**

We are continuing to work with Edinburgh College under a collaboration agreement and, with them, will be exploring the possibility of recruiting an Apprentice [a] to learn at and develop our internet provision and [b] to learn at and develop organisational competence with the proposed Rangers group taking care of the battlefield landscape, interpretation and the Town Hall. Such Apprentice as we may be able to recruit would learn from and contribute to this project but be separately funded. In line with the suggestion made at Project Enquiry stage for 2022/ 2024 we shall employ sessional staff, consultants and contractors to implement the Project Plan and the detailing in this Application ensuring continuity will be sustained via the Project Taskforce as we did during the 275th Anniversary Programme 2020/ 2021. The time is now clearly approaching when the Trust more widely must consider stepping up to the recruitment of fulltime professional staff to lead its affairs from the Living History Centre from 2027. No such appointments are envisaged or proposed for this project but parallel development activities, museum accreditation and the international capex raising campaign will make them necessary. So too of course is the development of plans for the early years trading of the new Centre.

**How much will your project cost?**

| **Cost type** | **description** | **Amount** |
| --- | --- | --- |
| Repair and conservation work | Cleaning, repair and conservation of 260 metres of tapestry | £8,400 |
| Equipment and materials including learning materials | Environmentally controlled exhibition case to accommodate loaned items. | £8,400 |
| Repair and conservation work | Burglar alarm system | £2,400 |
| Evaluation | Comprehensive observational and questionnaire feedback on all activities and demonstrated links back to adjusted delivery and outcomes to exemplify value for money - part volunteer derived and part professional contractors. | £9,500 |
| Digital outputs | Continuous updating of APPs for Battlefield [with1722 Waggonway] and Tapestries via Wordpress; capture of events and activities for streaming/ Podcasts; webmastering. | £9,600 |
| Training for volunteers | Training for volunteers and sessional staffs at initial tutorials/ homeworking/ field trials and continuous improvement through shared action learning workshops. Conducted in-house with occasional external inputs | £9,200 |
| Equipment and materials including learning materials | Educational resources for teachers/ students accessible on line and in print; for inter-generational Junior Guide programmes with families; for secondary students and above historical/ archival research. | £7,400 |
| Expenses for volunteers | Travel and incidental subsistence for volunteers to participate in training and provision of services in support of weekend museum opening, battlefield walking tours, exhibition development and re-enactments. | £8,640 |
| Expenses for staff | Travel and incidental expenses for Continuity roles i.e. Consultant Curator, Education Lead, Enterprise Lead in development of the project. | £3,600 |
| Contingency | 5% | £11,000 |
| Publicity and promotion | Publicity and promotion PR and social media campaigns across 24 months in support of rotating sequential exhibitions and events including 2024 Re-enactment | £12,000 |
| New staff | Continuing roles across 24 months x £5,500 to lead as Consultant Curator, Educational Lead and Enterprise Lead; office administration and caretaking; development of secondary and supporting exhibitions and activities/ events/ recruitment and development of volunteers/ collaboration across the Jacobite Scotland Trails; ticketing | £142,000 |
| Event costs | Re-enactment events September 2023/2024 ... cameos and full scale in 2024; re-enactor travel and subsistence expenses and facilities e.g. Approvals/ Policing/ Fencing/ Toilets/ First Aid/ Recycling/ Bang Powder | £18,600 |
| Inflation | Estimates 8% of current prices of selected costs | £9,600 |
|  | **Total costs** | £260,340 |

**Are you getting any cash contributions towards your project?**

| **description** | **Secured** | **Amount** |
| --- | --- | --- |
| Battle Re-enactment September 2024 - donations by visitors and stall holders fees | Yes, no evidence yet | £7,500 |
| East Lothian Once Community Fund | Yes, no evidence yet | £10,000 |
| Coalfields Regeneration CIP for training of volunteers | Yes, no evidence yet | £3,000 |
| East Lothian Education Trust | Yes, no evidence yet | £1,500 |
| Salt of the Earth | Yes, no evidence yet | £1,750 |
| PSG | Yes, no evidence yet | £5,000 |
| Alan Breck Regiment including Edinburgh City Guard & Lothian Levies | Yes, no evidence yet | £5,500 |
| Museum Corporation Tax Credits being 45%/ 50% of attributable costs | Yes, no evidence yet | £10,000 |
| Sale of merchandise and publications | Yes, no evidence yet | £25,000 |
| School Visits fees [£50] & Tour Groups [£150] | Yes, no evidence yet | £8,500 |
| Ticket sales for Talks and Events at Town Hall | Yes, no evidence yet | £1,000 |
| Restricted Funds for the Display of Tapestries and activities leading to greater community engagement and volunteer skills development | Yes, no evidence yet | £49,500 |
| Donations to boxes at Town Hall by visitors + 25p Gift Aid | Yes, no evidence yet | £6,250 |
|  | **Total** | £134,500 |

**Are you getting any non-cash contributions towards your project?**

| **description** | **Amount** |
| --- | --- |
| Costumed re-enactors for cameo events and displays @ 60 weekends i.e. 60 x 2 days x 4 people = 480 days + 2024 full scale re-enactment additional 3 days x 150 people = 450 days. Total 930 days. [£100 per diem] | £93,000 |
| Stitchers and embroiderers as volunteers for 'Introduction to Tapestry Storylines' / guided/ personal tours/ occasional minor repairs [2 persons x 80 weekends = 320 days x £100 per diem | £32,000 |
| Front of house admission and boutique staffing by volunteers; 110 weekends x 2 days x 1.5 persons = 330 days + 90 'extra' days = 420 days @ £100 per diem | £42,000 |
| Teachers pre-briefing/ attending CPD and school visits to Museum and Battlefield Walks; providing follow up evaluations back at schools; est. 50 visits with 3 days participation by 2 teachers each school = 300 days @ £100 per diem. | £30,000 |
| Alan Breck Regiment costumed Battlefield Volunteer Guides across 29 months est. 80 days @ £100 per diem | £8,000 |
| Volunteer field visits to New Pans, Blindwells and eponymous streets to develop engagement and hosting Welcome sessions at Town Hall/ Walks/ Riggonhead Defile each September; est. 60 days @ £100 per diem. | £6,000 |
| Peppercorn rental £1pa of Town Hall from East Lothian Council and fabric maintenance; asking est. £20000pa | £40,000 |
| Website/ Facebook in support of professional contractor inputs; est. 160 days @ £100 per diem. | £16,000 |
| **Total** | £267,000 |

**Volunteers**

| **description** | **Hours** |
| --- | --- |
| 11 Trustees/ High Patrons/ Clan Chiefs and Officers/ Advisors all as unpaid volunteers across 24 months | 1100 |
| Volunteers on call from Friends of the Tapestries and PSG Heritage Network/ Community Council etc.; est. 40 x 10 = 400 over 24 months [plus those already listed earlier as Non-Cash Contributions. | 400 |
| **Total hours** | 1500 |

**Evidence of support**

| **description** | **Files** |
| --- | --- |