

Berkhamsted Heritage Network and Hub – Main Report

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1 Destination Audit

1.1 Access

The A4251 runs through the centre of Berkhamsted. It connects to the A41, which runs adjacent to the town. The A41 connects in the east to the M1 and M25.

Figure 48: Distance & Drive Time to large towns & cities

Name	Distance (mi.)	Drive Time (mins)
Tring	6.7	13
Hemel Hempstead	7.4	15
Watford	12.6	25
Aylesbury	13.8	22
Leighton Buzzard	14.3	31
High Wycombe	15.2	35
Luton	18.2	32

Source: RAC Route Planner

There are currently 1,030 parking places around the town. Most are charged. Almost half are at the station, most of which are likely to be used by commuters on weekdays but available for events at weekends. A new multi-storey will open in 2019 to alleviate parking pressures. This is central to the town, next to Waitrose, easy to find, and so it will a good place to locate heritage information.

Figure 49: Parking (In Town)

Name	Spaces	Charged?	Open
St John's Well Lane (Waitrose customers)	140	1.5 hrs free	Mon-Sun, times vary
St Johns Well Lane	101	Yes	24hrs
Lower King's Road	121	Yes	24hrs
Canal Fields	77	4hrs free	24hrs
Water Lane	96	Yes	24hrs
Berkhamsted Station	495	Yes	24hrs
TOTAL	1030		

Source: <https://en.parkopedia.co.uk>

Berkhamsted is reached by rail in 30 mins from central London (Euston). The Station is a walk of a few minutes from the town centre, between the town centre and Berkhamsted Castle. There are four trains per hour Mon to Sat to / from Euston. Two trains an hour go north to Tring, and two an hour go north to Milton Keynes Central. There is an hourly service to Northampton, and an hourly cross-London service runs via the West London Line to Clapham Junction and East Croydon, through Wembley. There is a once a day service to and from Crewe on Weekdays.

1.2 Accommodation

There are two small hotels in the town, both owned and operated by Akeman. A Premier Inn is about two miles away, with access off the A41 Berkhamsted bypass, and a Best Western Hotel at Bourne End, about half mile to Berkhamsted.

Figure 50: Hotels

Name	Rooms	Price*	TripAdvisor	Grade
Kings Arms	14	£89-£125	3.5*	3*
The Pennyfarthing Hotel	19	£90-£124	4*	3*
TOTAL	33			

*per night

About 20 places can be hired through Airbnb.

Figure 51: Airbnb

Type	Guests	Rooms	Beds	Rating	Price/night	Type	Guests	Rooms	Beds	Rating	Price/night
1 Chalet	2	1	1	4.5*	£45	11 Flat	4	2	2	5*	£95
2 Room	2	1	1	5*	£33	12 Apartment	2	1	1	-	£75
3 Room	2	1	1	5*	£25	13 Apartment	4	2	2	-	£100
4 Cottage	2	1	1	5*	£125	14 House	7	4	5	5*	£250
5 Flat	2	1	1	5*	£75	15 Room	1	1	1	-	£25
6 Flat	2	1	1	5*	£85	16 House	8	4	4	-	£350
7 House	6	3	3	-	£90	17 Flat	3	1	2	5*	£90
8 Flat	4	2	2	5*	£120	18 House	11	5	6	4.5*	£350
9 Flat	2	1	1	5*	£110	19 Room	2	1	1	-	£35
10 Apartment	3	2	2	4.5*	£79	20 Room	1	1	1	5*	£27

1.3 Attractions & Entertainment

Figure 52: Visitor attractions in and around Berkhamsted

Name	Info	Open
IN TOWN		
Berkhamsted Castle	Remains dating to 1066. Location of surrender of Saxon leaders to William the Conqueror. A small visitor room has panels telling the Castle's history. Admission is free. Estimated 4,000-5,000 visitors to the visitor room. Visits to the grounds assumed to be far higher.	Mon-Sun
Church of St Peter	Medieval church in Early English style. Original 13th and 14th century windows survive in the old chancel and north aisle.	Varies
WITHIN 15 MINS DRIVE		
Ashridge Estate	National Trust 2,000 hectare estate with beach and oak woodlands, commons and chalk downlands. There is a visitor centre and footpaths and bridleways. Entry is free. 18,410 visitors in 2017.	Mon-Sun
College Lake Nature Reserve	Centre for wildlife. Centre has a gift shop, café, bird hides, geology displays, picnic facilities, toilets and signposted walk routes. Operated by The Berks, Bucks and Oxon Wildlife Trust, one of 46 wildlife trusts across the UK	Mon-Sun
Tring Local History Museum	Local history museum for Tring. Range of time periods inc. medieval, Tudors, Victorians and WW1/WW2. Free admission.	Fri-Sat
Natural History Museum at Tring	Natural history museum based on the collection of Lionel Rothschild, who died in 1937. Has one of the largest ornithological collections in the world. Part of the Natural History Museum. 143,542 visitors in 2017. Free admission.	Mon-Sun
ZSL Whipsnade Zoo	Largest zoo in the UK with 3,800 creatures and 600 acres of land. Tickets cost £19.65 for an adult. There were 658,200 visitors in 2017.	Mon-Sun
Dunstable Downs & Gateway Centre	Chalk grassland in an Area of Outstanding Natural Beauty under the care of the National Trust. Activities and facilities on site include workshops, walking trails, an annual kite event and a visitor centre.	Mon-Sun

The Warner Bros Studio Tour with the Harry Potter Tour is also about 15 mins drive away, as is the "new" Forestry Commission Wendover Woods attraction.

Figure 53: Leisure & Entertainment

Name	Info	Open
IN TOWN		
Berkhamsted Leisure Centre	Swimming and other sports facilities	
Civic Centre	Entertainments	
The Pottery Project	Pottery painting for families.	Mon-Sun
Two Oaks Pony Sanctuary	Pony and horse rehabilitation centre. Hosts fundraising events and visits.	Tue-Wed, Sat-Sun
The Berkhamsted Mystery Treasure Trail	Self-guided murder mystery themed Treasure Trail. Circular 2.5 mile route around Berkhamsted with clues on buildings and monuments. Pack can be ordered online for £6.99.	Varies
Upstairs Gallery	Set up in 2011 and showcases the work of Chiltern artists. Hosts themed open submission exhibitions, solo / partner shows and exhibits throughout the year. Volunteer run and supported by a charitable trust.	Varies
WITHIN 15 MINUTES DRIVE		
The Tring Spy Mission Trail	Self-guided spy mission themed walking treasure trail around Tring. Approximately 2 miles long. Pack costs £6.99.	Varies
Quasar Hemel Hempstead	Laser tag centre with 5 zones. Prices vary according to package chosen and number of people playing.	Varies
Sportspace Hemel Hempstead	Main sports centre for Hemel Hempstead. Facilities include a swimming pool, badminton courts and squash courts.	Mon-Sun
Chesham Heated Open Air Pool	Open air swimming pool in Chesham. Daily rate for an adult is £5.20	Mon-Sun

The grade II listed art deco Rex Cinema is Berkhamsted's only full-time cinema. It originally opened in 1938. It closed in 1988 but was reopened in December 2004. It has one screen. It is very popular, selling out most nights. Prices range between £9.50-£13. The cinema is operated by The Rex Cinema Berkhamsted Limited, a private limited company.

Berkhamsted is home to the British Film Institute's BFI National Archive at King's Hill, one of the largest film and television archives in the world. It was endowed by J. Paul Getty Jr.

Figure 54: Theatres

Name	Info	Capacity
Centenary Theatre	Contemporary theatre opened in 1991 to mark the centenary of Berkhamsted Girls' School. It is owned by the Berkhamsted Schools Group. It is available for hire.	507
The Vyne Theatre	The theatre is located within Berkhamsted Arts Centre. As well as the theatre there are also 5 studios, a therapy room and a bar. The Theatre and other rooms are available for hire.	220

1.4 Events

Figure 55: Events in and Around Berkhamsted

Date	Event	Info
Jan	RSPB Big Garden Birdwatch	
Feb	Family Nestbox Building with Scouts	
Mar	Photography at Dusk with Tring & District Camera Club	
Mar	Publication of Remarkable Women	
Mar	Cadbury Easter Egg Hunt at Ashridge	
Apr	Book Fair	9 book dealers offering books, ranging from first editions and prints to
Apr	Family Easter Discovery Trail	
Apr	Berko Beer Fest	At Berkhamsted Cricket Club. Includes comedy night, live music, & a 5km run
May-Jun	Chilterns Walking Festival	A series of walks across the Chilterns led by experts.
May	Dacorum Health Walks (x2)	
May	Adopt a Grave Launch	
Jun	Garden Open Day	Garden open day in Nettleden with local food and live music. Tickets cost £6.
Jun	Berkhamsted Castle Revolutions Festival	Eight closed road criterium bike cycling races around Berkhamsted Castle, with entertainment. Organised by Berkhamsted Cycling Club.
Jul	KAPOW Superhero Challenge	5km obstacle course filled with inflatables and challenges. Raising funds for Hospice of St Francis. At Ashlyns School.
Jul	Pitch Perfect	Afternoon / evening of live music and F&B hosted at Berkhamsted Cricket Club.
Jul	Dacorum Steam & Country Fayre	Community event featuring vintage vehicles, tractors and horse displays etc. Adult ticket £8.
Aug	Rambling & Writing	Creative Writing session x 2
Sep	Bonkers about Bees	
Sep	Berkofest	Family festival celebrating local music, food and entertainment. At Ashlyns Hall Estate this year. Event ran from 11:30am-7pm. Adult tickets cost £10.
Sep	Heritage Open Days 1- RIP	Large programme of visits to sites and other activities organised by BLHMS.
Sep	Heritage Open Days 2 - WW1	Armistice Ceremony
Sep	Graham Greene Festival	Includes talks, films adaptations of Greene's novels, discussion groups, guided walks and social events.
Sep-Oct	Chilterns Heritage Festival	Tour of Berkhamsted Castle & Town included within the itinerary.
Oct	Chilterns Walking Festival	Walks across the Chilterns led by experts.
Oct	Bat Walk	Herts & Middlesex Wildlife Trust
Nov	Berkhamsted Fireworks	At Berkhamsted Cricket Club.
Nov	Craft Fair	At Ashlyn's School.
Nov	Festival of Lights	Variety of charity and commercial stalls and children's rides. Lights switch on and live music. Also a Father Christmas procession.

Over 100 events are staged by Berkhamsted Arts Trust members annually.

1.5 Food & Beverage

Figure 56: Restaurants & Takeaways

Restaurant/ Takeaway	Food Type	TripAdvisor	Restaurant/ Takeaway	Food Type	TripAdvisor
INDEPENDENT			13 McCoys	Fish & Chips	4*
1 Thai Cottage	Thai	4.5*	14 The Fat Buddha	Indian	4.5*
2 Bueno Pizza	Pizza	5*	15 The Gatsby	European	4.5*
3 Per Tutti	Italian	4.5*	16 New Crystal Kebab	Kebab	4.5*
4 Roasanna's Sicilian	Italian	4*	17 Tabure	Turkish	4.5*
5 Simmons Bakers	Bakery	3*	BRANDS		
6 Olive Tree Restaurant	Greek	4.5*	19 Bill's Berkhamsted	British	3.5*
7 Giggling Squid	Thai	4*	20 Zaza	Italian	4.5*
8 Here	British	4*	21 Papa John's Pizza	Pizza	3*
9 The Meating Room	Burgers	4.5*	22 ASK Italian	Italian	4.5*
10 Oriental Express	Chinese	-	23 Dominos Pizza	Pizza	2*
11 Verandah	Indian	4*	24 Pizza Express	Pizza	4*
12 The Unicorn	Chinese	3.5*			
13 Punjab Brasserie	Indian	4.5*			
14 Zero					

Figure 57: Pubs & Bars

Pub	Google Review	Chain?	Pub	Google Review	Chain?
1 The Highwayman	4.4/5	Yes	<u>Canalside</u>		
2 The George Inn	4.3/5	No	8 The Rising Sun	4.6	No
3 The Goat Inn	4.1/5	No	9 The Old Mill	4	No
4 The Bull	4.4	No	10 The Boat	4.2	Yes
5 The Kings Arms	4.3	Yes	11 The Crystal Palace	4	No
6 The Crown	4.2	Yes			
7 Copper House	4	No			

Figure 58: Cafes (High Street)

Café	Google Review	Branded?
1 Costa Coffee (x2)	-	Yes
2 Fred & Ginger Coffee	4.7/5	No
3 Café Epicure	4.7/5	No
4 M&S Café	4.3/5	Yes
5 Bel Caffe	4.4/5	No
6 Mario's	4.1/5	No
7 Black Goo	4.3/5	No
8 Waterstones	4.3/5	Yes

Figure 59 compares the number of food and beverage establishments in Berkhamsted to ten other towns that have been assessed by Fourth Street recently. The town, despite its affluence, is relatively low on the list in terms of food and beverage establishments per head of population. One explanation is that it has considerably more branded restaurants, which tend to have much higher turnover than independents, than any of the others. Another is that it is not as effective as others in attracting people from outside the area. The number of food and beverage establishments per head of population is a good indicator of this.

Tourists in places like Bakewell and Ashbourne sustain a larger number of places to eat and drink than would normally be possible.

Figure 59: Number of food and beverage establishments compared to other towns

Residents	Population	Total F&B operations	Residents per F&B establishment
Lowestoft	67,304	Felixstowe	89
Felixstowe	29,000	Lowestoft	82
Belper	21,764	Matlock & M Bath	53
Berkhamsted	18,500	Glossop	52
Glossop	18,274	Berkhamsted	43
Matlock & Matlock Bath	11,475	Ashbourne	41
Bolsover	11,151	Bakewell	41
Ashbourne	8,735	Belper	40
Swadlincote	8,626	Swadlincote	27
Wirksworth	4,251	Wirksworth	17
Bakewell	3,766	Bolsover	16
		Bakewell	92
		Lowestoft	821
		Bolsover	697
		Belper	544
		Berkhamsted	430
		Glossop	351
		Felixstowe	326
		Swadlincote	319
		Wirksworth	250
		Matlock & M Bath	217
		Ashbourne	213

1.6 Heritage

There are 81 listed structures in the town. Figure 61 has listing details of grade I and II* listed buildings.

Figure 60: Listed Buildings

Grade I	Grade II*	Grade II	Total
1	7	73	81

Source: Historic England

There are also 400 locally listed buildings.

Well known residents, aside from those associated with Berkhamsted Castle, have included: G.M.

Trevelyan – British historian and academic, Graham Greene – novelist, John Cleese – actor and Colonel Daniel Axtell – Captain of the Parliamentary Guard at the trial of King Charles I, William Cowper - poet and hymn composer, Richard Mabey – writer and broadcaster, Michael Hordern - film actor, Esther Rantzen – TV personality, Nick Owen - TV presenter, Sarah Brightman - singer, Harry Worth – comedian, Augustus Smith – politician, General Sir Horace Smith-Dorrien, Charles De Gaulle - French politician, Peter the Wild Boy - famous curiosity, Derek Fowlds – actor, John Bly – antiques expert, Clementine Churchill - Winston's wife.

Figure 61: Grade I and II* Listed Buildings in Berkhamsted

Building	Description
Grade I Listed Buildings	
Berkhamstead School Old Building	Founded by John Incent, circa 1523, Dean of Saint Paul's. Built 1544 of red brick stone dressed, Tiled roof. 2 storeys either end; tall centre of 1 storey, with large stone mullioned windows, depressed pointed heads. 4 gables. 2 either end. Interior: hall, of 6 bays with tiebeam roof truss, King posts, restored carved corbels; in rooms either end 5 original chimney pieces in chamfered stone with 4 centred arches, Restored 1841.
Grade II* Listed Buildings	
173, High Street	Building likely constructed in late C13 as a shop or workshop with chamber above. Site of commerce suggested by its location in the urban centre, its original jetty, the undercroft and the well. Re-fronted in C19 for a millinery/drapery and a chemist used the building for much of the C20. Rows of shelving provided storage space on the ground and first floors and it was the removal of this that revealed the C13 frame protected through the centuries by the adjacent structures and the addition of interior layers.
Ash	GI* Formerly part of Berkhamsted Place. Demolished larger part of the Place was to the south. Medieval and later. Whitewashed brick with rubble base. Traditionally Anglo Saxon core to medieval house and thus probably the place where William I received the submission of the Saxon thegns. Two storeys with sashes and casements, tiled hipped roof. South section filled in space between medieval house and the main part of Berkhamsted Place, of which a fragment of the north west chequerboard flint and ashlar front remains.
Ashlyns Hall	Dignified early C19 house. Stucco, Welsh slate roof+ 2 storeys and attics, roughly rectangular plan. South west garden front has central. 3 storeyed semi-circular bow with let floor cast iron verandah South east garden front has central pediment* Sash windows, glazing bars only to 1st floor. North east wing added since 1930. Interior circular entrance hall and room above, fine staircase hall, Set in small landscaped park with fine cedars.
Church of St Peter	Latin cross plan, with tower at the crossing. Mainly C13 and C15, restored by Butterfield, 1871. Nave, aisles, clerestorey, transepts, chancel, north and south chapels. 2 C14 alter tombs with alabaster effigies. Later monuments intrude table tomb of 1682; wall monument with urn 1758, with bas reliefs 1787 and 1811, with carved figure 1823. John Cowper, father of the poet William Cowper, was Rector here for 34 years. The Church of Saint Peter and Smith-Dorrien Monument
Dean Incent's House	C16. Timber Frame with plaster infilling, old tiled roof. 2 storeys, 1st floor oversailing. 3 leaded casements flush set. Carefully restored. The first owner, John Incent, Dean of Saint Paul's, founded Berkhamsted Grammar School. Interior has original exposed timber framing and quite extensive remains of wall paintings.
Edgeworth House	C16 brick foundations, structure incorporates C16 timber framework. Remodelled later C18, date 1767 carved on brick of north west chimney stack. Altered and enlarged C19 by addition of east wing. Main west block has stucco front, hipped Welsh slated roof, 2 storeys and basement forming ground floor to back elevation, Plinth, tall pilasters, eaves band, parapet. 3 nearly flush sashes with glazing bars, Jalousies. 2 Venetian windows at back.
Great Barn at Castle Hill Farm	Barn. Probably C16. Timber-framed, weatherboarded and partly rebuilt in red brick. Plain tile roof with gabled ends. Plan: Large 6-bay barn with aisle on SW side only, probably originally further bays on north west end. Later outshuts and midstreys added on north east side. Exterior: North east side has catslide roof over outshuts, brick at either end with brick midstreys to right of centre and with lower weatherboarded timber frame outshut at centre. On south west side the original aisle wall has been rebuilt in brick; cart entrances to left and right and 2 gabled loft doors at centre. NW and SE gable ends are weatherboarded.

1.7 Parks & Gardens

Figure 62: Parks & Gardens

Name	Info
Canal Fields	Has Green Flag status (national standard of excellence for parks and green spaces). It is Berkhamsted's main park. Attractions include the River Bulbourne, the Millenium Garden, a play area, outdoor gym, skate park and bowls club.
Butts Meadow	Open space maintained by Dacorum Borough Council. Has a play area.
Velvet Lawn	Open space maintained by Dacorum Borough Council. Has a play area.
The Moor	Open space maintained by Dacorum Borough Council. Has a play area.
Lagley Meadow	Open space maintained by Dacorum Borough Council. Has a play area.

1.8 Retail

The Dacorum Retail & Leisure study 2009 update is now dated, although the number of shops is not likely to have changed much since. There were 159 retail businesses in Berkhamsted town centre at the time.

Figure 63: Number and type of shops, 2009

Type	Number of units	% of total	National Average %	Variance %
Comparison	56	35%	48%	-13%
Convenience	7	4%	9%	-5%
Service	91	57%	30%	27%
Vacant	5	3%	11%	-8%
Total	159			

Source: Dacorum Retail & Leisure Study, 2009 Update

1.9 Visitor Information

Figure 64: Visitor Information Services

https://www.berkhamstedtowncouncil.gov.uk/town-guide.html
Berkhamsted Town Council Website with audio guides, maps and information
https://www.visitchilterns.co.uk/market-towns/berkhamsted.html
Visit Chilterns has a section focused upon Berkhamsted, with history and ideas on things to do.
https://berkhamsted-history.org.uk/
Berkhamsted Local History & Museum Society website.
https://canalrivertrust.org.uk/places-to-visit/berkhamsted
Canal & River Trust website with a section on Berkhamsted
https://www.visitherts.co.uk/see-and-do/destinations/dacorum/
Visit Herts has information on Berkhamsted and Dacorum more widely
https://www.chilternsaonb.org/
Information about What's on in the Chilterns
http://www.berkhamstedcitizens.org.uk/discover-berkhamsted/
Local heritage and conservation information

1.10 Walking Routes

Figure 65: Walking Routes

Route	Route Length	Info
Audio Trail 1	6 miles	Circular route beginning at the Railway Station and then continuing via the Canal towpath, Sugar Lane, Long Green, Sandpit Green, Kingshill Way, Butts Meadow, Castle Street and ending at the Railway Station.
Audio Trail 2	5.5 miles	Circular route starting at the Railway Station and travelling via Kitchener's Field, Inns of Court Memorial, WWI Trenches, Berkhamsted Common, Ashridge Park, Alpine Meadow, Castle Hill and ending at the Railway Station. The walk is WWI themed.
Audio Trail 3	3.5 miles	Circular route starting at the Railway station. Route goes via Kitchener's Field, the carpark at the junction of New Road and Ashridge Road, Berkhamsted Common, Frithsden Beeches, WWI Trenches and ends at the Railway Station. The walk is Graham Greene themed.
Audio Trail 4	4.3 miles	Walk begins at the Railway station and is one way. It goes via The Moor, Butts Meadow, Playing Fields, Kingshill Way, Sandpit Green, Swing Gate Lane, Bourne Gutter, Lower Farm, Coleshill Wood, Bourne End Lane, Bovingdon Airfield and ends in Bovingdon village.
Audio Trail 5	-	The route starts at the Railway station and travels via Berkhamsted Castle, Kitchener's Field, the Station forecourt, the Totem Pole, The mOor, Water Lane and finishes at the Court House and High Street. It is a one way route and is WWI themed.
Waterways Walk 1	2 miles	Looped walk starting at the Railway station and sticking closely to the Grand Union Canal.
Waterways Walk 2	4 miles	Looped walk building upon Waterways Walk 1 and also including more of the town centre.
Waterways Walk 3	6 miles	Looped walk stretching further down the Grand Union Canal and then circling back via the A41 and Kings Road.

There are many country walks in Berkhamsted district in Chilterns Area of Outstanding Natural Beauty.

2 Heritage Groups

2.1 Dacorum Heritage Trust

The trust originated in 1979 as The Dacorum Museum Advisory Committee (DMAC), which was set up to advise the then Dacorum District Council on heritage matters. It was set up as a charity in 1993. The trust manages the collections store, described in Appendix 3.2, created from the former Berkhamsted fire station in 1994.

The Trust's objects are to operate as the Museum Authority for the area of the Borough of Dacorum. Its mission statement is "to collect and record the history of the Borough of Dacorum and to interpret and display the collection in order to encourage interest and appreciation of the heritage of Dacorum". It has a service level agreement with Dacorum Council.

It has a full -time Collections Manager supported by three part-time staff members, a Museum Support Assistant, a Finance Manager and an Administrative Assistant. It has a large group of volunteers. DHT achieved Museum Accreditation in 2008 from the Arts Council England.

It puts on occasional exhibitions and displays, such as Traditional Dacorum, at the Marlowes Shopping Centre in Hemel Hempstead in May 2017 (funded by HLF and SHARE Museums East), and Commemorating Peace in Dacorum, staged at various locations, including the Civic Centre in Berkhamsted, in November 2018 (funded by a £10,000 grant from HLF). In 2019 the main event is "Underexposed: A history of photography in Dacorum", which focuses on the impact of Kodak's headquarters in Hemel Hempstead."

It runs workshops in schools and has artefact loan boxes. It helps members of the public with enquiries. Its website had 12,000 views in 2017.

It is working with Dacorum Council to create a new Dacorum Museum and Arts Centre in Hemel Hempstead. A round one submission to HLF was made in late 2018 but was unsuccessful.

An issue that has come to the fore in recent years is the very limited capacity of the store in Berkhamsted to take new donations, as space is finite, which raises issues about how best to keep the collections audited, edited and utilised. This further introduces consideration of a digitisation policy and programme for collections.

The trust had income of about £61,000 in 2017/8, £58,000 of which was grant from Dacorum Borough Council. It has reserves of about £98,000¹¹.

¹¹ Accounts for Year Ending 31 March 2018

2.2 Berkhamsted Local History and Museum Society

The aim of the Berkhamsted Local History & Museum Society is “to encourage the study and appreciation of local history, genealogy and other subjects of historical interest”. It was founded in 1950. Part of its role has been collecting artefacts relating to the history of the town, and it now has more than 28,000 items, mostly stored in the DHT store, although more recent acquisitions have had to be looked after elsewhere. The Society arranges a series of monthly talks and occasional visits to heritage destinations and organises the annual Heritage Open Days programme. An annual journal of research into local history is published (The Chronicle) as well as books, such as two in 2018 regarding the local impact of WWI. Volunteers from the Society organise the small visitor exhibition at the Castle. It is a charitable trust, had total income of just over £6,000 in 2017, and 230 members in 2019. The Society maintains a website and a facebook site, and the latter is particularly popular.

The Society, in addition to guided tours of the castle and town centre, has given talks to other groups and arranged themed exhibitions and small exhibitions on request. It gives talks in schools and help with local aspects of the National Curriculum.

Over the course of many years BLHMS has had 23 different sites/events in its annual Heritage Open Days programme. These have included 173 High Street (for 10 years), the BFI and the Rex Cinema. Two new sites will be included for 2019. Most years it runs between 10 and 13 different events.

2.3 Berkhamsted and District Archaeological Society (BDAS)

The Society has been in existence for about 40 years. A key activity is the annual series of eight talks about archaeological subjects from across the world, delivered at Berkhamsted School. The Society also organises archaeological digs in the area, of which the most longstanding has been work on the site of the C13th monastery at Ashridge, which later became a Royal palace and then a stately home. A full series of dig reports is available. A further major activity is organising visits and excursions to sites of interest, most recently to Charles Darwin’s home at Downe and the Lullingstone Roman Villa.

2.4 Graham Greene Birthplace Trust

The purpose of the trust is to promote interest and research into the life and works of the author Graham Greene, who was born and raised in Berkhamsted. He became one of the most successful British authors of the twentieth century, writing film reviews, plays, short stories, essays, “entertainments”, novels and travel books. Many of his novels have been turned into films and his most famous works have been translated into many languages. The Trust has organised the Graham Greene International Festival in Berkhamsted every year, bar one, since 1998. It is currently a four-day event. It has a series of lectures, films, discussions and social events. It reports income of about £12,000 in the 2017/8¹².

¹² Charity Commission

2.5 Berkhamsted Castle Trust

Berkhamsted Castle Trust has recently been established by local volunteers, with the support and encouragement of English Heritage, to promote education about the history and significance of Berkhamsted Castle and those connected with it, and to assist English Heritage with the visitor experience and site preservation and maintenance. It has obtained a donation of land on the east side of the castle and funding to facilitate its work.

The Trust has established a strong team of eleven people with varied heritage skills to plan the future of the Castle alongside English Heritage. The latter body has funded and organised professional studies, and a Conservation and Management Plan is being drawn up and discussed. In addition, below ground geophysical investigations are being conducted for the first time.

2.6 The Friends of St Peters and The Rectory Lane Cemetery Project

This is a charity created in 2013. Its objects include preservation, repair, maintenance, restoration, improvement and ornamentation of the fabric of the Parish Church of Great Berkhamsted and of the churchyards occupied by or belonging to the said church. It has no staff and about 50 members.

The main current project is the restoration of Rectory Lane Cemetery, with assistance from Dacorum Borough Council and other stakeholders and a grant of just under £1 million from the National Lottery Heritage Fund / Big Lottery Fund. It includes, in addition to restoration and landscaping works to create an attractive open space, documentation of people interred in the cemetery and a programme of special events to engage local people in the project.

The Friends of St Peters, with the Cowper Society, are responsible for the management of concerts, recitals and other events in St Peter's Church.

2.7 The Berkhamsted Citizens Association

Founded in 1924, and itself a part of the town's 20th century history, Berkhamsted Citizens Association is the civic & amenity society for Berkhamsted and Northchurch. It promotes interest in the built environment (especially historic), and surrounding countryside; and organises local events, talks, walks, awards and competitions. It was the 'parent' organisation to the BLHMS, and its members had, and continue to have, a role in forming many organisations in the town. Today it defends the historic built environment in Berkhamsted against unsuitable change and promotes education of the general public in what is suitable development.

The BCA's Townscape Group monitors all the planning applications for the town and those infrastructure issues that relate to it. The BCA advocate best practice in the sustainable development and management of new developments and are committed to preserving the best inherited from the past. In this regard they are focused on: Influencing planning processes and strategic plans; Scrutinising and commenting on planning applications; Securing and preserving features of historic or public interest.

2.8 Chiltern Society / Chiltern Heritage Festival

The Society is a long-established charity whose members work to care for the Chiltern Hills, protecting and promoting their special features and history. It was set up in 1965 and has over 6,500 members. It covers 650 square miles including the whole of the Chilterns AONB plus some adjacent parts of Oxfordshire, Buckinghamshire, Hertfordshire and Bedfordshire. In 2019 the Society is organising a second annual Heritage Festival from 21 September to 6 October. It includes exclusive visits to Chiltern houses, historical open days, heritage walks and other special events.

3 Collections

3.1 Local Collections

Several local collections of varying sizes and significance related to Berkhamsted and held in the public domain have been identified. These include those in the ownership of:

- Berkhamsted Local History and Museum Society (BLHMS)
- Northchurch Society (now acquired by the BLHMS)
- Berkhamsted and District Archaeological Society (BDAS)
- Dacorum Heritage Trust (DHT)
- Graham Greene Birthplace Trust
- Berkhamsted School
- Ashridge House
- Cholesbury-cum-St Leonards History Group
- Pitstone Green Museum

In addition to these local groups, 2-D and/or 3-D collections relating to Berkhamsted exist in several other locations e.g.

- Berkhamsted Town Council
- Dacorum Borough Council
- Hertfordshire Archives and Local Studies, Hertford
- Ashmolean Museum, Oxford
- British Museum
- Bedfordshire Archives and Records Office
- The National Archives
- Victoria and Albert Museum
- Imperial War Museum
- Canal and River Trust Waterways Museum
- Historic England Archive
- Museum of English Rural Life, Reading

3.2 DHT Store

The collections of BLHMS, the Dacorum Heritage Trust and the Berkhamsted and District Archaeological Society are housed together with other local collections in the Dacorum Heritage Trust (DHT) store located behind the Civic Centre in Berkhamsted.

Overall, we understand that the DHT store holds collections of varying extent from 12 local history societies including the DHT's own collections.

Collections from the Northchurch Society, which have now been acquired by the BLHMS following the society's closure, are currently being processed separately off-site.

There is a full-time Collections Manager and three part-time assistants funded in the main by the Dacorum Borough Council through an annual grant¹³. They manage a team of c.12 volunteers who help with documentation.

The collections are documented on Modes and are referenced to the holdings of the different societies. The BLHMS collections - which are the largest component collection - number some 28,000 items. The collections are housed over two floors in the DHT storage facility. The store is fitted out with roller racking and environmentally monitored. It is very full and active/passive collecting is not being undertaken as a result. It is currently accredited under the ACE accreditation scheme.

The collections are wide-ranging and contain significant material for the history of the town and the District. They include inter alia archaeological collections mainly from the fieldwork of the Berkhamsted and District Archaeological Society together with stray finds, local and social history material, particularly material related to Victorian industries (e.g. Cooper and Nephews, James Wood and Son, Bulbourne Mantle Factory, Lee's Mineral Waters, Lane's Nurseries and Dwight's Pheasantries), paintings, photographs and local newspapers. The photographic collection is particularly extensive and could represent a focus for further development. It includes many photographs by Claridge, Newman, Sills and Holland.

Most collections are boxed, although there are a significant number of items hanging on walls and the shelved and stacked material in the large object store is not protected.

Without detailed audit/assessment, it is unclear how many items are of displayable value in a conventional sense – much of the archaeological material on the ground floor is bulk storage material and unlikely to have significant display value.

The DHT Collections Manager and her team have developed a small number of small-scale exhibitions based on the collections seen at various locations within the District, including Berkhamsted, as well as a small set of loan boxes (c.10) for school use. These have limited distribution at present.

The DHT store is open to the public by appointment but, in practice, there are few visitors and very limited space for handling and research purposes. The websites of the societies represented in the store have very limited collections information and there is no systematic digitisation programme. Access to the collections, in both physical and digital terms, is limited. Given the constraints of physical space and resources, a well-planned digitisation programme would seem to be a key mechanism for making them or at least a subset of them much more available and accessible to a broad audience.

¹³ Dacorum Heritage Trust has been funded by DBC since 2011. The Council extended the arrangement for the Trust for 2018/19 which has seen the current funding levels (£58,000 p.a.) continue under a Service Level Agreement.

3.3 Berkhamsted School Museum

Collections at the school are all mostly related to the history of the school, pupils and teaching staff. There are some items that have wider relevance to the town (such as those relating to Peter the Wild Boy) but in the main the collections reflect the school's history which stretches back to the mid-sixteenth century and has been an important force within the town since that date.

As a resource, the material includes a wide range of photographs relating to school activities e.g. sports, houses etc, school furniture/fittings and ephemera as well as militaria and photos associated with WW1 and WW2. There is also a range of portraits of former masters and headmasters.

Those in the museum/store are well cared for and are being progressively documented by the School Archivist. There is some retrospective documentation required. There is an excellent website (<http://www.bsarchive.org/>) that is a good resource for those associated with the School and for the general public.

There are other collections at departmental level, e.g. estates that have historical significance. The Archivist has been building closer relationships across the school at departmental level to ensure that material of historical interest is passed to the Archives for safe-keeping.

The Museum is not open to the public and for security and safe-guarding reasons is unlikely to be so.

4 Arts Groups in Berkhamsted

Vyne Theatre & Dance Academy (Berkhamsted Arts Centre)

This is in the light industrial area on Northridge Road. It has a fully-equipped 200-seat theatre, with a licenced bar area, 3 dance studios, a large meeting room and a therapy room. The theatre's programme is dominated by live projection of cultural performances The Royal Opera House, The National Theatre and The Bolshoi Theatre. The Berkhamsted Campaign for Real Music also puts on concerts there.

Berkhamsted Arts Trust www.berkhamstedartstrust.org.uk

The Trust was formed to encourage and promote arts in Berkhamsted by promoting arts events and encouraging provision of an arts centre. It represents 20+ organisations based in the area which promote arts events open to members of the public. The organisation runs an event diary, first published in 1985. It is delivered to all addresses in HP4. It formerly subsidised member organisations, but no longer does that because of funding cuts. The events diary is now its focus.

Berkhamsted Film Society <http://berkhamstedfilmsociety.co.uk/>

The society has around 200 members and screens around 17 films a season. The society also has a film party and quiz at the end of each season. Single membership for 2018/19 is £35 (£30 for new members) or £65 for a joint membership (£55 for new joint members). Guest tickets are £5 at the desk on the night. The society was started in 1967. It was initially based in Kings Arm Hall but moved to its present home at the Civic Centre in 1976. The society currently has an HD digital projection system and Dolby surround sound. The projector is ceiling mounted. Film is projected onto a large 16 ft screen which produces high quality images.

Chiltern Chamber Choir

<https://www.chilternchamberchoir.com/>

Was founded in 1976. Draws its singers from Berkhamsted and surrounding towns and villages. Performs at least three main concerts each year in St Peter's Church, mostly with orchestra or organ accompaniment. Tour abroad occasionally in collaboration with other choirs. Choir meetings are on Thursday evenings in the Music Room of Berkhamsted School. Membership is subject to an informal audition. There are approximately 35-40 members.

Berkhamsted Youth Theatre

<http://berkoyt.co.uk/>

Originally formed through BAODS Theatre Company in 1983. There have been over 500 members of the society and over 50 productions and charity performances. Auditions to join take place once a year and are for those aged between 9 and 18. Performances typically take place at the Court Theatre at Pendley Tring. Membership annual subscriptions are £15 for the 1st child per family, £12 for the second and £10 for remaining family members. There is also a performance fee of between £45 and £50 for those in a production.

Berkhamsted Choral Society

<http://www.berkhamstedchoral.co.uk>

Has 106 members. It began in 1930 as 'The Wayfarers & Orchestral Society' and was renamed Berkhamsted Choral Society in 1982. St Peter's Church is the main venue for local concerts. There are usually three concerts a year. The choir also performs around the UK and internationally. Rehearsals take place on Tuesday evenings in the Music Room of Berkhamsted School. There is no audition to join. An annual subscription is £135. Singers between the ages of 18-26 enjoy free membership. The society had income of £75,416 in 2017 and spent £80,552.

Bridgewater Sinfonia

<https://www.bridgewater-sinfonia.org.uk/>

Berkhamsted's local orchestra. Founded in 1998. Formed of local professional musicians. Primarily performs at St Peter's Church. Places an emphasis on British composers. C.4 concerts a year. Tickets around £15. People can become a friend for £49. Free admission to all concerts for under-18s. Runs a young friends programme designed to engage young children in orchestral music. Rehearsals take place on Saturdays at St Peter's Church. Approximately 35 members. It had income of £17,121 in 2017 and spent £14,991.

Dacorum Symphony Orchestra & Dacorum Sinfonietta

<http://dacorumso.weebly.com/dacorum-sinfonietta.html>

Dacorum Symphony Orchestra (DSO) was disbanded after a final concert on 13th October 2018. The Dacorum Sinfonietta, the chamber ensemble of DSO, founded in 1974, continues to operate. Performing concerts in the churches and smaller halls within the Dacorum area, including a 15-year series at Berkhamsted Town Hall. It has also visited schools in Berkhamsted to perform small, free concerts. Schools that have been attended so far are: Bridgewater School, The Thomas Coram C of E School, Sir Thomas More Catholic Primary School and Greenway Primary and Nursery School.

Berkhamsted Music Society

<http://www.berkhamstedmusic.co.uk/>

Formed in 1954. 5 concerts a year. Organises excursions to places such as London, Oxford and Milton Keynes around 4-6 times a year. A season ticket to the 5 concerts costs £52 for adults, whilst a single concert ticket costs £15. Under 18s can attend for free. Venues used for concerts are: Berkhamsted Civic Centre, St Peter's Church and Centenary Hall. Income was £15,729 and expenditure was £15,290 in 2018. The society is supported by Dacorum Borough Council and the Countess of Munster Musical Trust.

Berkhamsted Art Society www.berkhamstedartsociety.co.uk

Organises a programme of events, including demonstrations, talks, drawing evenings and workshops. It dates to 1920 when a few local artists began to meet. Exhibitions organised by the society now display over 400 items. Demonstrations and talks are held in the Civic Centre, drawing evenings are held in the Court House, life drawing workshops take place in Hatoe Village Hall and member exhibitions take place twice a year in the Civic Centre. The annual membership fee is £22 for adults and £10 for juniors and students. Non-members can attend demonstrations and talks for £3.

Berkhamsted Jazz

www.berkhamstedjazz.co.uk

Has been in existence for 35 years and offers membership for £10 a season for individuals or £15 for couples. Membership gives concert goers the opportunity to buy vouchers in advance which can be used to reduce the price of a concert to £7.50, rather than the usual £10. All jazz concerts take place at the Civic Centre, which the society moved to in 1982. There are 12 concerts planned for the 2018/19 season.

Berkhamsted Theatre Company

www.berkhamstedtheatre.co.uk

Founded in 1926. Puts on two shows a year, usually a play in Spring and a musical in the Autumn. Membership is £25 per annum and performances take place at the Court Theatre at Pendley Tring. Auditions and rehearsals take place at Felden Lodge. Rehearsals take place on Monday and Wednesday evenings. The charity had income of £24,000 and expenditure of £22,000 in 2017. There are 2 trustees and 10 volunteers listed as working at the organisation.

Chiltern Arts Festival

A festival of music, literature and art that takes will be in its second year in 2019, taking place from Sat 9 Feb to Sat 16 Feb 2019. It focuses on performances by emerging artists.

5 Museums & Heritage Centres

A Museum is an institution that collects, displays and interprets artefacts. The following is general information about the current situation in England.

The most visited museums in England are National Museums. They receive state funding via Arts Council England and have free admission. There is a second tier of museums, in terms of size, dominated by museums run by local authorities in cities and large towns. They are also typically heavily subsidised and have free admission. They often have wide-ranging collections dating from Victorian times. There is a third tier which is independent museums run entirely or for the large part by volunteers. They often have a small admission charge. Privately owned museums that operate on a commercial basis are rare.

Figure 66 shows the number of museums that reported their visitor numbers to an annual survey by Visit England, the national tourist board. About 60% have less than 15,000 visits annually.

Figure 66: Museums that declared their 2016 visitor numbers to Visit England

2016 Visits	Number	%
Under 30,000	181	59%
30,000-49,000	30	10%
50,000-99,999	29	10%
100,000-249,000	21	7%
250,000-499,000	25	8%
500,000-999,999	14	5%
1,000,000+	5	2%
Total	305	100%

Source: *Visits to Visitor Attractions, Visit England*

Figure 67: Museums with under 30,000 visits that declared their 2016 visitor numbers to Visit England

2016 Visits	Number	%
0-4,999	81	45%
5,000-9,999	42	23%
10,000- 14,999	20	11%
15,000-19,999	17	9%
20,000-24,999	8	4%
25,000-30,000	13	7%
Total	181	100%

Figure 68 shows museums in England with between 2,000 and 30,000 visitors that provide their visitor numbers to the survey. 57, about 40%, are museums that are local history collections relating to a town or district. They are highlighted. They declared average visitors of 7,800 in 2017.

Figure 68: Museums in England with 2,000-30,000 visits, civic museums highlighted

Name	Visits 2016	Charge	Name	Visits 2016	Charge
Bourne Hall Museum	30,000	Free	Crystal Palace Museum	7,400	Free
Port Sunlight Museum & Garden Village	29,671	£3.01 - £4.99	The Pen Museum	7,315	£3.00 & less
Pontefract Museum	29,533	Free	Tiverton Museum of Mid Devon Life	7,266	£3.01 - £4.99
Jewry Wall Museum	29,483	Free	Durham Museum & Heritage Centre	7,260	£3.00 & less
Rye Castle Museum	28,987	£3.01 - £4.99	Robin Hood's Bay & Fylingdales Museum	7,236	Free
Museum of Archaeology	28,641	Free	Royston & District Museum & Art Gallery	7,029	Free
Toad Hole Cottage Museum	27,190	Free	Barnet Museum	7,000	Free
The Helicopter Museum	27,000	£5.00 - £7.49	Oxford Bus Museum Trust	6,900	£5.00 - £7.49
Newark Air Museum	26,892	£7.50 - £9.99	Cheddleton Flint Mill & Museum	6,760	Free
Scaplen's Court Museum	26,516	Free	Bodmin Town Museum	6,421	Free
Library & Museum of Freemasonry	26,170	Free	Folk Museum	6,347	Free
Tangmere Military Aviation Museum	25,738	£7.50 - £9.99	Captain Cook Schoolroom Museum	6,319	Free
Chesterfield Museum & Art Gallery	25,142	Free	The Control Tower Museum	6,200	Free
Museum of the Jewellery Quarter	25,000	£5.00 - £7.49	The Shoe Museum	6,189	Free
The Stained Glass Museum	24,336	£3.01 - £4.99	South Ribble Museum & Exhibition Centre	6,053	Free
Captain Cook Memorial Museum, Whitby	22,993	£5.00 - £7.49	Blandford Town Museum	6,021	Free
Ayscoughfee Hall Museum & Gardens	22,936	Free	Radstock Museum	5,712	£5.00 - £7.49
Red House Museum & Gardens Heritage Museum	22,730	Free	Bailiffgate Museum	5,665	£3.01 - £4.99
Gold Hill Museum	22,486	Free	Seaford Museum & Heritage Society	5,532	£3.00 & less
Pickford's House Museum	22,047	Free	Battery Gardens & Brixham Battery Museum	5,500	Free
The China Clay Museum	21,636	£7.50 - £9.99	Blake Museum	5,500	Free
Church Farm Museum	21,000	Free	Tolsey Museum	5,500	Free
Bassetlaw Museum	19,325	Free	Old Guildhall Museum	5,318	£3.00 & less
Museum of Transport Greater Manchester	19,066	£3.01 - £4.99	Woodhall Spa Cottage Museum	5,296	£3.00 & less
Monkwearmouth Station Museum	18,849	Free	St Agnes Museum Trust	5,010	Free
East Anglia Transport Museum	18,629	£7.50 - £9.99	Coldharbour Mill Working Wool Museum	4,900	£5.00 - £7.49
Selly Manor Museum	18,468	£3.01 - £4.99	Whitstable Museum & Gallery	4,850	£3.00 & less
Shirehall Museum	18,307	£5.00 - £7.49	Thame Museum	4,695	Free
Greater Manchester Police Museum & Archives	17,981	Free	Thirk Museum	4,579	Free
South Yorkshire Aircraft Museum	17,784	£5.00 - £7.49	Bolton Steam Museum	4,550	Free
Rutland County Museum & Visitor Centre	17,769	Free	Hands On History Museum	4,412	Free
Canterbury Roman Museum	17,711	£7.50 - £9.99	Buckingham Old Gaol Museum	4,276	£3.01 - £4.99
Trowbridge Museum	17,538	Free	The Aldeburgh Museum	4,235	£3.00 & less
The Adjutant General's Corps Museum	17,402	Free	Malvern Museum	4,153	£3.00 & less
Samuel Johnson Birthplace Museum & Bookshop	17,007	Free	Thornbury & District Museum	4,134	Free
Wesley's Chapel, House & Museum of Methodism	16,859	£5.00 - £7.49	Greater Manchester Fire Service Museum	3,898	Free
Stockport Museum	16,641	Free	Amersham Museum	3,888	£3.00 & less
Royal Hampshire Regiment Museum	16,583	Free	Hall i' th' Wood Museum	3,734	Free
Castleford Museum	15,817	Free	Maritime Museum	3,693	£3.00 & less
Cheshire Military Museum	14,613	£3.01 - £4.99	Steyning Museum	3,509	Free
Mill Green Museum & Mill	13,681	£3.01 - £4.99	March Museum	3,470	Free
Mercian Regiment Museum	13,570	Free	Bayle Museum	3,456	£3.00 & less
Dales Countryside Museum	13,182	£3.01 - £4.99	Wallingford Museum	3,425	£5.00 - £7.49
Maritime Museum	13,107	Free	Ashford Borough Museum	3,379	Free
Whipple Museum of the History of Science	12,685	Free	The Almonry Museum & Heritage Centre	3,253	£5.00 - £7.49
Museum of Lakeland Life	12,568	£5.00 - £7.49	Heptonstall Museum	3,210	Free
Royal Green Jackets Museum	12,451	£3.01 - £4.99	Hinckley & District Museum	3,182	£3.00 & less
Melon Carnegie Museum	12,378	Free	Beccles & District Museum	3,128	Free
Ben Uri Art Gallery, London Jewish Museum of Art	12,326	Free	Mersea Island Museum	3,095	Charge - DK
Warminster Dewey Museum	12,000	Free	Emsworth Museum	3,093	Free
Kendal Museum	11,697	£3.00 & less	Aston Manor Road Transport Museum	3,068	£3.00 & less
Athelstan Museum	11,000	Free	Teignmouth & Shaldon Museum	2,944	£3.00 & less
The Ruskin Museum	10,984	£5.00 - £7.49	Tetbury Police Museum & Courtroom	2,908	Free
Withernsea Lighthouse Museum	10,811	£3.00 & less	Wimbledon Windmill Museum	2,900	
The Trenchard Museum	10,600	Free	Kempton Steam Museum	2,832	£5.00 - £7.49
Isles of Scilly Museum	10,500	£3.01 - £4.99	Museum of Island History	2,746	£3.00 & less
Dads Army Museum	10,456	Free	Kenilworth Abbey Barn Museum	2,745	Free
Allhallows Museum	10,347	Free	Sir Max Aitken Museum	2,718	Free
RNLI Zetland Lifeboat Museum	10,000	Free	Harwich Maritime Museum	2,668	£3.00 & less
Ipswich Transport Museum	9,956	£5.00 - £7.49	Essex Fire Museum	2,586	Free
Dartmouth Museum	9,845	£3.00 & less	Beckford's Tower & Museum	2,513	£3.01 - £4.99
Carillon & War Memorial Museum	9,800	£3.00 & less	Louth Museum	2,500	£3.01 - £4.99
Soho House Museum	9,319	£5.00 - £7.49	Pitstone Green Museum	2,450	£5.00 - £7.49
Padstow Museum	9,209	Free	Wellington Museum	2,435	Free
Canterbury Heritage Museum	9,196	£7.50 - £9.99	Filey Museum	2,359	£3.00 & less
Lowestoft Museum in Broad House	9,194	Free	Blue Anchor Railway Museum	2,350	Free
Ely Museum	9,182	£3.01 - £4.99	Charles Dickens' Birthplace Museum	2,285	£3.01 - £4.99
Littlehampton Museum	9,104	Free	Harrington Aviation Museum	2,284	£3.01 - £4.99
Farnborough Air Sciences Museum	9,000	Free	Winchelsea Court Hall Museum	2,230	£3.00 & less
Arundel Museum	8,600	£3.00 & less	Cookworthy Museum of Rural Life	2,173	£3.00 & less
Curtis Museum	8,337	Free	Upton Hall Time Museum	2,111	£5.00 - £7.49
Wells & Mendip Museum	8,259	£3.00 & less	Henfield Museum	2,042	Free
St Bartholomew's Hospital Archives & Museum	8,189	Free	Sturminster Newton Museum	2,041	Free
Havering Museum	7,635	£3.00 & less	Winchcombe Folk & Police Museum	2,014	£3.00 & less
Isle of Wight Bus & Coach Museum Ltd	7,612	Free	Marlow Museum	2,000	Free
Wareham Town Museum	7,600	Free	Somerset & Dorset Railway Museum	2,000	Free

Source: Visit England

The term “heritage centre” is normally used to describe an attraction that tells stories that are, normally, illustrated with artefacts, but do not collect and care for collections. There are not many attractions like that, in reality. Figure 69 shows all attractions listed in Visit England’s annual survey with “Heritage Centre” in their name. There are 25, of 1,300 attractions listed. Most have small visitor numbers.

Figure 69: Heritage Centres in England reporting visitor numbers to Visit England

Name	Visitor Numbers (2016)	Admission
Carnforth Station Heritage Centre	50,000	Free
Swanage Museum and Heritage Centre	48,862	Free
Bosworth Battlefield Heritage Centre	35,601	£7.50 to £9.99
Pooley Fields Heritage Centre	21,918	Free
Lytham Heritage Centre	14,558	Free
de Havilland Aircraft Heritage Centre	13,273	£7.50 to £9.99
Tudor House Heritage Centre	12,000	Free
Washburn Heritage Centre	11,750	Free
Scarborough Maritime Heritage Centre	7,700	Free
Knutsford Heritage Centre	7,530	Free
Durham Museum and Heritage Centre	7,260	£3.00 and under
Cranwell Aviation Heritage Centre	6,898	Free
Maidenhead Heritage Centre	6,500	Free
Almonry Heritage Centre	3,253	£5.00 to £7.49
The Almonry Museum & Heritage Centre	3,253	£5.00 to £7.49
Calne Heritage Centre	3,020	Free
Horwich Heritage Centre	3,000	Free
Foulness Heritage Centre	2,100	Free
Whitchurch Heritage Centre	1,998	Free
Shardlow Heritage Centre	1,473	£3.00 and under
Pewsey Heritage Centre	871	£3.00 and under
Bourne Heritage Centre	716	Free
White Mill Rural Heritage Centre	636	£3.00 and under
Alfreton and District Heritage Centre	500	Free
Ditton Heritage Centre Ltd	300	£3.00 and under
The Old Smithy & Heritage Centre	165	£3.00 and under

Source: *Visits to Visitor Attractions 2015, VisitEngland*

There is a category of heritage attraction that uses technology to tell history with few or any artefacts. The concept was popular in the 1980s. Many were operated on behalf of local authorities by a company called Heritage Projects¹⁴, which operated Jorvik in York at the outset. They used animatronics. They went out of fashion and only a few remain in tourist hotspots like Canterbury and Oxford. Attractions like that were a response to the idea that museums are dull. There has been huge investment in museums, however, since the advent of the National Lottery. Most major museums now use audio-visual and other interactive and immersive technologies to tell stories relating to their collections.

¹⁴ It is now called Continuum.

6 History Festivals

This section has examples of successful history festivals in the UK.

6.1 Gloucester History Festival

Gloucester History Festival has been running for 3 years. The most recent saw over 230 events take place between 1st - 15th of September 2018. About 16,000 people attended the Festival in 2017. The theme for the 2018 Festival was 'Women and Leadership' throughout history. Topics included the Romans, Vikings, Local History, Tudors, British Empire, English Civil War, WWII and more. The 15 days were broken down into: Gloucester Day (focused upon the Siege of Gloucester 1643), Blackfriars Talks (a series of historical talks taking place over the course of the festival at Blackfriars Chapel), Family Events, City Voices (events mostly organised by local community groups), Heritage Open Days and a Civil War re-enactment.

Events, in addition to talks by prominent historians on a variety of subjects, included:

- Gloucester Day Parade: Formal parade with hundreds of participants led by the Mayor.
- History Mystery Trail: Trail map exploring Gloucester's city centre with facts and challenges on the route.
- Women in the Cathedral, from Cradle to Grave: Tour around the Cathedral.
- Looking after your archives: Workshops on how to conserve historic documents.
- Salvation Army Concert: History festival songs of praise themed around 'Women and Leadership'.
- Heritage Hub Open Day: The day included family history drop in sessions, behind the scenes tour of the archives, exhibitions about objects in the archives collection, artist meet and greet and highwayman craft activities for children.
- Historic Gloucestershire Exhibition: History students at the University of Gloucestershire exhibited research projects exploring the local heritage, including the Battle of Tewkesbury (1471), historic walks of Gloucester and various aspects of Cheltenham's history, from the suffragette movement, to the impact of WWI.

Whilst many of the events were free to attend, most of the historical talks were charged. Prices for these ranged from £7-£12. There were concessions for GL cardholders and Gloucester Civic Trust Members.

The 2018 History Festival was organised by Gloucester History Trust, a charitable trust. It was formed in January 2018 to take over management of the festival. Its accounts are not yet available.

The previous History Festival (2017) was coordinated by Gloucester City Council and the charity GUST. GUST's total income for the financial period March 31st 2017 was £62,716. This income was derived from £25,000 in grants (£10,000 from Gloucester City Council, £7,000 from the Summerfield Trust, £3,000 from Winston Trust and £5,000 being the surplus from the History Festival in 2015 granted to GUST from Marketing Gloucester), £10,200 from sponsorship from local companies and £8,485 in donations. Ticket sale income amounted to £17,211. Expenditure for the year was £57,422.

The History Festival has a strong partnership network. The 2018 Festival was supported by Rock Solid Knowledge (technological support), the National Lottery Heritage Fund and Arts Council England.

The principal partners and festival sponsors included: Ecclesiastical, Gloucester City Council, QAA, EDF Energy, University of Gloucestershire, The History Press, Gabwell Property Developments.



6.2 Chalke Valley History Festival

The Chalke Valley History Festival began in 2011 on a small scale as a fundraiser for the local cricket club. A few local historians came up with the idea of expanding it into a history festival. The Daily Mail became a principle sponsor in 2013. The festival has been expanding since, moving to a new site of over 70 acres in Broad Chalke in 2017. The festival incorporated the Schools History Festival in 2013. The 2018 History Festival took place between 25th June to 1st July, with entry costing £15.50 on the day for adults and £7.50 for children. Many of the talks are also individually charged with prices ranging between £10.75-£16.50.

A new addition to the festival has been the introduction of the 'Live History Live' programme which features over 50 interactive events visitors can engage with. 'Live History Live' events included medieval cooking, a Sherman tank crew experience, a Saxon blacksmith experience, historic weapons sessions and an insight into life in the Roman Legions. The sessions were run by historians and specialists.

The festival covers a range of history, from the Stone Age to 20th century. Topics included the Romans, Vikings, the Tudors, WWII and the British Empire.

Other events included over 100 talks from leading thinkers and speakers, as well as:

- Air Display which featured Battle of Britain planes such as the Lancaster bomber and the Spitfire.
- Children's Events: included child appropriate talks, decorating a WWII helmet, treasure box, Celtic sword and model bi-plane, as well as a sword school and trench experience.
- Saturday Night Party (with fireworks): Attendees dress up in historically themed outfits.
- RAF 100 Morning: Celebrating the 100th anniversary of the birth of the RAF. There were talks from experts and veterans, as well as a Spitfire engine start-up.

The History Festival is operated by Chalke Valley History Festivals Ltd, a subsidiary of the Chalke Valley History Trust (a private limited company by guarantee without share capital use of 'Limited' exemption). The Trust owns all the share capital of the Chalke Valley History Festivals Ltd, as well as the share capital of CV Schools History Festival Ltd, which operates the Schools History Festival.

According to Chalke Valley History Trust's financial accounts ending November 2017, the Trust generated £145,675 and spent £161,775. Income was broken down as follows: £56,425 from donations from companies, trusts and similar proceeds, £37,214 in donations from individuals and £7,016 from gift aid reclaimed. There was also £45,000 of restricted funds donated by companies, trust etc. Notable donations for the year included £10,000 from The Steel Charitable Trust and £30,000 from the Blavatnik Family Foundation. Both donations were specifically for the History Festival. Chalke Valley History Trust granted Chalke Valley History Festivals Ltd £145,200 and CV Schools History Festival Ltd £9,500 in 2017. The account statement noted that the festival was again profitable after the move to the Broad Chalke site.



6.3 Cambridge History Festival

The Cambridge History Festival took place between 9th February and 25th February 2017. It was organised by the Museum of Cambridge with support from the Heritage Lottery Fund (HLF Sharing Heritage grant). Castle Street Methodist Church, Cambridge Museum of Technology, Heffers Bookshop and Corpus Christi College also supported the festival and acted as venues for many of the events.

The Festival was focused around the history and heritage of Cambridge and its well-known and lesser known residents. There were over thirty events suitable for all ages. These events were delivered by renowned historians, supported by Museum staff and volunteers. Prices for events ranged between £5-£19 with higher charges for the more exclusive events. Events included:

- Heritage Walks: Tours exploring LGBT+ history at Cambridge, the town heritage and the scientific history of Cambridge.
- Talks: Talks on topics such as the impact of Norse on the English language, migration into Cambridge and the impact of WWI on Cambridge.
- Historical Dining: A Victorian themed dinner at Corpus Christi College hosted by a historian specialising in the Victorian period.
- Workshops: Workshops included candle making and herbal medicine.
- History conference day: A range of talks themed around the history of Cambridge taking place over the course of one day.

The event was sponsored by the Cambridge Business Improvement District and Cambridge News and Media, as well as local businesses such as RealVNC, Redmayne, Arnold & Harris and Ridgeons.

The financial accounts for the Museum of Cambridge (year ending March 2017) state that income for the Cambridge History Festival was £21,402 and total expenditure was £12,242. The event was supported largely by various grants and by admissions to events and lectures. HLF granted £7,900 to the Festival.



6.4 Plymouth History Festival

Plymouth History Festival is in its sixth year and had over 100 events between 5th May and 3rd June in 2018. The Festival is led by Plymouth City Council's Museums and Galleries Service. The festival was supported by the Heritage Lottery Fund in 2014 and 2015 and currently receives support from Arts Council England via Plymouth Museums Galleries Archives.

Events included exhibitions and displays, guided tours and walks, talks and presentations, family workshops, open days and special events and music, film and performance. Examples included:

- Mobile Trail: A trail designed for mobile phones which helped families explore the 200th anniversary of the founding of the Institution of Civil Engineering.
- Talks: Topics such as pirates, smugglers, the 70th anniversary of the NHS, the 100th anniversary of the RAF and the history of the city's department stores.
- Pirates weekend: Two days of pirate themed events, pirate songs, fancy dress competitions, a pirate ship and a pirate trail.
- Workshops: How to develop a family history and the art of dowsing.
- 3-day outdoor display exploring the military history of Plymouth.
- Musical pub crawl.
- Firepower Day: Afternoon of cannon firing, rifle displays and talks on artillery.
- Garden tours, bride and Blitz walks, as well as boat trips (including a science cruise on the Marine Biological Association's research vessel).

Events and talks were led by tour guides, historians, performers and workshop facilitators from a range of organisations. These included: Hidden Heritage, Old Plymouth Society, University of Plymouth, Walks with History, Peninsula Arts Gallery, National Trust, Marine Biological Association and Devonport Naval Heritage Centre, amongst others. The History Festival was awarded £44,200 by the HLF in 2014.



6.5 Chester Heritage Festival

The Chester Heritage Festival took place in June 2018 and was led by Chester Civic Trust in partnership with Cheshire West and Chester Council. Over 50 events took place over the course of 8 days, mostly made up of walks, talks and exhibitions. The launch event was sponsored by Chester Race Company. The festival itself will be heading into its fourth year in 2019. Themes from 2018 included the Romans, Anglo Saxons, Vikings, Normans, Medieval Merchants, the Civil War, Railway builders, Suffragettes and the local impact of WWI. The festival tagline was 'Telling the story of our city and its people'. There was a mix of free and charged admission to the events taking place.

Examples of 2018 events included:

- Midsummer Watch Parade: Colourful parade dating back to 1498. It features over 400 locals who celebrate historical events, local legends and biblical and other mythical characters from Chester's past.
- Views from Chester Castle: reduced entry to Chester Castle with escorted visits to the Agricola Tower.
- Discover my roots: Workshops and drop in sessions with members of the Family History Society who will help visitors to trace their own family's history.
- Chester Archaeological Society Conference: Speeches from archaeological experts and society members held at the Grosvenor Museum.
- Chester Tour: Guided 90-minute walk around Chester exploring the city's heritage and history.
- Tudor Tour: Tudor themed walking tour led by a member of the Guild of Chester Tour Guides.
- Heritage Crafts: Regular craft sessions themed around the Romans, the River Dee and the animals at Chester Zoo.
- Historic Pub Walk: Pub walk hosted by the Campaign for Real Ale group. Tours the historic coaching inns and ale houses.
- Morris Dancing: Traditional dance performance by the Mersey Morris Men.

The financial accounts for the Chester Civic Trust for the year ending March 2017 show expenditure of £780 and receipts of £363 for the Chester Heritage Festival 2017.



6.6 Wimborne History Festival

The Wimborne History Festival has been running since 2016 and aims to provide a family focused festival with a series of community and educational projects over the course of one weekend. The 2018 festival was organised by Wimborne History Festival Limited, a not for profit limited company working in collaboration with over 30 partners / organisations. The 2018 Festival was supported by the Heritage Lottery Fund, the town and parish councils and Wimborne Business Improvement District. Other partners / sponsors included local interest clubs, re-enactment groups, tourism and heritage venues, local businesses and schools.

The 2018 festival was themed around WWI and the Suffragette Movement to mark the 100-year anniversaries of each. Festival events included:

- **Silent Soldiers:** Ten Wimborne men who fought and died in WW1 were researched and then each represented by a professional or amateur actor. Throughout the weekend of the History Festival they walked silently through the streets of Wimborne, when stopped by visitors they gave out a card detailing the name, rank, place and date when they died and their age. State of Play Arts were commissioned to produce the event.
- **Living history displays:** The playing fields of a school were turned into a WWI military encampment and a trench warfare exhibition was held featuring two resident artists who worked on the 'Boredom in the Trenches' project, which had been commissioned by the History Festival.
- **Talks & Lectures:** Range of talks and lectures on mostly locally themed subjects such as men from the area who have won the VC, the history of Blandford Camp and the role that Colehill's Beaucroft House played during WWI. Admission was charged. Two leading speakers on the Suffrage movement attended.
- **Festival Film Club:** Films themed around WWI and the Suffragette Movement were shown at the Allendale Centre, a partner organisation.

The first Wimborne History Festival received £59,500 in 2016 from HLF. Wimborne History Festival Limited company accounts for the year ending February 2018 showed net current assets of £22,763. Meeting notes from the Wimborne BID show that their contribution to the 2018 Festival was £2,000.

7 “Berkhamsted - Ten Centuries Through Ten Stories” - Worked Example of Events and Performances Proposal

This section has been supplied by the Project Team and has not been reviewed or edited by Fourth Street.

Events and Activities Strategy: Heritage Hub

A Thousand Years (or Ten Centuries) through Ten Stories

Existing Provision

There is already good provision in Berkhamsted by organisations delivering heritage talks (BLHMS, BDAS), access to buildings (HODS), heritage-related arts (Open Door, Graham Greene Festival). Whilst these activities would benefit from further co-ordination and joint marketing through the hub mechanism, these events are being generated by existing organisations and catering for established audiences.

New Opportunities

Visitors to heritage sites remember about

- 10% of what they hear
- 30% of what they read
- 50% of what they see
- 90% of what they do

The key missing element in the current delivery is a programme of heritage experiences¹⁵ which are:

- story-led, including more contentious or provocative narratives
- audience and participation orientated
- multisensory
- attuned to their environment
- encouraging participants to experience sites in a new way

Development to Date

This approach is steadily being developed as part of the Rectory Lane Cemetery Project as part of its 3 year HLF funded activity programme; work has been commissioned from the *Heroine Project Presents* to deliver performances relating to two women buried in the Cemetery Ann Hewson and Eliza Quincey Lane – extensive feedback was collected and demonstrates how strongly the audience reacted to and appreciated this form of interpretation.¹⁶ For the rest of 2019 and 2020, other performances will be commissioned relating to key figures buried in the Cemetery. In 2020 a production of Carnegie Medal award winner Theresa Breslin’s *Whispers in the Graveyard* will be staged in the Cemetery. In 2021, the Cemetery aims to host a production of *Peter Pan* (JM Barrie regularly visited the Llewellyn-Davies boys at Egerton House (site of the Rex) and brought a production of the play out from London to Berkhamsted and performed it in the Nursery at Egerton house (overlooking the Cemetery) in 1906.)

¹⁵ http://articles.themuseumreview.org/tmr_vol3no1_kidd

¹⁶ Paper and video evaluations available.

At the same time, volunteers and paid interpreters have been and are being trained to assume the roles of key personalities such as the Countess of Bridgewater (who donated the land); Richard Ghost (the gravedigger); Nurse Cottingham (Inns of Court nurse), William Longman (the publisher and Alpine mountaineer). In 2019/20 as part of its Activity Programme, Rectory Lane Cemetery will be developing performances based on the following buried in the Cemetery:

- Polly Page's liaison with the King of France: (Royal exile, local dalliance, significance of KA, coaching, turnpikes)
- Charles Coughtrey, a notorious Berkhamsted poacher but also prize allotment winner (Landownership and policing; status of poachers; natural environment)
- Harvey Bedford – including story of narrow boat taking a load down to London, with a key stand-off incident with one of his competitors in one of the new locks (Bedford at epicentre of jobbing carts, transport; changing status of canals; tragic family history)
- Ezra Miller attempting to shoot his wife outside his house (second marriages; history of Pilkington Manor)
- A Cooper's worker on his way home (coughing out a speech on the iniquity of arsenic poisoning working conditions; environmental pollution)
- Preparing for a visit to Newman's studio (importance and nature of a photographic 'portrait session'; fashion, etiquette: new audience: photographers (link to photographic competition)
- Clementine Hozier (later Churchill). She revised lying on the table top tomb in the Cemetery for her science exam unbeknown to her mother, who considered it an inappropriate subject for a girl (VE Day celebrations et seq.)
- An evacuated child from London in WW2 (Immigration, schooling, impact on families)

Extension of the Programme to the Town

Building on experience above, a discrete funded package could be constructed based on these principles:

- To provide a framework for a high-quality programme of 'live' heritage interpretation
- To complement/integrate with the 'physical' HIN and Digitisation elements of the Hub
- To build on existing provision and experience
- Be inclusive of heritage sites
- Be innovative, and attractive to potential funders
- To attract new audiences, particularly those identified in the Hub Strategy
- Using well researched, authentic content and presentation
- But also to be realistic in terms of delivery, volunteer input etc.

The themes to develop as part of this events package from 2021 would focus on **key** stories for Berkhamsted, particularly to explore its national connections and context. They would seek to span all centuries since the Conquest to provide a deep 'timeline' of understanding. They involve scenarios where an individual story-teller, accompanied where necessary by trained volunteers, takes on the persona (or personae) of a local town resident and draws the audience into sharing their perspective on the key incident or event, at the same time sharing their views on the state of the town etc at the time. The characters would be engaged in some activity reflective of their trade/standing, e.g. assembling a masonry pillar and might therefore require 'props' to aid interpretation.

The scenarios should, as in the RLCP programme, seek to challenge traditional heritage boundaries, seek to work within a defined audience development strategy and result in a number of outputs and a sustainable legacy. The story-teller's character should be developed fully, to the extent where they might be recognised when they appear in the street, following features in the press, local social media etc. Indicative themes and locations are shown on the next page.

Other scenarios could of course be developed capturing other periods – eg Roman, Anglo-Saxon, C21st.

Locations

Use of 'enclosed' venues would allow ticketing on the gate; otherwise ticketing in advance for more flexible/fluid 'promenade' scenarios.

Timing

Commence Year 1 for 3 years; aim to create and deliver 2 new scenarios in Year 1, and 4 each in Years 2 & 3. Tie in performances to overall Hub Calendar, National 'Weeks' or 'Days' (See Appendix)

Organisation & Implementation

- Programme to be led by Hub Project Manager with input from Rectory Lane Cemetery Project (Friends of St Peters), Berkhamsted Castle Trust, St Peters PCC etc.
- All ten scenarios to be developed and performed by two commissioned 'story-tellers' (one male/one female) – thus they would be engaged for the duration of the Project.
- The commissioned pair will work with potential partners - Association of Heritage interpretation, Hertfordshire University, Gobstoppers, Swan Youth Project, BTC etc. - as appropriate to each scenario
- Schools to 'adopt' the individual personae, help with research, creation of the character and association with sites, **buildings, shops, other members of the communities.**

There is also scope for:

- a) Developing a larger engagement team to perform extended scenarios at three (maybe more?) key events during the year
 - i) May: BerkoBookFest (the Breslin performance will be part of this)
 - ii) September: History month
 - iii) November: Festival of Light¹⁷

Scenarios could act as 'tasters' or be run alongside these main events
- b) Connectivity with the development of digital experiences and use of VR through the Virtual hub. (NB the development and human delivery of these stories could act as a testing ground for producing a more 'immersive' experience in the future).
- c) Connectivity with developing a schools' programme (including roving bus?)
- d) Connectivity with commissioning and launching each of the HIN interpretation stations

Berkhamsted Heritage Hub and Network

		Personae	Incident	Location	Theme(s)	Target Audience	Partner	Outputs
1	C11th	A ditch digger	William receiving submission of the English. Choosing the site for the castle and digging the first sods	Castle	Royal authority, French invasion, cultural changes, construction of castle. Strategic site and setting out – how moats work. Bayeux tapestry	Schools/ Conservation volunteers	English Heritage	Key Stage History/Maths/English materials Model-making/Art Competition & Exhibition Contribution to Castle Exhibition. Learning mechanics of moats and how to conserve them
2	C12th	A female market trader	Establishment of Market Charter. Thomas Becket at the Castle	Town Hall/High Street/Castle	Market towns, local produce, 173 High Street, barter, coinage	Market users	Town Hall Trust/Chamber of Commerce	Key Stage History/Maths/Geography materials. Launch of Pop-up Exhibitions Contribution to Town Exhibition
3	C13th	Bowman	The French Siege. Poaching incident in the Park.	Castle	Archery. Butts Meadow. The Berkhamsted bow. Trebuchets. Medieval warfare. The Deerpark	Families, sports	A high-quality social history re-enactment society	Key Stage History/Maths materials Contribution to Castle Exhibition
4	C14th	A mason/carpenter	Visit of Geoffrey Chaucer, Clerk of Works	Castle	Construction techniques, geology, Canterbury Tales, pilgrimages mason's marks. Also relate to St Peters	Families, schools	Canterbury Cathedral (also 2)	Key Stage History/English/Maths materials Launch of pilgrimage walks Contribution to Castle Exhibition
5	C15th	Cecily's maid	Richard III's visit to Cecily, Duchess of York	Castle	Daily castle ritual; Cecily's remarkable biography, female power, beauty, fashion	Fashion/beauty, female empowerment	Cecily Spa	Key Stage History Contribution to Castle Exhibition
6	C16th	Schoolboy	Berkhamsted School/Dean Incent	School	Rise of education/privilege	Schools	Berkhamsted School	Key Stage History/English Heritage Writing Competition Contribution to Town Exhibition
7	C17th	A female pauper, with child	Arrested for begging	St Peters	Austerity. Treatment of poor, Salters's Workhouse, Pest House. Sayers Almshouses. See also novel <i>Little Spirit</i> set in St Peter's church.	Immigrant/refugee	Poverty charity	Key Stage History Contribution to Town Exhibition – memories of austerity
8	C18th	Mr Fenn, farmer from Northchurch	Looking for Peter the Wild Boy	High Street/School	Germanic origins, royal connections, collar (B. School). W. Cowper, Lane's Nurseries.	Mental health and well-being; medical, care of those with learning difficulties	Mental health charity Northchurch orgs.	Key Stage History
9	C19th	Thomas Stevens	Rode a penny farthing round the world	Castle Street	Emigration & return to Berkhamsted; development of cycling	Cyclists	Cycle Clubs, Lovello	Key Stage History Possible statue?
10	C20th	Housewife of recently settled commuter family	A mother attending a showing, with domestic challenges to relate (eg. war call-up)	The Rex	Rex Cinema, 1930's design, Court Theatre, leisure, Sunday film poll, demolition of Egerton House, JM Barrie, Graham Greene, possible graffiti on gable wall. Eve of WW2 – call up	Cinema goers	Rex, BFI	'Graffiti' Treatment of gable wall of cinema

Outputs

- Development of ten scenarios
 - Delivery of 50 performances
 - Development and delivery to be related to workshops, writing/art competitions, school work etc
 - Researched article for website/Chronicle on each character/incident/theme
 - Training of volunteers to accompany each scenario where appropriate and continue delivery post Project
 - Publication (or web) on Story Project '1,000 Years in 10 Stories'
- Effectively, the story-telling pair would act as part-time 'heritage interpreters-in-residence'.

Funding

The construction of a funded package could be based on the following:

Expenditure

Project Co-ordinator: Funded through main Hub programme

Heritage Festival £120,000 for 3 years: Report costing p.52 gives £45-150k range

Ten Stories £36,000 for 3 years

Annual Programme of Events £60,000 for 3 years: Annual template to be completed and costed to include venues, performers etc.

Legacy

- A clearly defined Project with a minimum of 10 scenarios, to be adapted and re-used beyond the life of the Project.
- Fuller understanding of Berkhamsted's development and contribution to national events
- Building of key audiences and connections between them
- Trained volunteers with tools, costume, accessories and teaching aids to continue to deliver existing and create new scenarios

Figure 70: Template with Existing Annual Heritage and Arts Events with Indicative New Complimentary Activities

BERKHAMSTED HERITAGE HUB						
Draft version 010719						
NOTE - THE TEMPLATE BELOW IS BEING REVISED AS OF 18 TH SEPT - AVAILABLE ASAP						
	Existing repeating activities		Indicative new complementary activities			
	Month		2020	YEAR 1 (2021)	YEAR 2 (2022)	YEAR 3 +
	Year Long	WEA Courses Hospice Fundraising Events Court Theatre productions Vyne Theatre productions Film Society showings Jazz Society events U3A History and Social History Groups U3A talks Choral Society performances Chamber Breakfast Meetings Pitstone Heritage Park Rectory Lane Cemetery events	Herts Year of Culture Assembly of overall Berkhamsted Hub National Lottery Heritage Fund application Testing of concepts to build audience participation	Installation and unveiling of Interpretation Boards Commission video - How Berkhamsted got to Now.	St Peter's Church 800 anniv	Opening of Castle visitor Centre
	Jan	BLHMS Talk BDAS Talk				
	Feb	Chiltern Arts Festival BLHMS Talk BDAS Talk				SP Scenario 7

Berkhamsted Heritage Hub and Network

	Mar	BLHMS Talk BDAS Talk Town Meeting BCA AGM		Pop-up window mini exhibition	Pop-up window mini exhibition	Pop-up mini window exhibition
	Apr	BLHMS Talk BDAS Talk		School visits to Castle etc	School visits to Castle etc Pilgrimage Walk SP Scenario 3	School visits to Castle etc SP Scenario 8
	May	Canal Boat Festival, Chilterns Walking Festival BerkoFest Book Festival Arts Society BLHMS Talk		Monthly town walk Heritage Writing Competition	Monthly town walk Heritage writing competition	Monthly town walk Heritage writing competition
	Jun	Bucks Open Studios Hospice Ashridge Garden Party Mikron Theatre boat Petertide Fair Nettleden Festival		Monthly town walk	Monthly town walk Town Teasers	SP Scenario 9 Unveiling of Rex Grafitti
	Jul	Ashlyns Festival Pitch Perfect		School visits to Castle Monthly town walk <i>Peter Pan (RLCP)</i>	School visits to Castle Monthly town walk SP Scenario 4	Monthly town walk
	Aug			SP Scenario 1 Monthly town heritage picnic	Monthly town heritage picnic	Monthly town heritage picnic
	Sep	Heritage Open Days Chiltern Heritage Festival Graham Green Festival BerkoFest Arts Herts Open Studios BLHMS Talk BDAS Talk	Start to Build September History Month as part of Year of Culture? (Rectory Lane Cemetery Project Concluding Event)	Berkhamsted Heritage Month Theme: "The History of Berkhamsted" Annual Lecture Drovers Walk	Berkhamsted History Month Theme: "The History of Berkhamsted" Annual Lecture SP Scenario 5 Drovers Walk	Berkhamsted Heritage Month Theme: SP Scenario 10

Berkhamsted Heritage Hub and Network

	Oct	Dacorum Heritage Trust pop-up museums Chilterns Walking Festival OktoberFest BLHMS Talk BDAS Talk		Monthly town walk	Monthly town walk	Monthly town walk
	Nov	Festival of Light BLHMS Talk BDAS Talk		SP Scenario 2 Children's Heritage Art competition 'Illumination Event'	Children's Heritage Art competition	Children's Heritage Art competition
	Dec	Arts Society BLHMS Talk BDAS Talk			SP Scenario 6	

8 Increasing Enjoyment of Heritage by Young People and Working with Schools

This section is written by the Project Team and has not been reviewed or amended by Fourth Street.

This report pulls together several sources to give a summary understanding of good practice on how to increase enjoyment of local heritage by young people. It uses “enjoyment” as a target, because if you increase that you build fascination, understanding, repeat engagement, active self-enquiry, and a lifelong passion. The Report also considers how local schools already deliver a local history perspective and how a local Heritage Hub could support and enhance this provision. The report uses various sources, both local and wider, which are useful to illuminate what works, and what doesn’t. These are:

LOCAL SOURCES

- Key findings from the Pathfinder Focus Group among teenagers, 2017 (organised by Berkhamsted Heritage Hub)
- Key findings from the Pathfinder Focus Group among Parents of Primary School Aged children, 2017 (organised by Berkhamsted Heritage Hub)
- Key findings from three interviews with History Curriculum lead teachers and others (2017/19)

WIDER SOURCES

- **How to involve young people in heritage projects**, by the Heritage Lottery Fund. This guidance draws on the best practice gained from the HLF’s Young Roots programme and on feedback and evaluation from other funded projects.
- **Planning Outstanding Local History and Heritage Projects**, by Historic England. This report is a guide to teachers, from Historic England.
- **Engaging deaf and disabled young people with heritage**, by History of Place Project / Accentuate. This report gives advice and guidance to anyone interested in working with young, deaf and disabled people on a Heritage activity or project.
- **Local History, Culture on Your Doorstep**, Curious Minds. This presents best practice case studies (from the NW) for new ways to engage young people in the context of the school curriculum.
- **Show Me**. See: <http://www.show.me.uk/> This website has a wealth of ideas, links, games, news, and other enjoyably presented information for young people and teachers.

8.1 Key Findings from the Pathfinder Focus Group with Teenagers, 2017

Organised by Berkhamsted Heritage Hub.

This research showed that teenagers have a variety of ideas about interpreting heritage relevant to them, with clear do / don’t messages.

Overall, there was strong interest in wanting to know more about the local history of the town and district, provided they could join in in an enjoyable and engaging way - experiences not lectures.

As local history information and town visits is mainly handled at Primary level up to age 11, any child moving to the area from Secondary level would miss out on what experiences there are.

The Castle was seen as the obvious focus for a Hub, but with events and information in other heritage sites around the town.

The Hub communication means would be updated frequently to keep it interesting to teenagers.

A variety of ways should be devised to keep them engaged - via visits, audio guides, plays and workshops. Written material on sites is generally not seen as a prime way of understanding local history for teenagers. The emphasis should be on experiencing history and making it memorable, for example by putting on an annual history day across the town.

A good way of engaging this age group is to focus on aspects they have direct experiences of - the history of their school, or the Castle, or railway and canal, or their street etc.

Specific ideas about how to engage the interest of teenagers included :

- A news team reporting on history
- Actors presenting in period costumes
- Blogs by a teenager, using right language and humour
- House visits, especially those of famous people
- An app that shows how building and sites used to look
- Interactive video screens in historical buildings, and audio guides.
- Let people handle old items, and experience their use
- Special workshops and activities geared specifically for teenagers
- Dressing up by teenagers
- Short plays/sketches, where actors use humour to make evthing interesting
- A "Carnival of History" day, with dressing up, performances, competitions, music, games
- Teenagers want infomation that is short, bullet-pointed, colourful, fun and "not too much to read"
- A wish was expressed that activities should be more than just enjoyable, embracing also work experience and engagement with the wider community. The Hub should provide skill tools and insights into current society.
- It was felt that helping teenagers be informed about and proud about the place they live will have positive benefits for their sense of community and role in it.
- Regarding marketing to teenagers, strong routes are word of mouth, Facebook (especially Everything Berkhamsted), posters and banners.

8.2 Key Findings from the Pathfinder Focus Group with Parents of Primary School Aged Children, 2017

Organised by Berkhamsted Heritage Hub

This group of people had many creative ideas for how to beneficially get across the town's heritage messages. To them, a Hub meant a buzzy destination place they could interact with others.

The ideal venue in Berkhamsted would be the Castle, with café, toilets and buggy area, with plenty of playing space and on-site activities. Any heritage displays should be update regularly, and activity trails around town and countryside would be popular.

While this group were quite well informed about which buildings were heritage ones, they were less informed about important personalities from the past, or historic dates, or where further information could be found. But a high level of curiosity was exhibited and wish to be much better informed.

Parents had ideas of how to make heritage more appealing for their children, such as:

- Anything interactive, with buttons
- A model of the town,
- Rainy-day activities
- Trails, bike rides that were logistically well planned
- Dressing up events
- Quizzes to spot heritage features
- Audio with headphones (needs to be very relevant to kids)
- Tablet apps that show 3D visualisations of what sites and building looked like
- It's important to engage children in activities, rather than just perform to them
- Volunteer staff should be young and enthusiastic (rather than senior citizens).
- Avoid lengthy texts on displays, small quiet display spaces, old-fashioned look

Examples of local facilities that have good events and activities for young children include College Lake (BBOWT) and National Trust's Ashridge Estate.

8.3 Key Findings from Interviews with History Teachers from Local Area (2017 & 2019)

8.3.1 Primary Schools

Primary schools have more leeway in the National Curriculum to design activities that can make best use of local facilities and opportunities. In Key Stage 1 (to 7) pupils should be taught about "significant historical events, people and places in their locality". In Key Stage 2 (to 11) pupils should carry out "a local history study" - which may, but does not have to, link to other studies that include stone age, iron age, Roman, Anglo-Saxon, Vikings.

For off-site visits the teachers are the ones who decide where to visit, and this often tends to be repeat visits to known locations. Many visits are cross-curricula, e.g. history and geography.

Places visited included Ashridge, Berkhamsted Castle, St Peter's Church, St Mary's Church, the Library, the WWI practice trenches on Berkhamsted Common, Knebworth, Lincolnsfields (residential), Bradwell Abbey (MK), Claydon House, St Albans Verulamium Museum, Roald Dahl Museum, Duxford Air Museum, Parliament, Imperial War Museum, RAF Museum Hendon, Florence Nightingale Museum, The Postal Museum London.

Visiting heritage is seen as giving memorable experiences, opportunities to handle exhibits or dress up, speak to local experts, and is more enjoyable than worksheets

It was suggested that Berkhamsted venues such as the Castle, could be more child learning friendly, with answers to questions that children might ask, artefacts to touch, and visualisations about how places used to look and why.

Generally, the schools would very much welcome a central heritage place in Berkhamsted they could visit which focused on local history, with displays and artefacts (especially to handle), local informed people, workshops, dressing up and other resources. Wheelchair access would be an important asset.

For in-school experiences, schools can use professional performance companies such as History Off the Page, which for a whole day involves dressing up, crafts and drama. Sometimes personal contacts of teachers are used to speak about their experiences or knowledge. See <https://www.historyoffthepage.co.uk/>. The Hub could be helpful in linking schools with local people, for instance to present at history Assemblies.

Another professional company that has been successfully used locally is Pepperpot Perfect, see <http://www.pepperpotperfect.com/>

Some schools did not seem to know that the Dacorum Heritage Trust has loan boxes, at reasonable rates. Schools also use their own histories, and local personalities, with suitable photographs, as useful ways of making history relate meaningfully to the pupils' experiences. Speakers are currently often sourced by personal contacts of the teacher, but bodies such as BLHMS have also been contacted.

Online resources have considerably widened up access to support information for teachers, and resources such as Twinkl (see <https://www.twinkl.co.uk/>) and BBC Bitesize (see <https://www.bbc.com/bitesize>), and BBC Magic Grandad YouTube episodes were particularly mentioned. New resources are regularly becoming available, e.g. see <http://www.show.me.uk/>.

8.3.2 Secondary Schools

The National Curriculum is more prescriptive for secondary schools, and thus offers less scope to fit in locally sourced and arranged activities and speakers.

Visits outside school tend to be major residential ones (e.g. to Berlin or Flanders battlefields) rather than day trips to the Town or other nearby towns and Museums. This was partly due to the time pressures of a full curricula, but also logistics of dealing with a very large whole Year Group, and to some extent the cost. Ashlyns School has been pro-active in building up an artefacts collection for handling, which aids teaching.

A role for a possible local Hub resource is seen as an easy contact for guest speakers, help and background resource for pupils doing history homework, work experience for older pupils thinking of doing history at university, and a performance outlet for art / drama students (who could bring history to life for other pupils).

Local history and heritage body websites do not seem to have worked as a promotion method (e.g. the History Society website was not visited, and the school was unaware of the DHT loan boxes for schools).

8.4 How to Involve Young People in Heritage Projects

Report by the Heritage Lottery Fund. 2013

See: https://closedprogrammes.hlf.org.uk/young_people_good_practice_design.pdf

The guidance is intended for anyone planning to work with young people on a heritage project. Whether you are a curator, wildlife officer, youth worker or a young person yourself, this information should help you develop a heritage project that successfully engages young people.

TOP TIPS

- let young people take the lead Provide hands-on, creative activities
- tell young people what skills they could learn
- recognise their achievements
- forge a partnership between youth and heritage organisations
- Involve an experienced youth worker or teaching professional

Sparkling Interest - Practical exercises for exploring 'heritage' with young people. How to introduce young people to heritage activities, and some of the benefits of being involved.

Top Tips

- Heritage can be many different things and defining 'heritage' for themselves is key to involving young people.
- Young people often engage better when they can see links between heritage and their own lives.
- Provide hands-on, creative activities to help introduce young people to heritage.
- Skills and awards can be an incentive to take part.

Developing a Heritage Project

What sort of projects does HLF fund? Designing projects so that young people are involved, picking a project theme, choosing activities.

Top Tips

- We fund all sorts of heritage projects, and young people can get involved in anything from nature conservation through to archaeological digs.
- Think carefully about how you'll run the project – the time it will take, approaching partners, drafting a budget, recruiting young people, and so on.

- Focus on key themes; don't try to do too much.
- Make activities fun – they can involve music, practical conservation tasks, talking to people and much more.

Reaching further and leaving a legacy

How to bring generations together, get the wider community on board and share your project so that your hard work is sustained for the future.

Top Tips

- Use online and offline channels to spread the word about your project.
- Provide activities for everyone to get involved.
- Make sure your project is remembered through a film, exhibition or website that everyone can access and learn from.

Working with Partners

About partnerships between youth-work and heritage organisations, and why they are a winning combination when it comes to working with young people on a heritage project.

Top Tips

- Successful projects combine heritage skills and knowledge with youth-work experience.
- Pick a partner with the skills and expertise you need to carry out the project.
- Be clear about project aims, timetable and responsibilities.

Further Reading

The following organisations provide a range of resources on working with young people, including developing participatory projects and involving young people in research and evaluation:

Big Lottery Fund www.biglotteryfund.org.uk/research/children-and-young-people

National Children's Bureau www.ncb.org.uk/resources

National Youth Agency www.nya.org.uk

Participation Works www.participationworks.org.uk/resources

UK Youth www.ukyouth.org

8.5 Planning Outstanding Local History and Heritage Projects

Report by Historic England. 2016

See: <https://historicengland.org.uk/content/docs/education/explorer/planning-outstanding-local-history-and-heritage-projects-pdf/>

This comprehensive report is a guide to teachers to help them get the best out of the opportunities from local history and heritage studies. It is too long and comprehensive to cover in depth; therefore, the website needs to be explored, but a summary of its areas of focus includes:

1. The importance local history and heritage projects in pupils' learning.
2. Key links to the National Curriculum for History
3. How local history and heritage projects support schools when Ofsted inspects
4. Evaluating your projects
5. Summary - What pupils should know, understand and be able to do in history by the end of each key stage
6. Ten steps to success
7. Tips - Evidence from the Heritage Schools Programme indicates that schools involved in local history and heritage enquiries have been particularly successful in their work when focussing on three types of enquiry. These are:
 - an enquiry into the history and importance of a local building or site
 - an enquiry into the story created by a local grave or memorial
 - an enquiry that leads to the creation of a local history and heritage trail
8. Case studies on above three types of enquiry
9. Websites and resources

8.6 Engaging Deaf and Disabled Young People with Heritage

Report by History of Place Project / Accentuate. 2018

See:

http://historyof.place/wpcontent/uploads/2018/11/HOP_TK_Design_YoungPeople_Final_PRINT.pdf

An excellent, thorough report. Contents page and Top Tips page extracted here.

Contents page

Introduction
 Why Engaging with Young, Deaf and Disabled People is Important
 How to Use This Toolkit
 Getting Started
 Recruitment
 Partnerships
 Integration
 Safeguarding
 Re-creating Activities
 Adapting Activities
 Technology
 Events
 Ethics
 Costs and Resources
 Top Tips for Working with Young, Deaf and Disabled People
 Where to go for Support
 Find out More
 Glossary of Terms

Cast Study 1: 'Brave Poor Things: Reclaiming Bristol's Disability History' Film Workshops
 Case Study 2: 'Brave Poor Things: Reclaiming Bristol's Disability History' Games Workshops
 Case Study 3: 'The Blind School: Pioneering People and Places' Film Workshops
 Case Study 4: 'The Blind School: Pioneering People and Places' Sensory Story Making Credits

Top Tips for Working with Young, Deaf and Disabled People

Implementing these quick wins will help you to create new or adapt existing activities to reach new audiences and work with young, deaf and disabled people. Our recommendations are outlined below:

- Make it fun! This helps to make any activity more engaging, and also breaks down barriers for participants.
- Ask for access requirements in advance and book access staff and materials in advance.
- Participate in disability equality training to give yourself the confidence and knowledge to effectively engage deaf and disabled young people. It is essential you approach working with deaf and disabled people from a social model perspective and have this at the heart of everything you do.
- Be mindful when re-creating historic activities. These could reflect practice which is no longer perceived as acceptable or is more complex to understand.
- Most importantly, do it! Engaging deaf and disabled young people brings creativity, opens up audiences and adds different perspectives through alternative lived experiences.
- Consult with young people and involve them in every step of your project or activity, including during the decision-making stage.
- Use a range of materials and methods in your workshops. Tactile materials, audio, costumes and smell pots can all help to bring history alive for young people and can help participants with sensory impairments to engage with the material.

8.7 Local History, Culture on Your Doorstep

Report by Curious Minds.

See: https://curiousminds.org.uk/wp-content/uploads/2016/10/Curious_Minds_Resource_AW.pdf

Excellent report, but difficult to extract key points because of the design and layout, so it is worth exploring the website above.

- 9 The Historic Environment (M Copeman Report)**
- 10 BLHMS Collections Analysis (E. Toettcher report)**
- 11 HKD Digitisation and Digital / Virtual Interpretation**
- 12 Workshop Notes**
- 13 Socio-Demographic Profile – Berkhamsted**
- 14 Socio-Demographic Profile – 30 Minute Drive Time**

BERKHAMSTED HERITAGE HUB & NETWORK PROJECT

THE HISTORIC ENVIRONMENT



Prepared by
Michael Copeman BA MSc IHBC

DECEMBER 2018

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Michael Copeman BA MSc IHBC
Historic Buildings Consultant

1 INTRODUCTION

1.1 Background and Commission

- 1.1.1 This study has been prepared in support of the report (hereafter ‘the main report’) on the *Berkhamsted Heritage Hub and Network*, commissioned in August 2018 by Berkhamsted Local History and Museum Society (BLHMS) from Fourth Street Place Consultants. The study outlines and evaluates the historic context as part of the evidence base for the main report. The study been prepared by me, Michael Copeman, following a site visit on 8 October 2018.
- 1.1.2 The focus of the study is the historic environment of Berkhamsted town, including designated and undesignated heritage assets, from buildings and archaeological sites to ‘intangible’ heritage’ such as historical associations and the lives of famous residents. Museum collections are dealt with elsewhere. The study provides a brief overview of the history of Berkhamsted and its heritage assets and their significance in national and local contexts. It considers the issues affecting five individual sites that have been identified as possible locations for a physical ‘heritage hub’ and assesses the potential impact on their heritage significance that could arise from their development. The study concludes with a brief evaluation of the issues and opportunities for explaining, revealing and enriching understanding of the town’s history through its heritage assets.
- 1.1.3 The town is referred to as Berkhamsted, throughout, although many of the sources on which the report draws use the names Berkhamstead or Great Berkhamstead.
- 1.1.4 The report draws primarily on published and publicly accessible sources, which are set out in the bibliography. A site visit was made on 8 October 2018.

2 HISTORY AND DEVELOPMENT OF BERKHAMSTED

2.1 Topography, Pre-history, Roman and Saxon

- 2.1.1 Berkhamsted lies in the valley of the river Bulbourne. The town centre is to the south of the river, at the foot of a steep, wooded rise. The valley bottom is quite narrow. To the north, the land rises more gently to the open countryside, which begins close to the town centre.
- 2.1.2 The river forms a key route running south-east to north-west through the Chiltern Hills, which was significant from an early date. The origins, development and built form of the town derive primarily from this geographical context. The archaeological record suggests that area was settled from at least the Neolithic period. Two sections of the linear earthwork called Grims Ditch survive close to the town, on Berkhamsted Common to the north and at Hamberlins Wood to the south-west. They are part of a series of similar earthworks, probably originating as Iron Age boundaries, extending some 30km through Hertfordshire and Buckinghamshire.¹
- 2.1.3 The ancient trackway along the river valley was formalised as a Roman road known as Akeman Street, which linked the Fosse Way at Cirencester and Watling Street at St Albans. It became the main road from London to Aylesbury and ultimately, to Chester. Berkhamsted High Street follows its historic route. The Bulbourne valley, especially the area around Northchurch was an important iron-working centre in the Iron Age and early Roman periods. In the later Roman period the area was predominantly agricultural. Evidence has been found for at least three Roman villa-farmstead complexes: at a site to the north of the castle, at Berkhamsted Golf Course and at Northchurch.²
- 2.1.4 The church of Berkhamsted St Mary (Northchurch) has Saxon origins and is likely to have been the centre of a major estate, which may have had two mills. Domesday book records a substantial urban settlement within the manor of Berkhamsted, but whether it was centred on Northchurch, or lay eastwards along Akeman Street towards the present town centre is unclear.³ The present parish of St Peter Berkhamsted was formed out of the pre-Conquest St Mary's.

2.2 Medieval

- 2.2.1 Following the battle of Hastings, William the Conqueror marched northwards, laying the country waste as he went', until, at Berkhamsted, the Saxon lords finally surrendered, and William proceeded to London and his coronation.⁴ The manor of Berkhamsted was granted to his half-brother the Count of Mortain, for whom the great motte and bailey castle was then built to control the strategic route through

¹ <https://historicengland.org.uk/listing/the-list/list-entry/1021206>

² Thompson, Bryant, 2005:4

³ *Ibid.* 5

⁴ VCH 1905:164

the valley. It stands just to the north of the river, on a slight rise easily enclosed by a spring-fed moat. To its north was a large deer park.

- 2.2.2 The town developed to the south of the river on the higher, dryer hillside, separated from the castle by marshy ground. It is unclear to what extent it had developed immediately after the conquest. It is possible that the area between St Peter's and the castle may have been evolved separately from the main, existing settlement in the early Norman period. The present form of the town, with burgess plots along the High Street (the former Roman road), widening to form a triangular market place the market place to the west of St Peter's parish church, probably dates from the early 13th century. The church was, at least, rebuilt at this date; its earliest surviving fabric is of c1200. Castle Street may well have been laid out at the same time, diverting the pre-existing line of Chesham Road directly to the castle gate. An earlier church, St James, which may have been the principal church of the early Norman town, is believed to have stood further west, along the High Street.⁵
- 2.2.3 The town prospered through the medieval period, benefitting from the presence of a major royal castle, its favourable position for trade on the main road and the produce of the rich surrounding countryside, principally wool and timber. By the late medieval period the town centre was fully built-up, with burgage plots along the High Street, roughly from the present St Johns' Well Lane in the west to Robertson Road in the east, and extended north down Castle Street to the river.
- 2.2.4 As well as the castle and parish church, a significant number of surviving secular structures on the High Street contain high-quality medieval timber frames, providing evidence of the relative wealth and importance of the town. All have later alterations, but among them are what appears to be part of a very large 14th century house at 125 High Street, 15th century halls at 129 High Street (Dean Incent's House), 139 High Street (The Swan) and 207-209 High Street. 173 High Street is also the remaining part of a larger house, and contains structural timbers dated to the late 13th century (rediscovered in 2000) which make it the earliest known jettied, timber-framed urban building in England.⁶

2.3 Post-medieval

- 2.3.1 The castle had fallen into disuse after 1495 and was in ruins by 1540.⁷ During the 16th and 17th centuries it was quarried extensively for building stone, which may be still be seen in the neighbourhood. The town declined in the absence of royal patronage, and its market was eclipsed by that of Hemel Hempstead. A large mansion, Berkhamsted Place was built in 1580 by the lord of the manor Sir Edward Carey, just to the north of the castle. It was partly destroyed by fire in 1660 and although subsequently rebuilt, what remained was demolished and its site was built over in the 1960s.

⁵ Thompson, Bryant, 2005:7-8

⁶ *Ibid.* 10-11

⁷ VCH 168-70

- 2.3.2 Berkhamsted School was founded in 1541, by John Incent, a local man who had risen to become Dean of St Paul's Cathedral. Its origins are typical of the period following the Dissolution, in which secular bodies took over the roles formerly held by the church. The revenues that had supported at least one of the town's medieval hospitals, (St John the Baptist) were purchased to support the endowment of the new grammar school.⁸ The original red-brick school building of 1644, survives much restored, on the west side of Castle Street. It is the town's only grade I listed building.
- 2.3.3 By the 16th century, the open market was infilled with permanent buildings and the Court House built to its north.⁹ It has a brick ground floor with a jettied timber frame above but was heavily restored in 1870-1 by William Butterfield, when much of its primary structure was replaced. Relatively few other buildings of the 16th century survive in the town centre, although there is a group at Northchurch, including Edgeworth House (renamed in 1911 after the Anglo-Irish novelist Maria Edgeworth who lived there briefly in the late 18th century) and the St George and the Dragon Inn. A rather greater number of 17th century buildings survive. Among the best are Sayers Almshouses (1684), 80-86 High Street and several public houses including the Boote (1605) in Castle Street, the Bull and the Lamb in High Street. The town was a notable stronghold of non-conformity in the late 17th and 18th centuries, although its surviving chapels and meeting houses are later replacements.
- 2.3.4 During the 18th century the town's economy was dominated by its role as a staging post on the road from London to Aylesbury and the Midlands. The coach trade supported a large number of inns, of which some survive, including the group comprising the Kings Arms, the Crown and the (former) Swan, their historic function denoted by the archways leading from the street to a yard. Other former inns on the High Street include the Queens Arms (no.53) and the Five Bells (no.163-5). It was at this period that 'Peter the Wild Boy', a mute foundling, adopted as a child curiosity by the Royal household in 1826, lived out his long retirement near the town, being buried at Northchurch in 1785 where he is commemorated.
- 2.3.5 At the end of the 18th century the Grand Junction Canal was cut along the valley beside the Bulbourne. It was the catalyst for economic development, from the arrival of the navvies and barge-building, to a wide range of industries that could make use of canal transport. Among the most significant were those making use of local timber, from construction materials to turned goods and brushes; Cooper's Sheep-dip works; breweries and maltings; an ironworks; a number of nurseries, and significant production of watercress. All benefitted from the new access to urban markets. Few industrial buildings remain, but the canal, its bridges and locks, are a significant feature of the historic townscape.
- 2.3.6 Apart from the Tudor revival-style school buildings, the architecture of the town centre is largely in the plain, classically-derived styles typical of the later 18th and early 19th centuries. Few such buildings are exceptional, but they give the town

⁸ *Ibid.*

⁹ *Ibid.*

centre its predominant character and scale: brick- or stucco-faced, with sash windows, usually of two or three stories but rarely more. The best example is The Red House, 113 High Street. Many earlier buildings were refaced during this period, and had shopfronts added in the 19th century; several have neo-Georgian 20th century extensions.

- 2.3.7 The London and Birmingham Railway arrived in 1837-8. Like the main road and the canal, it followed the Bulbourne valley through the Chilterns. Its proposed route provoked opposition from landowners including Lord Brownlow of Ashridge House, whose estate included Berkhamsted Castle and park. A massive brick viaduct carried the line north of the canal, necessitating the demolition of the castle gatehouse.
- 2.3.8 In 1800, the population was c1,700, probably rather smaller than it had been in 1300. It increased steadily, but not dramatically, during the 19th century to c4,500 in 1890. As late as 1840 the built-up area of the town was little greater than it had been c1500. By 1890, streets of terraced housing had been built south of the High Street and between the eastern end of the High Street and the railway line. There were industrial and commercial premises through the town centre, with the greatest concentration was towards the eastern end of the town. Much the largest concern was Coopers Sheep-dip works, between Ravens Lane and Manor Street, which exported its arsenic-based compound world-wide.
- 2.3.9 The town acquired the usual of municipal amenities. A new workhouse was established under the 1834 Poor Law, a new Cemetery in Rectory Lane in 1842, town gas works in 1849, and water and sewage works in 1864. British and National schools were opened in the 1830s; their successor, the Victoria School, Prince Edward Street (architects CH and NA Rew, 1897) survives. Chapels and meeting houses were built or rebuilt for each of the many non-conformist denominations, and numerous pubs for the less pious.
- 2.3.10 The most notable 19th-century public building is the Town Hall of 1859.¹⁰ It is an eccentric, Gothic revival-style building incorporating Tudor, Venetian and Decorated elements, but identifiable as none of them. It was designed by EB Lamb, one of the Victorian 'rogue architects', famously so described by HS Goodhart-Rendel for their uninhibited stylistic eclecticism. It originally contained a ground floor Market, with an Assembly Room and Magistrate's room above. The rear ranges, including an extension of 1888-90, are entirely plain. The building was repaired and reordered internally in 1981.
- 2.3.11 From 1864 Berkhamsted School was greatly expanded, taking its place among the many new 'public' schools to educate the sons of the new middle class. A new chapel (1894) and a number of other substantial buildings were added, to the designs of local architects CH Rew and his son NA Rew. Berkhamsted School for

¹⁰ *Builder*, Vol. 17, 19 March 1859, p. 199, accessed at <http://builderindex.org/?q=node/668>

Girls was founded in 1888, at first occupying the former Bourne School in the High Street, a mid-19th century building that replaced a charity school of 1737. The schools are now part of a combined foundation, which has become the town's most prominent institution, and it is believed, its largest employer.

- 2.3.12 The town's most famous son of the modern era, the writer Graham Greene (1904-1991) was born at St Johns, Chesham Road, a Berkhamsted School boarding house of which his father was then housemaster; he later become Headmaster. Greene attended the school where he records attempting suicide on several occasions. Nonetheless, many of his novels include scenes set in Berkhamsted.

2.4 20th Century

- 2.4.1 In the 20th century, the population and extent of the town grew dramatically. Industry gradually declined but the town's relationship with London strengthened as rail and road connections made it easy to commute into the city. Suburban residential neighbourhoods were developed from the end of the 19th century as land surrounding the old town was sold for development. To the north of the town, Earl Brownlow's Ashridge estate, which included the medieval royal hunting park, remained undeveloped until it was sold in 1930. The castle, which had been leased to Brownlow, was taken into the care of the Ministry of Works as an ancient monument. Much of its setting survives as open country and gives Berkhamsted one of its most appealing present-day characteristics.
- 2.4.2 Berkhamsted Urban District Council was formed in 1898. It used the Old Town Hall until the present neo-Georgian Civic Centre in the High Street was built for it in 1938. A cinema, The Rex, in the High Street, opened in 1938. It is an Art Deco building designed by David Nye. It replaced Egerton House, one of the town's most important 16th century buildings. The cinema closed in 1988 but was restored and reopened in 2005.
- 2.4.3 Just to the south of the town, in what were the grounds of Ashlyns Hall (c1800), Ashlyns School is the former Foundling Hospital, which was relocated here in 1935, having originally been established in central London. Its buildings are a good example of mid-20th century neo-classical architecture, designed JM Shepperd.
- 2.4.4 A handful of early 20th century private houses in the area are of architectural merit. They include: 'Amersfort', listed grade II* (1911, architect Ernest Willmott for W.S. Cohen, with a garden attributed to Gertrude Jekyll; and 'The Mansion' (formerly 'Britwell', 1906-8, architect George Hubbard, for Sir John Evans, archaeologist)¹¹ at least one house designed by CHB Quennell.¹² CH Rew designed individual houses including as 'Stonycroft' in Shrublands Road and 'Kilfillan' in Graemsdyke Road; and with his son, a number of other private houses and small developments in the area. Many of the roads laid out in the decades around 1900, especially to the south side of the town, have good quality houses in the various Domestic Revival

¹¹ Gray 1985:218

¹² *Ibid.* 299

styles typical of the Home Counties by local builders; and there is interesting small, early 20th century housing in the Arts and Crafts style, notably in Greenway.

3 HERITAGE ASSETS

3.1 Conservation area

- 3.1.1 The historic medieval core of Berkhamsted was designated as a conservation area in 1969. It was greatly extended in 1992 to include almost all of the pre-1914 built-up area of the town and the castle. An exceptionally detailed conservation area character statement was prepared in 2015.
- 3.1.2 There is a separate conservation area covering the centre of Northchurch, for which a Conservation area statement has not yet been prepared.

3.2 Listed buildings

- 3.2.1 There are 52 entries on the statutory list within the Berkhamsted conservation area, accounting for some 70 individual properties. Of these only one, the Berkhamsted Old School Building in Castle Street, is listed grade I, and three (St Peter's Church, Dean Incent's House and 173 High Street) are listed grade II*. All of the others are listed at grade II.

3.3 Scheduled Monuments

- 3.3.1 Berkhamsted Castle is the only Scheduled Monument within the conservation area. Works to scheduled monuments, either above or below ground, require prior permission from the Secretary of State for Digital, Culture, Media and Sport. In general, works that disturb the ground of an archaeological site should be avoided.

3.4 Local list

- 3.4.1 Some 260 individual properties are included on the draft local list, which is set out in the Appendix to the 2015 Conservation Area Character Statement, where each entry is identified and described. The local list includes almost all the unlisted pre-1914 buildings in the High Street. Local listing is a non-statutory designation, but The Council has confirmed that buildings included on the draft local list are 'heritage assets' subject to the provisions of Dacorum Core Strategy Policy CS27, which states that 'All development will favour the conservation of heritage assets.'
- 3.4.2 The lock and bridges on the section of the Grand Union Canal within the conservation area are all included on the local list but the canal itself is not. Moreover, its heritage significance is no less outside than within the conservation area. In this context, the canal and its infrastructure as a whole should be regarded as a heritage asset.

3.5 Intangible Heritage

- 3.5.1 The intangible heritage of Berkhamsted derives primarily from its associations with historical figures and events, largely connected with buildings and sites. Alongside the memorials to the town's famous residents, the ongoing restoration of Rectory Lane Cemetery is helping to bring the lives of many 'ordinary' citizens into the light. There is nothing that falls under the category of 'intangible heritage' as defined by UNESCO, such as folk traditions, communal celebrations or local foods.

4 SUMMARY OF HERITAGE SIGNIFICANCE

4.1 Urban character and townscape

- 4.1.1 Berkhamsted has ancient origins and contains monuments from at least a thousand years of urban settlement. The castle is a site of national administrative significance, but what survives only hints at its past splendours. The town's institutions - the grammar school, market and the seats of local government - are cherished, but have been reinvented, and their buildings renewed, many times over. There are no great mansions within the town, but many of its old houses were grand in their day and are still comfortable; most of them have also been refaced and rebuilt by succeeding generations. Much of the human history of the town is almost forgotten: the harsh lives of canal and railway navvies, of landless agricultural labourers or those breathing the toxic atmosphere of Cooper's chemical works, and of the destitution that kept the soup kitchen open every winter for more than half a century. Nonetheless, the town is sustained by the same simple facts that have underpinned its economy for millennia: its place on the road north from London through the Chilterns, and a benign and productive countryside.
- 4.1.2 The significance of Berkhamsted is above all, the place as a whole, which is much greater than the sum of its parts. It is a quintessential 'middle-English' town. There is no heritage 'star attraction', widely sought out for its own sake. Rather, the town is a living place in which heritage is part and parcel of everyday life; and where the historic environment has the potential to enhance other events and activities. The medieval town plan is clearly legible, with its long High Street and the church still pre-eminent. The castle was cut off from the town by the railway, which has given it a certain secluded charm. The canal runs through the town, like a linear park; in places almost unnoticed. The old buildings of the town centre are almost all listed at grade II or locally, underlining the great concentration of such 'ordinary' heritage here, and in the suburbs are numerous buildings of high architectural quality, including several cared for by the Berkhamsted Schools.

5 ISSUES AND OPPORTUNITIES

5.1 Issues

- 5.1.1 The heritage of Berkhamsted is reasonably well recognised and generally apparent, in the form of its historic monuments, buildings and townscape. There is no single site or sites that demand immediate repair, substantial investment or new recognition. At the same time much of the town's heritage is inaccessible, not simply because it is privately owned, but because there is so little interpretation, information, signage or route-marking.
- 5.1.2 There are several success stories that illustrate how these issues could be addressed. The re-opening of the Rex cinema, celebrating its architecture and providing a unique and popular local amenity, is one. The community-driven project to restore the cemetery, make it accessible, and tell its stories is another; and the repair and refurbishment of the Crown Inn, enlivened by old photos and information about the town, a third. The town's connections with Graham Greene are celebrated with an annual festival. A 'blue plaque' scheme identifies sites of interest, but it does not interpret them. However, the potential of some of the town's best-known 'heritage assets' is relatively unrealised; they include the castle, the canal, Churches and chapels, and the stories of Peter the Wild Boy, Cooper's Sheep-dip works, the Foundling School and the architectural heritage of the conservation area. Information and guides to each can be found with persistence, but they are somewhat dry and either very brief or over-specialised.

5.2 Opportunities

- 5.2.1 Improving information in the public realm, signage and route-marking (starting with the key sites already identified by blue plaques) would add greatly to the enjoyment of visiting the town. Most (but not all) of the town's historic buildings are in private hands, but relatively few are of such special interest as to be worthy of full-time public access. Many more sites could be added to those made accessible through the annual 'Heritage Open Days', and individually, potentially on other appropriate occasions. They might include access to the interiors of historic buildings such as Dean Incent's House, no. 173 and The Swan, and Sayer's Almshouses, High Street, Ashlyn's Hall, Ashridge House and Amersfort, the historic chapels and meeting houses, and some of Berkhamsted School's fine late 19th/early 20th century buildings.
- 5.2.2 The castle is the most significant 'missed opportunity', and this issue is currently being addressed by the Castle Trust. The conservation management plan currently in preparation should provide a long over-due, comprehensive, expert understanding of the site's significance (including the Lodge) and its relationship with its setting. This should provide the basis for interpretation and improved access to the site itself, and potentially, from the site to the town and countryside.

It should also explore the potential for the site to function better as a local amenity (as it was in the 19th century) and to host events, for which it appears well suited. Developing the site along these lines need not require major physical works. The obstruction caused by the railway between the town centre and the castle is unavoidable, but unnecessarily reinforced by the lack of signage. However, because of its location, the castle is not the ideal site for interpreting the history of the town.

- 5.2.3 The Battle of Berkhamsted Common was a landmark case of successful popular resistance to the enclosure of common land, in 1866. The common is now managed by the National Trust which owns the adjacent Ashridge estate c3.5km north of the town. The Trust is well placed to interpret and celebrate the 'battle', and has produced a walking guide to the common. A Berkhamsted heritage hub could work closely with the Trust to tell this story, without duplicating its work.
- 5.2.4 Many of the town's best stories are being told, but few are linked together. Peter the Wild Boy was a victim of harsh prejudice in his childhood, but something of a hero in the end, living into old age despite his disability, and eventually finding great local affection, for which he is worthy of commemoration. He was also a foundling, a coincidence echoed by the later arrival of the Foundling Hospital in the town, about which there are doubtless stories to be told, and the potential to make links with the admirable Foundling Museum in London. Exploring the working-class history of the town, for example through the records of Cooper's arsenic works, the workhouse and the soup kitchen, and making connections between them, could shed a fascinating light on the town. These and other themes might be developed, for example, in the context of one-off events, publications and community history initiatives.

6 POTENTIAL OF KEY SITES FOR DEVELOPMENT AS HERITAGE HUB

6.1 The Lodge, Berkhamsted Castle

- 6.1.1 The castle is a building of national importance in historic and archaeological terms, but the remains of its buildings are sparse. The site belongs to the Duchy of Cornwall, but it is in state guardianship and its management is shared by English Heritage and the Berkhamsted Castle Trust (est. 2017). The site is a scheduled ancient monument and the schedule (revised 1992) notes that: 'The motte and bailey and its defences survive in extremely good condition and will retain considerable potential for the preservation of archaeological and environmental evidence relating to the various stages of development of the castle'. As an amenity to the town, it is of great value as a green 'corridor' from the urban core to the countryside of the former Royal hunting grounds to the north of the town.
- 6.1.2 The Lodge comprises a caretaker's cottage and a linked, ancillary building to the west, previously used as a ticket office. The Lodge building is excluded from the scheduled site but the ground beneath it is included. The cottage, but not the west (ticket office) range, is locally listed. The cottage is largely a Tudor-revival-style

cottage orneé with a datestone of 1865, probably built for Lord Brownlow, who had taken on responsibility for maintaining the castle (which adjoined his Ashridge estate) from the Duchy of Cornwall, as an amenity for the townspeople. The building incorporates earlier (possibly 17th or 18th century) fabric in its roof, and the massive chimney and rubble-built rear may also belong to this earlier phase. A building with a footprint corresponding with the existing cottage is shown on the 1841 Tithe Map. The cottage seems to have served as a soup kitchen, established by the Countess of Bridgewater in 1841.¹³ The linked building to the west that now contains the ticket office, may originally have been built for this purpose. It was evidently partly rebuilt along with the range that links it to the cottage, probably in the late 19th century, and altered again more recently. If it does incorporate the former soup kitchen, the building would have additional architectural and historic interest.

- 6.1.3 Although it is unrelated to the significance for which the castle is scheduled, the Lodge is a picturesque feature within the castle precinct, potentially with greater heritage significance than its current designations suggest. Therefore, prior to any significant interventions, its history and significance should be thoroughly understood. The recently commissioned Conservation Management Plan for the castle provides the appropriate context in which to do so.
- 6.1.4 It may be assumed that there is a strong presumption in favour of the preservation of the exterior appearance of the Lodge, given its architectural quality and context. Whether or not the historic significance of the former soup kitchen in the west wing is confirmed, it could be re-used, as for example, a visitor centre for the castle and its interest would be considerably enhanced if the story of the soup kitchen, and the extent of winter destitution in the town as late as the 1890s, were to be told here. The interior of the caretaker's cottage is understood to be plain and not of special architectural interest. If this is confirmed by the conservation management plan, it could probably be altered without loss of heritage significance. However, scheduling imposes significant constraints on ground works, such as new drainage.

6.2 Court House

- 6.2.1 The Court House in Church Lane is a 16th century building, heavily restored and converted to use as a school in 1871 by the architect William Butterfield, in conjunction with his restoration of the church. His work to the Court House is not highly significant in his *oeuvre*. The 16th century building presumably consisted of a brick-built ground floor with a large open-roofed timber-framed hall on the first floor. Much of the timber frame and almost all of the extant brickwork of the historic (south) range is Victorian or later. The building was renovated and extended in 1975 when the mezzanine was inserted in the main hall and the north range was added. New lavatories were added in 2001.
- 6.2.2 In addition to the architectural interest reflected in its grade II listing, the Court House is of historic interest as an early civic building, and it occupies a very sensitive

¹³ <https://www.stpetersberkhamstedfriends.org.uk/projects/cemetery/publications/>

position forming an important aspect of the setting of the church. Any change to the external appearance of the Court House would need to preserve its historic architectural features (16th and 19th century) and preserve or enhance the setting of the church. The 1975 extension is not of special interest and could potentially be rebuilt in such a way that it neither damaged the special interest of the historic building and enhanced the setting of the church, but such an intervention would demand new work of the highest quality. Adding a full first floor to the north range might be considered, but would require a sound justification in functional and architectural terms. The 1975 addition appears to have been designed partly to preserve the historic form and appearance of the main range of the historic building. The 1975 interior work is not of special interest. It could be removed without loss of heritage significance and the spaces reconfigured within the historic envelope.

6.3 Civic Centre

- 6.3.1 The Civic Centre, 161 High Street was built in 1938 as municipal offices and former Police Court, for Berkhamsted U.D.C. The front range, facing the High Street, is a two-storey, seven-bay red brick building in the neo-Georgian style typical of its date. The main elevation is in keeping with the scale and character of the historic buildings in the High Street, and as such makes a modestly positive contribution to the character and appearance of the conservation area, for which reason, along with its historic significance as a civic building, it is included on the local list. The interiors have some superficial neo-Georgian details but are largely modern; they are not of special architectural or historic interest. The side returns and later rear elevation are plain. The hall to the rear appears to be an extension (or replacement) of later 20th century date. The whole building is included on the local list. Apart from the front block, the remainder of the building is of little heritage significance. Its interiors and the rear range could be altered or adapted without harm to the heritage significance of the conservation area or the reasons for which it is locally listed.

6.4 Museum Store

- 6.4.1 To the rear of the Civic Centre is a large open yard, with a two-storey 19th century service building on its west side, which appears to have formed part of a longer range of buildings on the 1897 OS map. By 1938¹⁴ it was the town Fire Station and remained in use by the Fire Brigade until 1974. It has been much altered; with 20th century metal windows and evidence of various earlier blocked openings, and a lean-to extension to the front at ground level with (partly blocked) garage doors, which presumably served the engine house. It is currently occupied by the Dacorum Heritage Trust as their Museum Store.
- 6.4.2 Architecturally it is utilitarian and unremarkable, and given its backlands location its contribution to the character and appearance of the conservation area is limited, although it is included in the local list. The building envelope contributes modestly to the historic grain of the townscape. There is no architecturally significant physical

¹⁴ Ordnance Survey 25" 1938

evidence of its use as a Fire Station, but it has some minor historic interest as such. The local listing reflects its historic origins and use, and its contribution to the grain of the historic townscape. However, subject to confirmation that the building has no interior features of historic interest, its intrinsic heritage significance appears to be limited. If there was a sound reason for its redevelopment, a case could be made that it would cause negligible harm to the character of the conservation area, and a well-designed new building could enhance this site.

6.5 Town Hall

- 6.5.1 The Town Hall makes a prominent and distinctive contribution to the High Street. Its architectural character is expressed principally by its main façade, to which alterations are unlikely to be acceptable. The principal public rooms are on the first floor. These interiors - the Great Hall, Clock Room (originally two rooms) and main staircase - contain primary features in the same style as the main elevation, and the Sessions Room added to the rear of the building in 1888-90, also has Victorian features. The original ground floor market hall was converted into shops in 1983, and since 1999 it has been a single unit, let as a restaurant.
- 6.5.2 The present internal plan dates from 1999 when the building was refurbished with a grant for the Heritage Lottery Fund (following one from the Wellcome Foundation, which secured the restoration of the Great Hall in 1992). The primary staircase was completely reconfigured to rationalize the circulation, providing access to all the public rooms from the High Street. The ancillary spaces support the use of the main rooms for public events. A final phase of the restoration, to form a small suite of rooms at second floor level linked to the gallery overlooking the great hall, was not carried out. The interiors are not of exceptionally high heritage significance, and there is scope for the creation of some additional space, but they were refurbished to provide for the current use of the building. As a result, they are somewhat inflexible. It could be difficult to make use of the second floor and gallery other than by following the 1990s plan or difficult to reconfigure the other spaces again without major work.

Collections Analysis for BLHMS, May 2019 version 050519

Report by Emily Toettcher, Curator of Amersham Museum

Objectives

The report aims to provide:

- An overall summary of the range, condition, care and documentation of the current BLHMS collection
- An analysis of which elements of the collection could be used to tell the story of Berkhamsted, with suggestions for future collections development to fill gaps in the collection
- An assessment of how much of the collection is digitised and next steps for future digitisation
- Suggestions for how the collection might be stored in the future

Overview

This report is based on evidence gathered on a visit to Dacorum Heritage Trust (DHT) where the BLHMS collection is housed, a detailed analysis of the BLHMS entries on Modes and conversations with members of DHT and BLHMS in March and April 2019.

This report includes:

- An analysis of the BLHMS collection, with a detailed breakdown of the constituent parts
- An analysis of the policies that govern the development and care of the BLHMS collection
- An analysis of the current planning and procedures relating to the collection, organised according to the museum accreditation framework
- An overview of digitisation of the collection
- Suggestions for future storage options for the collection
- A review of how the collection could be used for future interpretation projects
- A prioritised action plan for future collections work

1. BLHMS Collection Overview

1.1 Categorising the BLHMS Collection

An analysis of the Modes entries for the BLHMS collection shows that there are 28,881 items in the BLHMS collection. These items can be divided into the following types:

Type	Detail	Number of Items
Exhibition panels	From previous exhibitions held by BLHMS.	114
Audio/Audio Visual	Includes audio cassettes, DVDs, film and video (assumed VHS).	109
Maps and plans	Maps (622), Plans (369).	991
Books		941
Images	Albums, negatives, photographs, slides, transparencies	16,140
Documents	54 different types, with largest collections being postcards (989), newspapers (900), booklets (621), letters (519), leaflets (266), programmes (252), posters (218). There are also 4,049 items where the classified term is 'document'.	8,972
CD	The items on these CDs are mixed	21
Objects	Broad range of items with a notable collection of paintings (225), drawings (104) and prints (126).	1,593
TOTAL		28,881

BLHMS is also now considering the acquisition of a collection relating to the village of Northchurch. There are 450 items listed, a mixture of objects, documents and photographs. BLHMS is currently considering each item's relevance and condition, with a view to accessioning them into the BLHMS collection.

1.2 Object Collection

The BLHMS object collection covers of a broad range of items, with a significant art collection: 29% of the collection consists of drawings, paintings and prints. Many of the paintings depict local scenes, created mostly in the 19th and 20th centuries. The collections ranges in quality but includes the work of nationally recognised artists, including Agnes Turner (1884-1919), Harry Sheldon (1923-2002, official war artist in WWII) and Edward Popple (1879-1960), who was born and grew up in Berkhamsted. There are some works by Knowles Drewe (1865-1951), who appears to be an untrained artist but his work was exhibited at the Paris Salon and the Royal Academy and he taught art to others.

There is also work by people of particular local interest, including William Claridge, whose glass plate photographs are the earliest photographic images in the BLHMS collection. Some of the paintings record buildings which no longer exist, such as Sills' drawing of the first Baptist Chapel (which was demolished in 1875). Some of the paintings relate to local industry. There are over 100 paintings by William Bailey, which include depictions of people at work, including Coopers where Bailey worked as a lithographer and produced labels, packaging and promotional material for the company.

There are other objects relating to the Coopers factory including a large collection of aerosol cans (227, or 14% of the object collection). Overall 1.6% of the entire BLHMS collection relates to the Coopers factory (467 items across all types). There are probably more items relating to Coopers (and later the Wellcome Foundation), where the word 'Cooper' or 'Coopers' is not specifically named, for example the paintings in the BK3913 range – some items mention Coopers and some don't but the descriptions imply they are all from the factory.

Other industries are represented amongst the objects to a lesser extent (including Mantle's and H Lee) and there are several items relating to piece work, particularly straw plaiting. There are some items relating to local schools, WWII (badges, bullets, ARP buttons, gas masks, a fragment of a WWII plane) and local retailers (bags, glass bottles from Dickman & Sons), and farming (sheep bells). There are also objects relating to national events such as coronations (including a flag designed to celebrate the coronation of Edward VIII).

There are one or two isolated objects that are of interest, including a timber finial from the town hall, a set of bone gaming counters, a jeton, and some fragments of bone and metal found at Berkhamsted Castle.

1.3 Image Collection

The image collection consists of photographs, negatives, transparencies and slides. It covers a broad range of images, mostly of views of the town, including aerial views. There are also images of individuals and specific houses, shops and businesses. They appear to cover the 20th century but a more detailed analysis would be worthwhile to identify chronological gaps in the collection.

1.4 Document Collection

Many elements of the town's story are represented in this large collection. The document collection is comprised of primary and secondary source material. The primary source material, which could be considered for display includes; tradebills, invoices, labels and brochures relating to local firms particularly Coopers, adverts and accounts books from local retailers, sale particulars, leases and conveyances which could help tell the story of the 20th domestic expansion of the town, programmes and chronicles relating to local schools, and programmes for entertainments including amateur theatre performances and the Rex cinema.

There are also items relating to nationally significant events, notably WWII (ration books, ARP manuals, identity cards), coronations and the development of transport (tickets, timetables).

There are also general items about Berkhamsted such as town guides, newsletters, magazines and newspaper extracts, and calendars and greetings cards depicting local scenes.

1.5 Audio/Audio Visual Collection

A large proportion of the audio cassettes are advertisements and first person testimony relating to Coopers. In addition there are personal testimonies relating to the Mantle's factory, Berkhamsted Fire Brigade, being a foundling and local farms. Other testimonies do not state their focus and need listening to and transcribing.

Not all of the audio visual is detailed but there are two films about Coopers (one made in 1934) and footage of Coopers adverts, a film about the Rex cinema, a film of the proclamation of Elizabeth II, and an amateur film made by Knowles Drewe.

1.6 Maps and Plans

There is a fairly large collection of local maps and plans, mostly maps of the town as well as plans of local buildings and developments. There is a map from 1612 as well as a range from the mid 19th and 20th century. Most Ordnance Survey maps are out of copyright after 50 years; it is assumed that many of these maps are OS and so could be used for future displays. Other maps are generally out of copyright 70 after the death of the author.

2. Collections Policies

BLHMS's collection is housed at Dacorum Heritage Trust (DHT) and the conditions of the loan agreement ensure that it is covered by DHT's key policies relating to collections:

- 2.1 Accessions
- 2.2 Collections Development
- 2.3 Collections Care
- 2.4 Documentation

2.1 Accessions

The Society was founded in 1950 under the name Berkhamsted and District Local History Society. The group started collecting immediately and the early collection appears to be mostly documents. All acquisitions have been entered in an accessions register, and include serial number, date, name of donor and brief description.

The BLHMS collection was passed to DHT in 1995 and from this point all accessions have been entered into DHT's handwritten accessions register, using the prefix BK. The Society's early accession registers are also kept at DHT in the store. From 1995 onwards all accessions were entered into a collections management system, the Modes database. The Society still maintains their own handwritten accessions register alongside the DHT one.

2.2 Collections Development

In the existing BLHMS loan agreement there is an Acquisitions and Disposals Policy (dated 9th March 2012 and revised June 2013, due for update March 2017) and a Collecting Policy (dated 2012-2017, due for update March 2017), which both appear to cover acquisitions and disposals, although the latter has more of the requisite information on the process of acquisitions, ethics, legal considerations and disposals procedures. There is a fair amount of overlap and it's not clear why there are two policies. DHT noted that the relevant policy (now referred to in accreditation terms as the Collections Development Policy) was updated in 2018, but a copy might not have been sent to BLHMS).

2.3 Collections Care

In the loan agreement there is a Conservation and Collections Care Policy dated 14th June 2013, due to be updated in 2019. This covers how the collection is stored and cared for and the means by which it can be accessed (and used for exhibitions). The policy is thorough and makes reference to meeting the required standards for environmental conditions, pest management, condition reporting, conservation work, and training. It is noted that DHT will train those who have access to the collection, in conservation and collections care. Security is not mentioned in the policy, but is presumably covered in DHT's Emergency Plan.

2.4 Documentation

A key element of the accreditation requirements relating to documentation is a Documentation Procedures Manual. This manual should cover all elements of how an object is documented from when it first arrives at the museum (either as a loan or an acquisition). This includes object entry, accessioning and cataloguing, labelling and object movement. DHT noted that a soft copy of this is kept but there is not a hard copy available for volunteers to use when working at DHT. The manual was due to be updated in 2017 but this was not done and it will be updated in 2019.

There is also an Audit Policy within the BLHMS loan agreement with DHT (dated June 2013) but it's thought that this simply related to previous audits, designed to ensure the accuracy of collections data and to review storage at that time. However, it is noted in the policy that each object will be location checked once every three years, from Jan 2015. For BLHMS the last audit (which was simply to check the object was in the correct location) took place in 2015.

Actions:

- Ensure BLHMS has current and correct Collections Development Policy (updated 2018)
- BLHMS to request a soft copy of the Documentation Procedures Manual so they can sure they are following DHT policy on documentation procedures
- Check security arrangements in the DHT Emergency Plan

3. Planning and Procedure

Whilst the BLHMS collection is covered and cared for according to DHT's collections policies, the detailed plans relating to each of these policies is the responsibility of BLHMS. Currently BLHMS does not have a set of written plans in place. This section examines which elements of the policies need attention and the development of more detailed plans. This will help the overall care, development and documentation of the collection, all of which will make it easier to use the collection for exhibition development in the future.

3.1 Planning and Procedure: Collections Development

The Acquisitions and Disposals Policy notes that the BHLMS collection covers Ashridge, Berkhamsted and Potten End. It is noted that the 'strengths of the collection include photographs, objects and documents from the Cooper's factory'. It goes on to detail – for all the societies – how the collection could be expanded, according to the type of object – film, photographs, textiles etc, but only in very general terms. A more detailed list should be created relating to gaps in the collection. This could be achieved by considering which key elements or time periods of Berkhamsted's story are not represented in the current collection (see section 6). Based on the analysis to date the collections development list could include:

- The majority of the BLHMS collection appears to cover the 19th century and first half of the 20th century with fewer items from more recent history. One priority would be to collect from 1950 onwards and to institute a contemporary collecting policy for the present day
- Whilst there is an oral history collection, it does not have any copyright information to support it. Local history relies on people's memories; a proactive oral history programme would ensure that people's memories of the local area and local industry are recorded before they are lost
- There is a significant number of objects about Cooper's but other employers are less well represented. An active campaign to encourage people to share items relating to 20th century employers is likely to fill this gap and result in new accessions
- There are relatively few domestic and personal items used by people in their homes in the 19th and 20th centuries. An appeal for these, complemented (ideally) by personal stories of people who used them, would enable local people today to make connections between their lives and people who lived in their town in the past

This list could be further developed if a more detailed collections audit took place, assessing the chronology, provenance and possible links and relations around some of the more objects in the collection. It would highlight more specifically where particular dates, people and places are not represented. The list could be cross referenced against relevant collections in other organisations to highlight where gaps in the BLHMS are well represented elsewhere and, equally, where no items are held across the collections. BLHMS has a clear understanding of other collections, both private and public, which hold relevant material to the story of Berkhamsted.

Other sources of Berkhamsted related material include the Berkhamsted School Museum, Ashridge, Berkhamsted Archaeological Society, DHT's collection and amongst private collectors.

A collection audit would also help BLHMS 'tidy up' the collection; there are, for example, duplicates in the collection, particularly amongst the images. A key outcome of the collections audit would be the formulation of a Rationalisation and Disposals Plan. By thoroughly checking through the collection duplicate items could be identified and reduced, and items not relevant to the local area could be removed. This process might also include the removal of items which are secondary source material or interpretation materials. Currently, exhibition panels produced by the Society are part of the accessioned collection and the document collection includes many photocopies of primary source material; both might be better considered part of a reference collection, requiring a lower level of care than the accessioned material. This could reduce the amount of items kept in the museum store.

3.2 Planning and Procedure: Collections Care and Storage

The environmental conditions, security and pest control in the stores is managed by DHT. The Conservation and Collections Care Policy within BLHMS's loan agreement notes that DHT will produce an annual action plan to implement the Collections Care Policy. The overall responsibility for collections care therefore lies with DHT but the storage of individual items – i.e. their packing – lies with BLHMS.

In general the BLHMS is stored well in the DHT store. The stores are spread over two floors. On the first floor there are two stores, one general store and one special store. In the special store the items are stored to a higher conservation standard. Where relevant items are stored in acid free sleeves and archival boxes. Some items are packed quite closely together and it's clear that some items are in need of remedial conservation. This could be picked up as part of the suggested collections audit.



Left: postcards in polyester sleeves in archival boxes.

Above: documents in archival sleeves.

Right: Documents in archival boxes but one book in need of repair and documents are closely packed.



In the general store items in the BLHMS collection are not always packaged in archival material. Photographs, for example, are kept in normal plastic sleeves and folders and some documents are not in archival boxes. Small items are wrapped in plastic in drawers, which are lined with plastazote but most of these seemed to be quite full.



Above left: small items packaged in plastic in drawers.

Above and left: photographs in plastic sleeves in folders.

Left: Items are stored in boxes according to subject.

On the ground floor larger BLHMS items in the general store are not all packaged, but they are kept in controlled environmental conditions.



The group is currently considering the acquisition of a large collection relating to the village of Northchurch. This is currently stored in a garage, where it is not possible to maintain environmental conditions or monitor for pests.

Within DHT's emergency plan there should be a grab list, detailing all the items that should be located and saved in the event of an emergency, such as a fire or flood. In the current DHT plan nothing from the BLHMS collection is recorded on the grab list. Possible items suggested by BLHMS for the list include the Constable Book and key items from the Cooper factory.

3.3 Planning and Procedure: Documentation

Every item in the BLHMS collection has been accessioned and there is basic information about each object, which is now recorded on Modes and on paper. Object entry forms are used to record information about new items and this information is used to create records on Modes. There are some anomalies, though, in the accessions register for BLHMS. Since 2006 there have been instances where the same accession number has been used for different items or where blocks of accession numbers have been blocked (reserved for larger related acquisitions) but then not used. The result is that the accessions register does not have sequential accession numbers and they are out of order.

The information within records on Modes appears to be clear and thorough. There is some disparity in the classified terms though, where different terms have been used for the same items. For example, both 'audio cassette' (13 items) and 'tape' (40 items) are used for the same item. Most notable is where 'document' is used (4049 items) whereas other documents are specifically named (total collection 8,972). This could make it difficult to find items, particularly items of the same type.

Equally there are some inaccuracies in the overall descriptions: 'box' is an example of where the classified terms have not been used accurately; the object in question for virtually all of these are not boxes but the items contained inside them. There are similar issues with the detailed descriptions of the items.

There is a collection of audio and audio visual material but there is no related copyright release forms. This would mean that it would not be possible to use this content in an exhibition unless it were established that they were out of copyright. The expiration of copyright varies depending on the nature of the material, the year it was recorded and whether it has even been published. More information is available here:

<https://www.ohs.org.uk/ethics/copyright.html>

The large photographic collection does not have any copyright information and technically this too should not be used without permission or unless an image is out of copyright (generally 70 years after the death of the photographer but it depends when the photograph was taken: <https://www.dacs.org.uk/knowledge-base/factsheets/copyright-in-photographs>).

There are not any valuations against items in the collection; those items considered to be of significant value should be valued and their valuations added to Modes. This might have implications for insurance and future exhibition development.

The collection appears to be accurately and clearly labelled.

Actions:

- Create a detailed collections development list, which can be expanded upon after a detailed collections audit
- Request to see a copy of the DHT annual action collections care plan to see how BLHMS can support it
- Undertake a thorough collections audit, in order to identify specific gaps in the collection, to detail condition (and storage), identify duplicate items, duplicate accession numbering, and items for rationalisation and disposal
- Cross reference the collections development list with relevant collections held by other museums, societies and in private collections
- Create a grab list, to be added to the DHT emergency plan
- Produce a documentation plan, with timings to resolve the anomalies in classified terms and duplicate numbering
- Analyse the audio and audio visual records and try to ascertain the age of the recording and whether the donor can be contacted to obtain permission to use the recording. Establish a training programme for volunteers to help transcribe the recordings
- Add valuations to significant items in the collection

4. Digitisation

Current Digitisation

Of the 28,881 items in the collection, c11,000 have a digitised image to support their Modes entry. Most of these digitised images relate to the photograph collection. Unfortunately all or the majority of these images were scanned at low resolution, so could not be used for print reproduction, although some might be okay for using online. Historically BLHMS was told to make all scans at low resolution because the earlier version of Modes could not support high resolution images. New accessions now include high resolution scans.

There are slides and transparencies in the collection. It's not clear if there are positive copies of these which form part of the accessioned photograph collection. If they do, the digital files are still low resolution and so could not be used for exhibitions.

Actions

- In the medium term, once the duplicates in the collection have been reduced and the copyright issues resolved, it would be advisable to scan the photograph and postcard collection at high resolution. They can then be used, with ease, for exhibitions and copies could be made and sold to local people.
- Before it deteriorates the content held on the cassettes, VHS and cinefilm should be digitised. Typically audio cassettes can be digitised for £4-5 per cassette. They can be converted into wav files which is a high quality file but an mp3 file would provide good quality and the files are much smaller so easier to use and store. It is possible to purchase a cassette converter; this can be plugged into a laptop or PC and the files converted. Typically these cost around £20.
- VHS tapes can be converted to an mp4 file for around the same cost of £4-5 per tape. Some providers charge according to the total timing of the footage and this ranges from £18-£20 per hour of footage.
- Cinefilms: Varies from £18 to £85 for 200ft (around 15 minutes) depending on supplier, final format and whether film is silent or with sound. They can be put on to DVD or provided as a digital file.
- DVDs do not pose a risk in terms of deterioration at the present time but if BLHMS thought the content would be used online or for an exhibition it would be advisable to also digitise.
- Negatives and slides 35mm slides can be vary from 20p to £2 per slide, price varies according to the number that are digitised
- For ease of identification and reference all objects in the collection should also be photographed with a digital camera and the image files attached to each Modes entry.

5. Future Storage Options

Having established that the majority of the collection consists of images and documents, concerns about storage can be somewhat allayed. Once the collection has been rationalised, the remainder could be repacked more economically in archival boxes and (for documents, photographs) in archival polyester sleeves within the boxes. These vary in price and size but examples are given here:

For polyester sleeves and archival boxes:

<https://www.secol.co.uk/>

<https://www.preservationequipment.com/>

It's hard to predict the volume of space required but it is unlikely to take up more than around 170 archival boxes for the documents (not withstanding large items), 70 boxes for the images and a large plans chest for the maps and plans. The maps should each be kept in acid free sleeves and hung on acid free hangers or laid flat in a plans chest (an upright chest is easier to access than drawers). The audio collection could fit into around 6 archival boxes and the books would require around 15 metres of shelving with the books stored two deep (again this might vary depending on the width of the books). All of this could then be put into an archival storage facility.

The object collection is a relatively small part of the BLHMS collection, with just 1,593 items. It could be put into a private storage facility or there might be options for another museum to store it for a fee.

Actions

- Once the collections audit and rationalisation process is complete, a revised estimate can be made for packing the images and documents in archival sleeves and boxes and a revised estimate for the costs of external storage
- The existing book collection could be measured and an accurate measurement obtained for storage.

6. Interpretation/Key Objects

The collection covers a broad range of items, relating to both local domestic and industrial life. When considering what the key objects could be for future interpretation it is necessary to consider what the key stories are that we're trying to tell. Working from a chronological history of Berkhamsted these could include:

- Neolithic settlement and later Iron Age settlement (with reference to Grim's Ditch)
- Roman villas and local farming
- Saxon estate and Saxon lords surrendering to William the Conqueror
- Construction of the castle and castle life
- Development of the 13th century market town
- Founding of Berkhamsted School (and its growth to become town's biggest employer in the 21st century)

- Growth on non-conformism in 17th and 18th centuries
- 18th growth of coaching inns
- Grand Junction Canal and the positive impact on industry, followed by the arrival of the railway in 1837-8
- Introduction of 19th century amenities, including workhouse, schools, gas works, cemetery, pubs, non-denominational meeting houses and town hall
- 20th century decline of industry and growth of commuting (and housing)

Within this timeline more focus could be given to the lives of key characters or groups of people and significant events. These include:

- Peter the Wild Boy
- Battle of Berkhamsted Common, 1866
- The experiences of working people in local industry in the 19th and 20th century
- Graham Greene
- Foundlings at the Foundling Hospital (now Ashlyns)
- Migration to/from Berkhamsted during First and Second World War

In general the peopling of the story needs more attention. The story of the local area would come to life if each element related the experience of particular individuals or groups of people. Much research has been done about Berkhamsted and this could be related to some of these key developmental and architectural themes and features of the town.

The built heritage of the town can also be harnessed to tell the story. Contemporary images of key buildings could substitute for historic ones or where collection items are absent.

Actions

- Establish the key stories for Berkhamsted. A more focused analysis of the BLHMS collection could highlight how well represented these are in the current collection

7. Summary and Action Plan

BLHMS has a broad social history collection, focused mainly on the 19th and 20th centuries, which tell the commercial and material development of the town. The collection is comprised mostly of images and documents but there is also a notable collection of maps and plans, books and objects. These are complemented by collections held by private and public institutions nearby. The collection needs to be audited in detail to check its condition and to reduce the number of duplicates and secondary source material. This would enable BLHMS to be clearer about the volume of the collection when considering future storage, but also the detailed nature of the collection when considering future interpretation.

Some work needs to be done on the documentation of the collection, particularly where it concerns copyright permissions; without these the group is not able to use their oral history or image collection without confidence they have the right to do so.

To preserve the collection for future use, some items need to be digitised now, whilst all the collection would benefit from being photographed to ensure ease of identification in the future (this could take place during the collections audit). In the medium term all of the postcard and photograph collection could be scanned at high resolution, providing a valuable resource for future learning and possible income generation opportunities.

Detailed below is a summary of the key actions:

Primary Actions

- Ensure BLHMS has current and correct Collections Development Policy (updated 2018)
- Undertake a thorough collections audit, in order to identify specific gaps in the collection, to detail condition (and storage), identify duplicate items, duplicate accession numbering, and items for rationalisation and disposal
- Establish the key stories for Berkhamsted. A more focused analysis of the BLHMS collection could highlight how well represented these are in the current collection
- Create a detailed collections development list, which can be expanded upon after a detailed collections audit
- Cross reference the collections development list with relevant collections held by other museums, societies and in private collections
- Before it deteriorates the content held on the cassettes, cinefilms and VHS should be digitised. Select priority images/postcards for high resolution scanning for use in the short and medium term for exhibitions
- Create a grab list, to be added to the DHT emergency plan

Secondary Actions

- BLHMS to request a soft copy of the Documentation Procedures Manual so they can ensure they are following DHT policy on documentation procedures
- Check security arrangements in the DHT Emergency Plan
- Produce a documentation plan, with timings to resolve the anomalies in classified terms and duplicate numbering
- Request to see a copy of the DHT annual action collections care plan to see how BLHMS can support it
- Analyse the audio and audio visual records and try to ascertain the age of the recording and whether the donor can be contacted to obtain permission to use the recording. Establish a training programme for volunteers to help transcribe the recordings
- Scan the remainder of the photograph and postcard collection at high resolution. They can then be used, with ease, for exhibitions and copies could be made and sold to local people.
- For future exhibition use DVDs, negatives and slides 35mm slides could also be digitised
- All objects in the collection should also be photographed with a digital camera and the image files attached to each Modes entry

- Once the collections audit and rationalisation process is complete, a revised estimate can be made for packing the images and documents in archival sleeves and boxes and a revised estimate for the costs of external storage
- Organise valuations for significant items in the collection
- The existing book collection could be measured and an accurate measurement obtained for storage.

Berkhamsted

Berkhamsted - collections digitisation and digital/virtual interpretation
Houghton Kneale Design



July 2019

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COLLECTIONS DIGITISATION

The Collections Analysis report for BLHMS, May 2019 (version 050519) by Emily Toettcher, Curator of Amersham Museum indicates that whilst the collections management is in good shape, being catalogued on the system 'Modes', care of the Dacorum Heritage Trust (DHT) there are three principal actions that are required to support them being used as a foundation to create meaningful interpretation for the future.

1. digitisation of the items - both high resolution photography/scanning and converting audio to mp3 or wav files.
2. enriching the metadata on *Modes* to enable the system to be compatible with interpretation and narratives that are unfolding.
3. auditing the existing collections and identifying complimentary collections for narratives. Alongside an acquisitions policy to fill gaps and know when to accept and refuse donations.

Digitisation options

Whether in partnership with the DHT, or otherwise, there are two avenues to carry out the digitisation.

One is to outsource the digitisation, the other is to purchase or potentially hire the appropriate equipment and digitise items in-house.

Purchase or hire specialist kit / training do digitise in house.

If there is appetite, bringing digitisation in-house may be a route to take in partnership with DHT and other local collections. This is likely for photographic / scanning of items only. Audio digitisation requires such specialist equipment it's more efficient to outsource.

Pros

- Upskill existing staff
- Valuable volunteer programme/apprenticeship
- Build expertise
- Future-proof digitising the collections
- Significant legacy strand for a project
- Resource for other collections

Cons

- Requires capital outlay
- Space to set up studio
- Time for training
- Eventual requirement to upgrade equipment in future (if purchased)

Outsource digitisation

Whether all or a selection of the collection with specific interpretation/loans in mind is carried out, some level of high-resolution / audio conversion is needed to make best use of the collections and tell their stories.

Pros

- A fixed timeframe in which the digitisation will be carried out
- High quality results

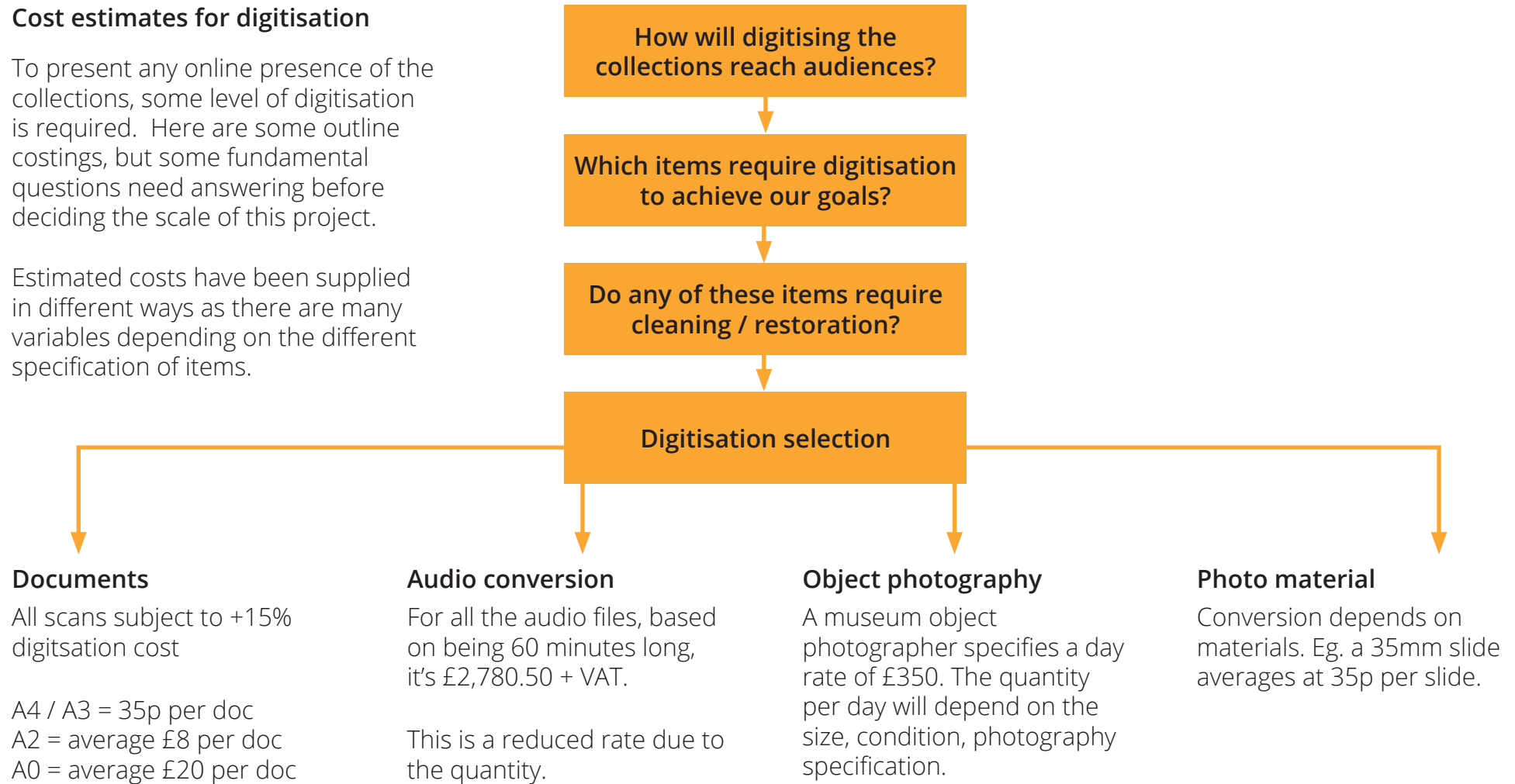
Cons

- No legacy in terms of skills, or capacity for digitising new acquisitions/donations

Cost estimates for digitisation

To present any online presence of the collections, some level of digitisation is required. Here are some outline costings, but some fundamental questions need answering before deciding the scale of this project.

Estimated costs have been supplied in different ways as there are many variables depending on the different specification of items.



VIRTUAL/DIGITAL INTERPRETATION

There are a wealth of options to explore to bring the Berkhamsted Local History & Museum Society collections to life. Emily Toettcher has identified potential avenues for interpretation.

Such stories can be developed for digital interpretation either with the developer direct, and/or in conjunction with a community project. The latter could help identify potential donations of material to supplement the collection where there are gaps, and also gather stories via oral histories/films. This way, new stories can be captured and recorded in the best file formats, copyrights in place for use and specific stories told for specific narratives.

A wide range of mobile / digital apps are available to bring the collection's stories to life. As well as online collections - both open source and more bespoke. Making the the collections available online, stories can be drawn out from that. Whether upgrading the existing website, creating a microsite, or using an opensource online platform.

What online options are there?

There are numerous variables, not least with the material that exists, the stories you want to tell, and audiences you want to reach.

Further variables lie in the geographical site/s and network/wifi coverage, what type of content you want to share and what features you want your visitors to interact with.

	1.	2.	3.	4.	5.
	Native apps (iOS & Android)	Web apps / online collection	Audio Tour Guide Apps	Opensource - community	Opensource - collections
	Powerful and flexible multimedia app platform with additional plugins available.	Showcase and trigger multimedia content on ANY device with a web browser.	Press play and put the screen away. The app will do the rest in the background.	Press play and put the screen away. The app will do the rest in the background.	Press play and put the screen away. The app will do the rest in the background.
commission cost	yes	yes	yes	no**	no**
ongoing cost	yes	yes	not necessarily	just internal	just internal
software supplier	bespoke	bespoke	bespoke	opensource	opensource

*external company in partnership with BLHM

**not for software but project initiation staff costs

1. Native apps (iOS & Android)

Powerful and flexible multimedia app platform with additional plugins available.

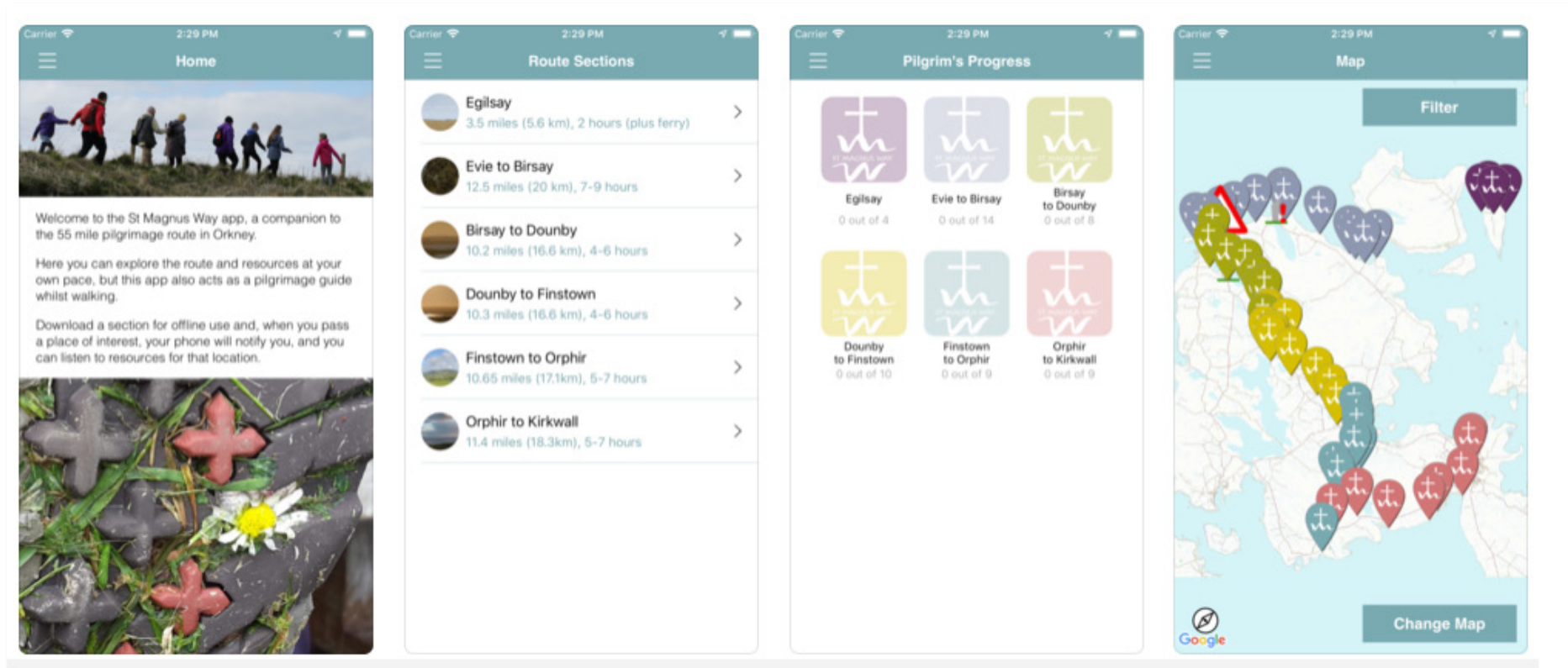
Native apps contain the same core features. In summary these are:

- Online interactive mapping (using Google Maps)
- Real-time tracking and closest place to user (with notification alerts)
- Place and Trail list pages - filter alphabetically or by distance
- Rich content pages for places of interest with multimedia players and image galleries
- Detailed trail information e.g. route shown on map, waypoint descriptions
- Additional pages for general information e.g. About Us page
- Sliding menu navigation
- Content filtering
- SUPERimpose - layer and fade old photos through the camera

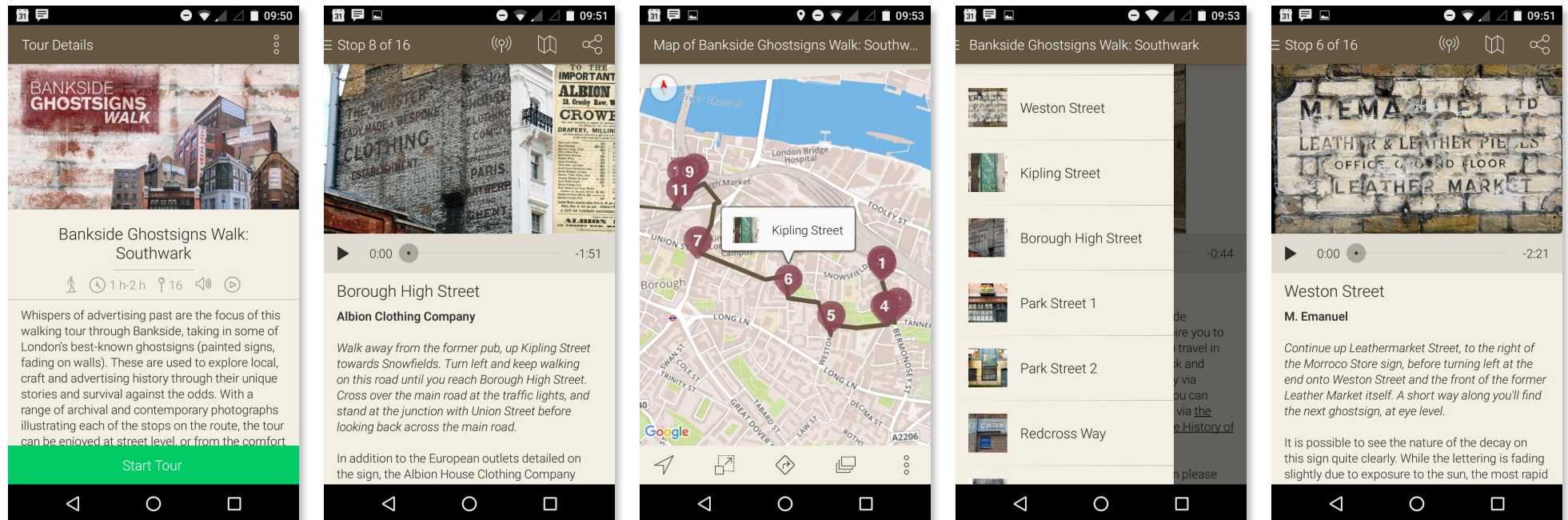
Costings can range from £4000 to £20,000 +.

They can include AR, VR, multimedia.

<https://www.stmagnusway.com>



<https://www.ghostsigns.co.uk/projects/ghostsigns-tours-app/>



2. Web apps / online collections

Showcase and trigger multimedia content on ANY device with a web browser. Web apps are websites that behave like apps. They are optimised to the screen dimensions of ANY device. Furthermore, there is no app to download from a third-party site and then install. You just type in the URL and off you go.

A microsite linked to the existings web address or rebuild entirely is possible.

Rough costings for bespoke

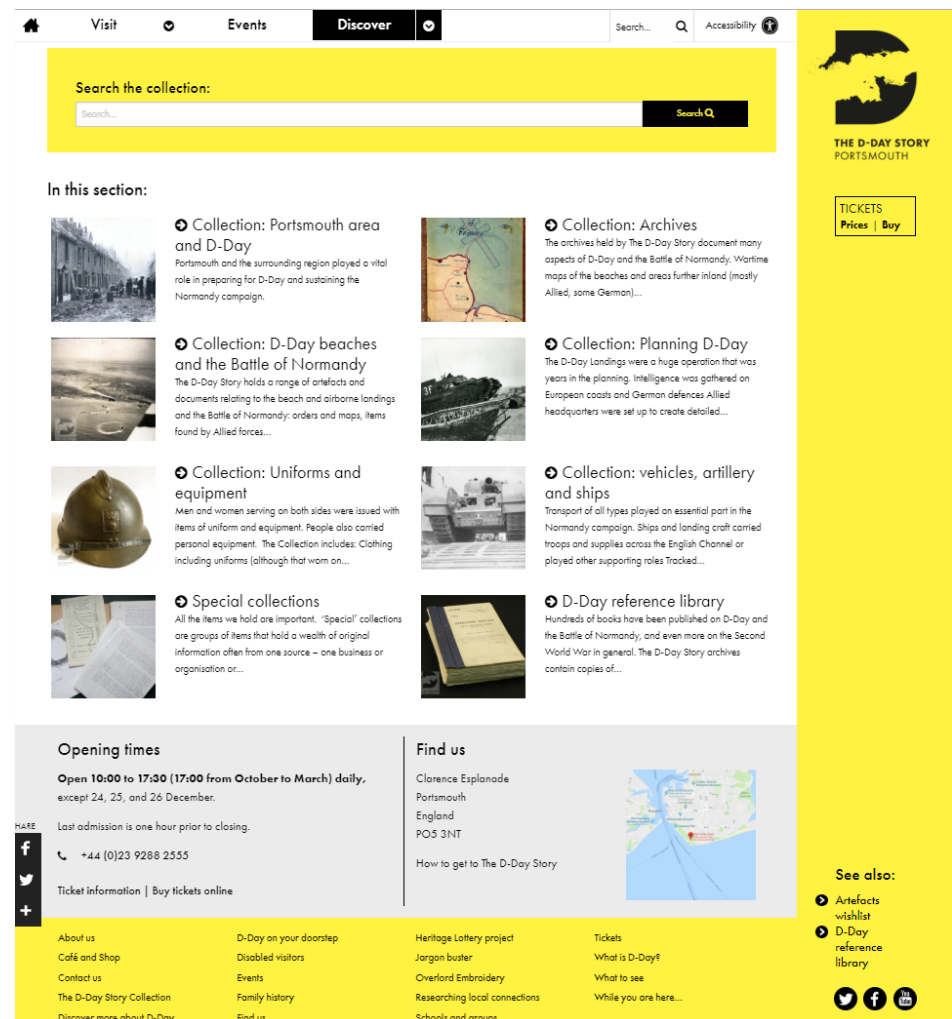
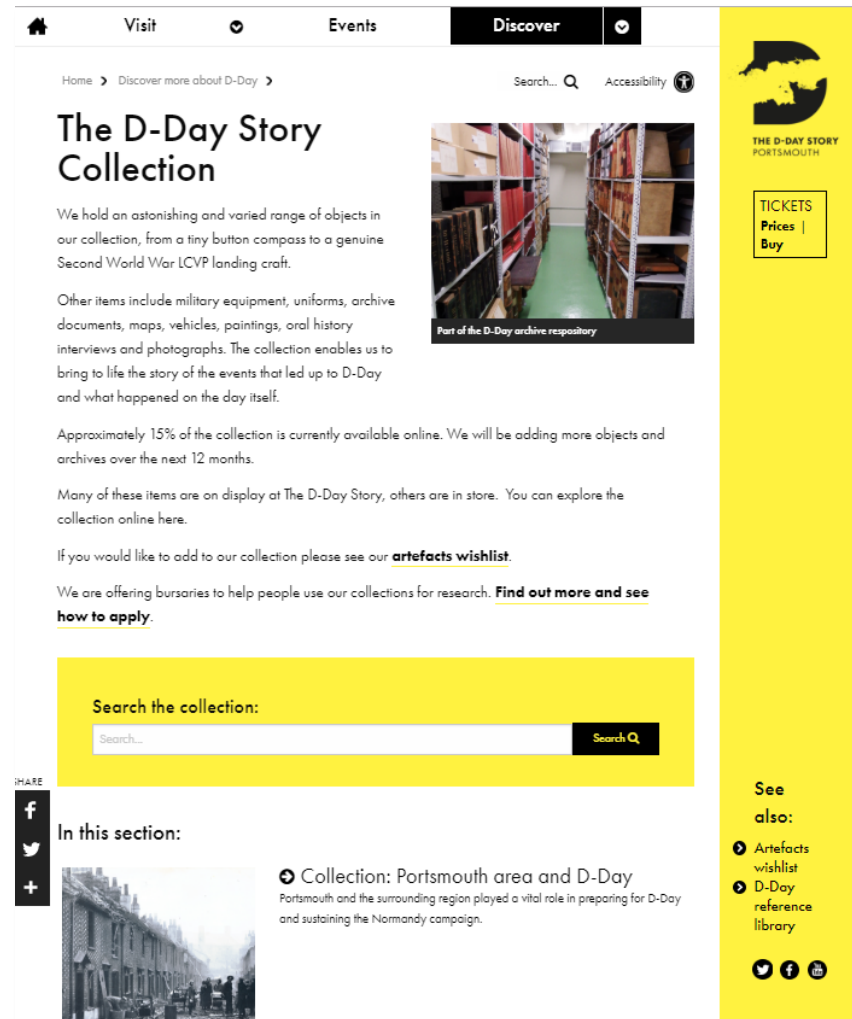
Budget-wise, for a bespoke online collection, costs can vary enormously, but here's a broad idea of how they are spread:

1. Discovery process (figuring out the best approaches, user journeys etc) + project management, admin etc: £5 - £7k
2. The core system: design, installation, configuration and customization of wordpress, integrated with Modes: £10 - £15k
3. Refinement (the things to do to make it work really well, can include user testing, access testing etc): £5 - £10k
4. Additional features (online galleries, community projects, visit request forms etc): £3 - £6k

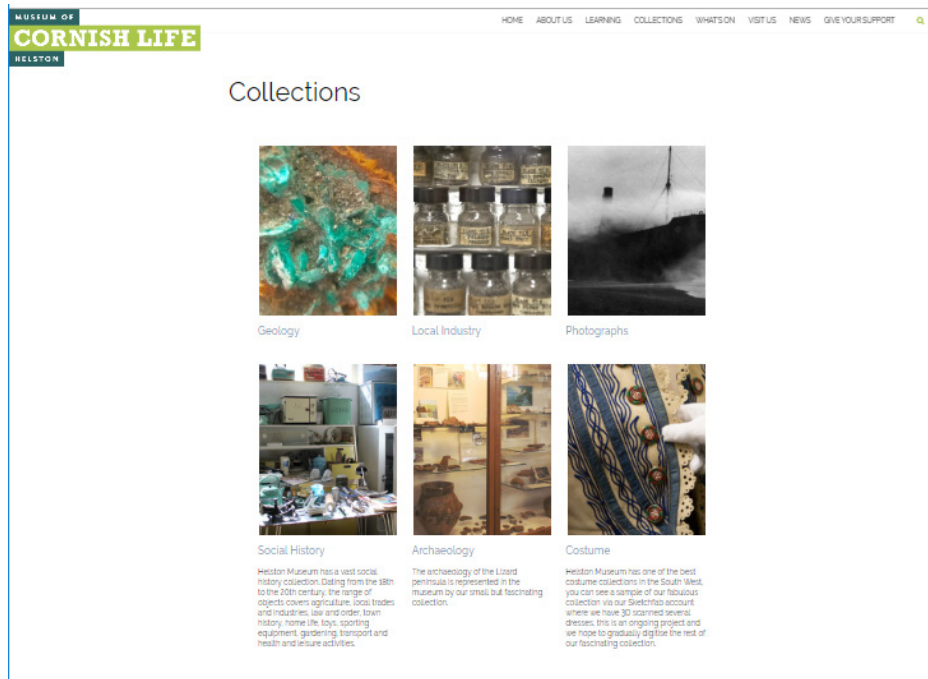
There are also ongoing costs to take into account, which mostly breaks down into hosting and support. For hosting, the client can arrange that for themselves, or we can cover that. If so, we would need to get a scope on the scale of the images (and video/ audio if you have it) that would need to be stored as that's the main influence on those costs, but you'd be looking at a minimum of £600+VAT ish per year.

Web based app / online collections

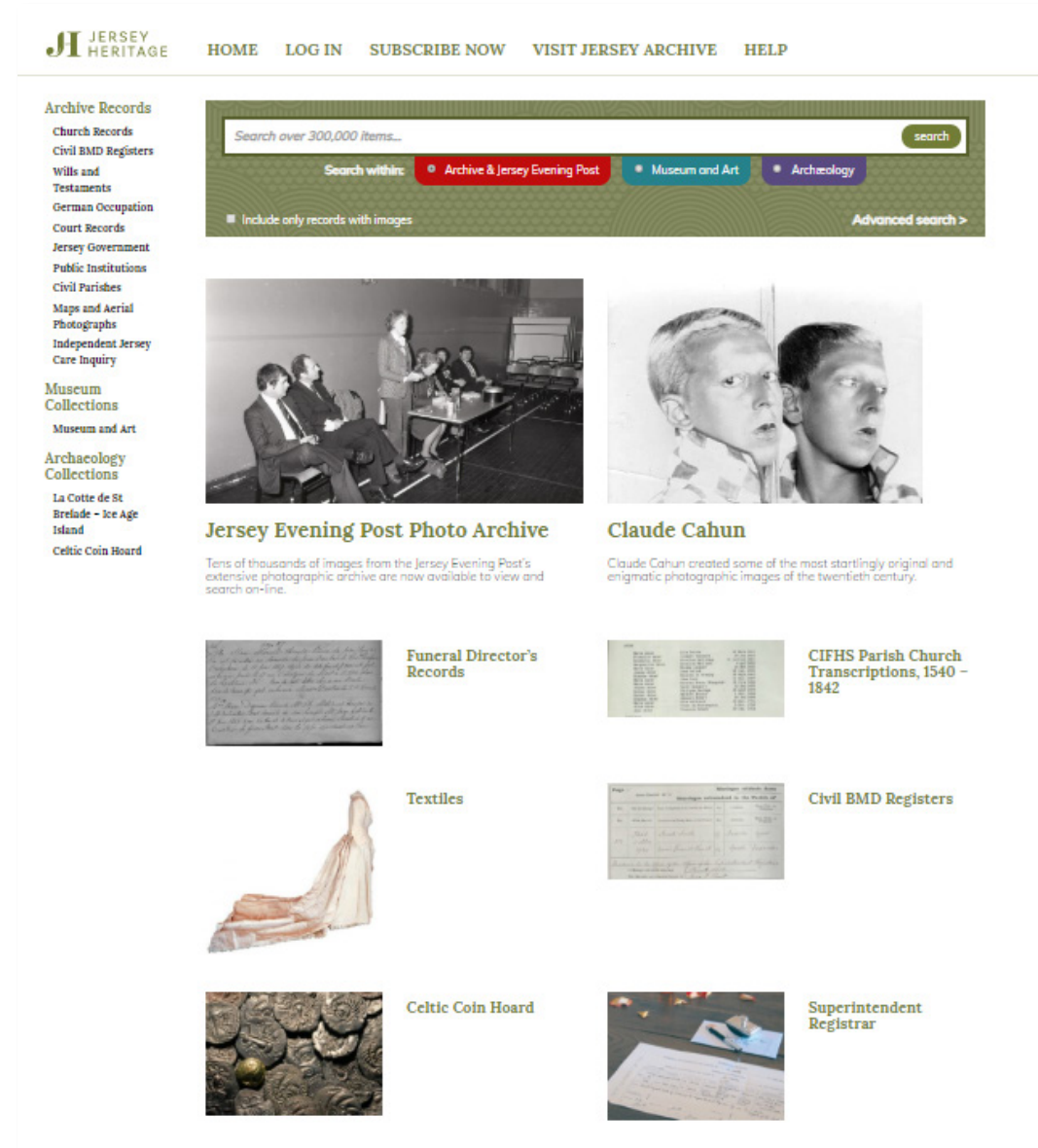
<https://thedaystory.com/discover/collection/>



<http://museumofcornishlife.co.uk/collections/>

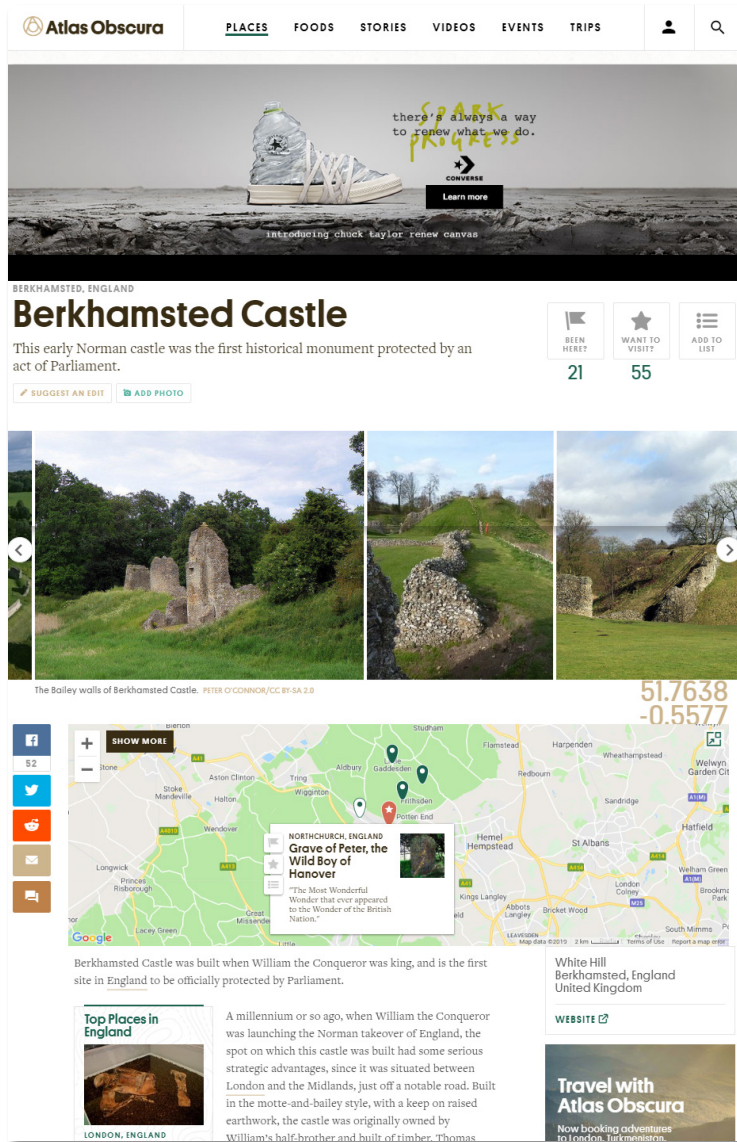


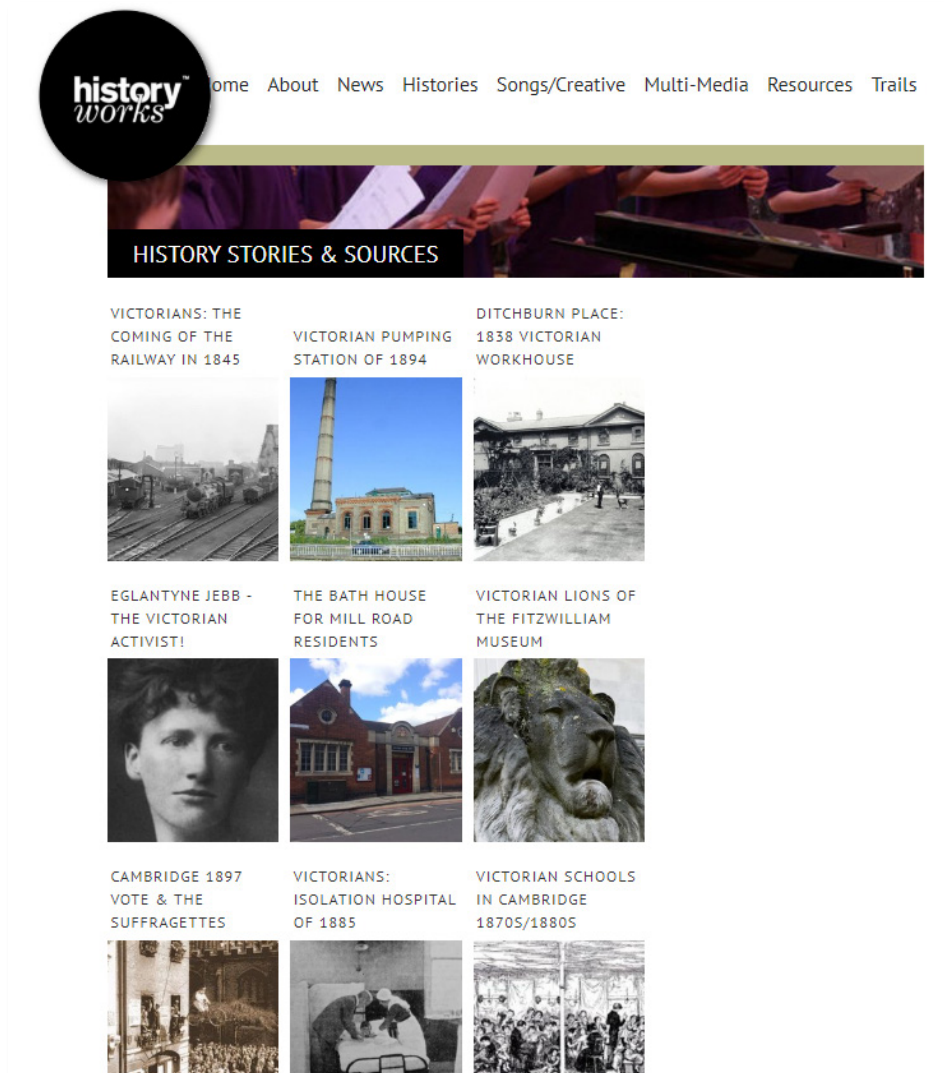
<https://catalogue.jerseyheritage.org/>



<https://www.atlasobscura.com/places/berkhamsted-castle>

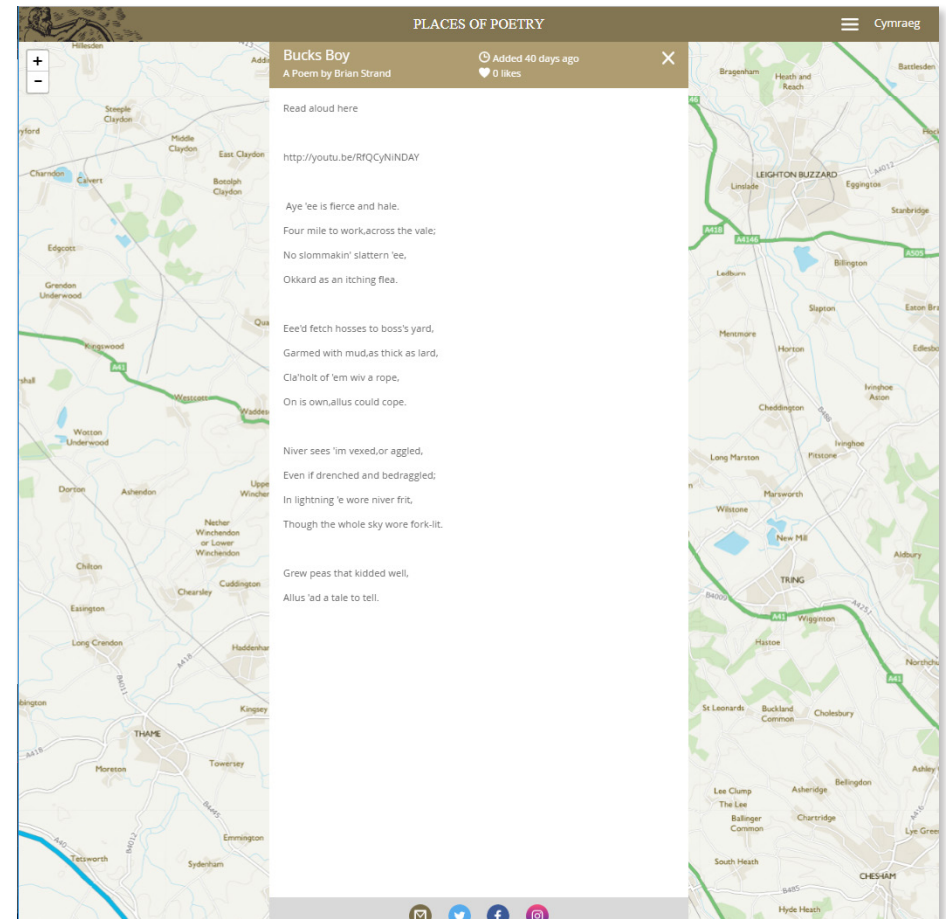
A website with curious sites across the globe. An example of the web interface.





<https://www.placesofpoetry.org.uk/>

Added this project. A geolocation map with site specific poems, to introduce a different way to think about how stories can be told and how the public or professionals could participate and contribute.



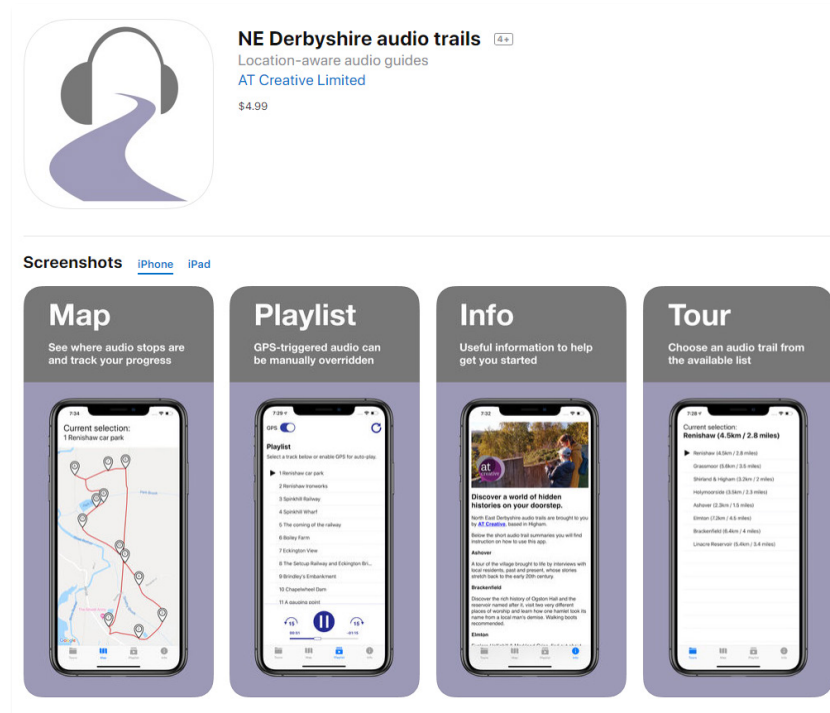
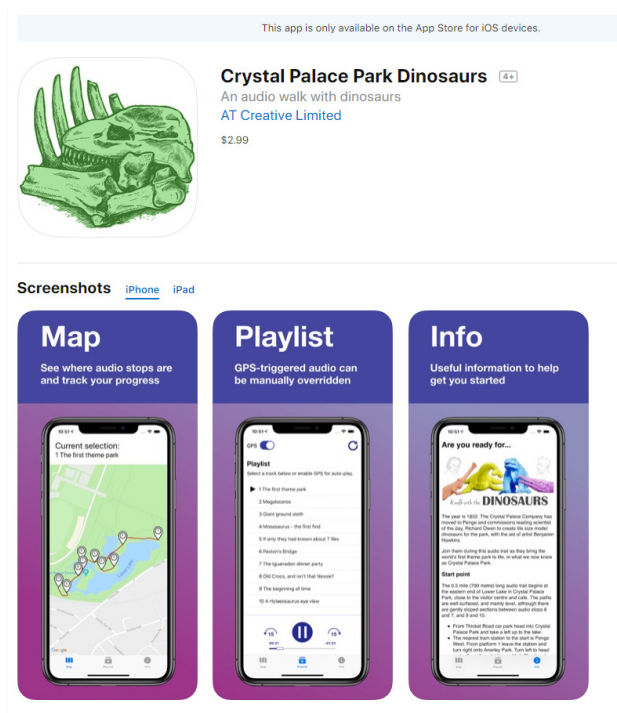
3. Audio Tour Guide Apps

Press play and put the screen away. The app will do the rest in the background.

Audio Tour Guide app platform is available for iOS and Android. With GPS enabled the app knows where you are and automatically plays the audio tracks. It guides you, keeps pace with you and only tells you stories relevant to your location.

Once an audio tour starts you don't need to look at the screen. A map of your route is available if you want to track your progress. With creative storytelling you can point out landmarks or reveal hidden stories about people and places along the way. Deliver a consistent message every time.

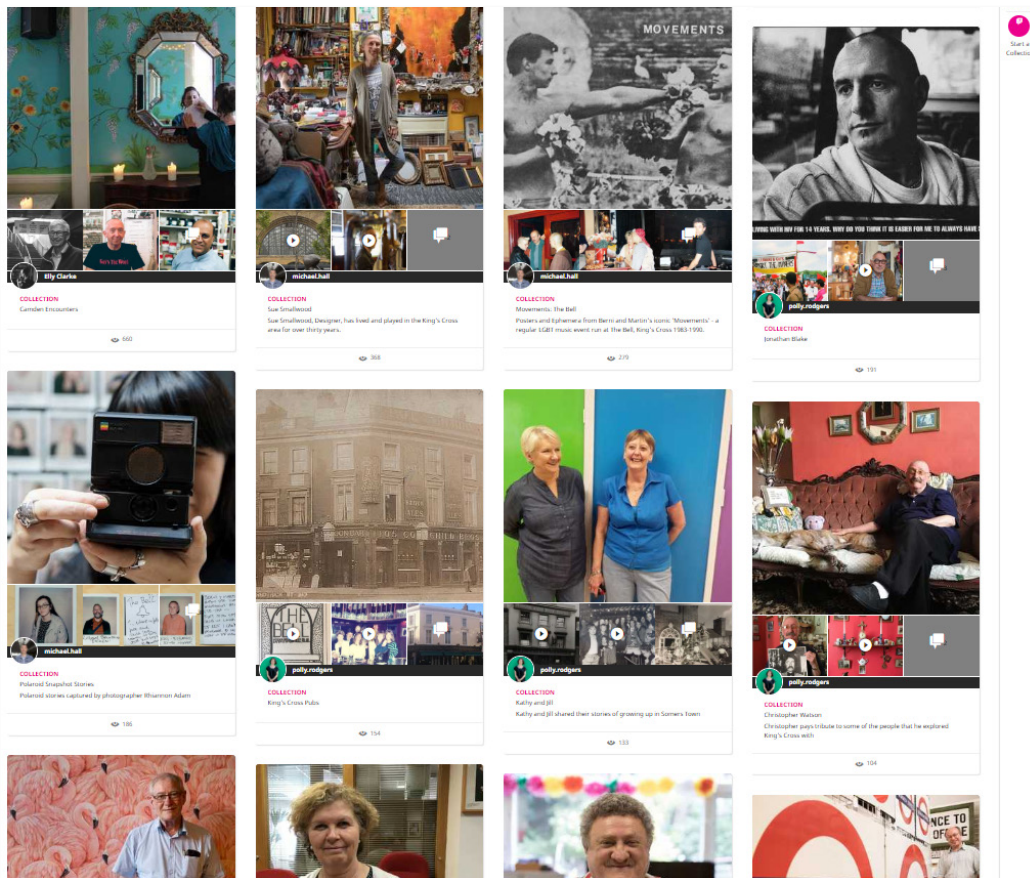
These can cost around £800.



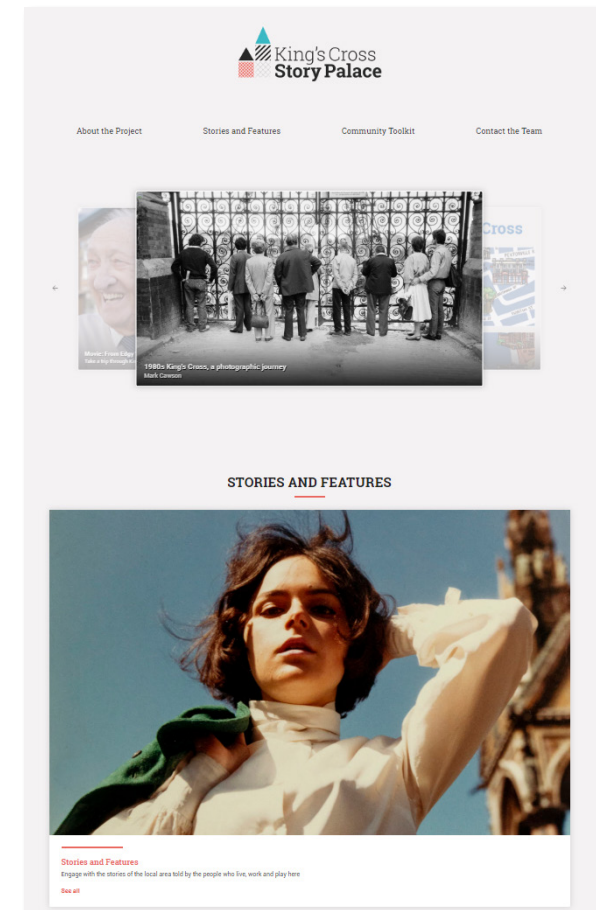
4. Web based app / online community

Open source (free to use)

Kings Cross storypalace was an HLF funded delivered by Historypin and the Building Exploratory. As well as recording and showcasing stories, they produced a toolkit for people that want to run similar projects. They worked with volunteers, and a team of heritage ambassadors to continue aspects of the project in the future.



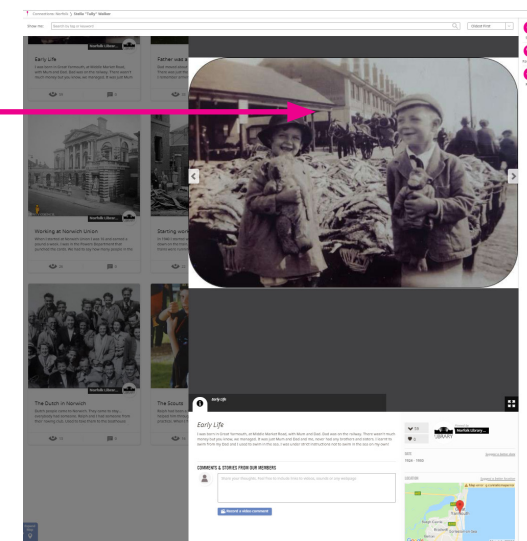
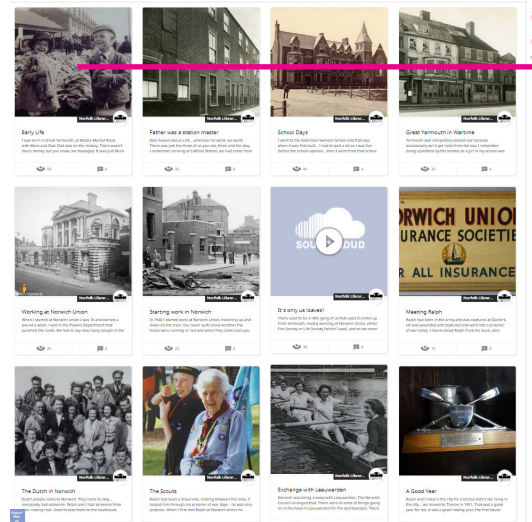
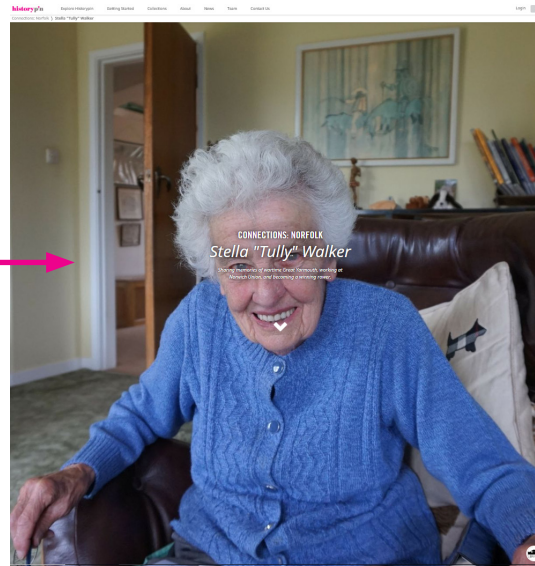
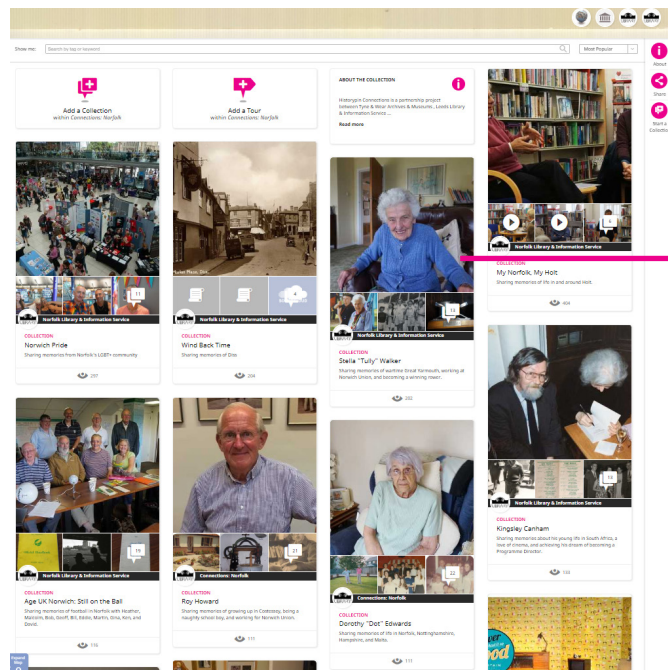
<https://www.historypin.org/>



<https://storypalace.org>

<https://www.historypin.org/>

Lots of local projects are uploaded on this open source platform with multimedia. This is an example of a Norfolk Project.



5. Web based/ social app / online collections - interactive

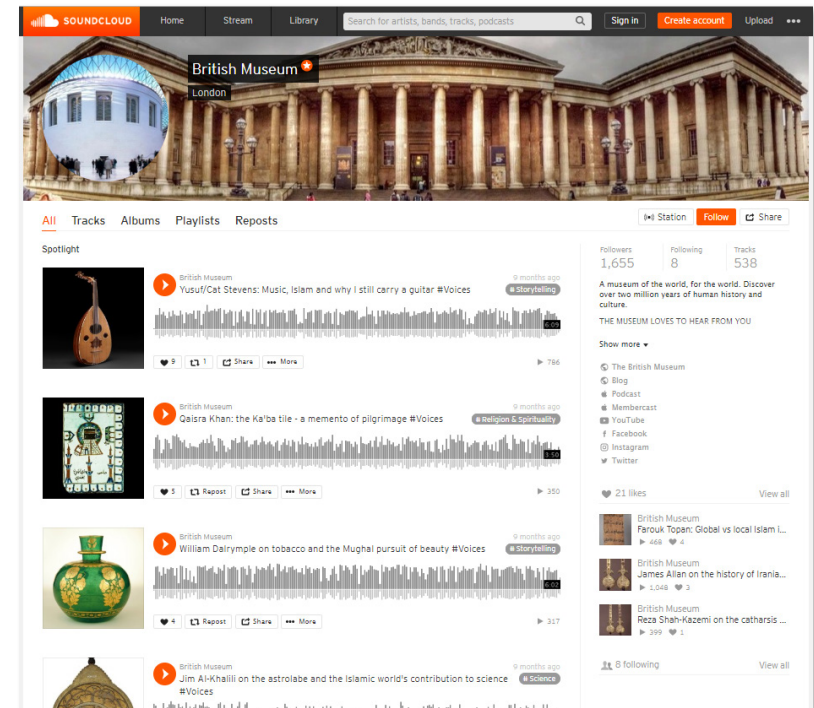
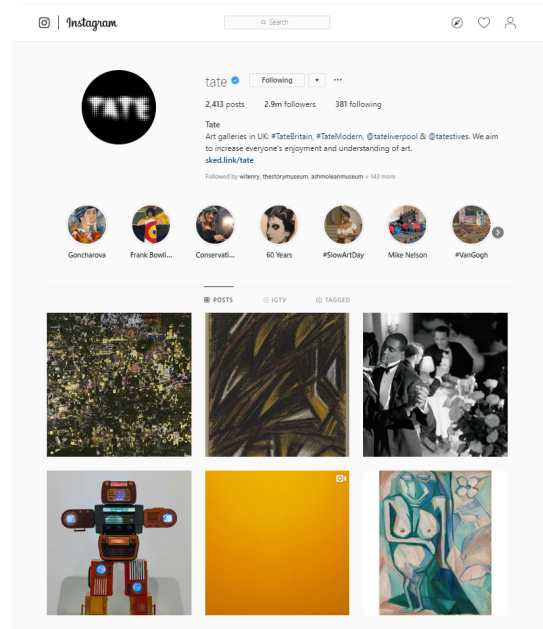
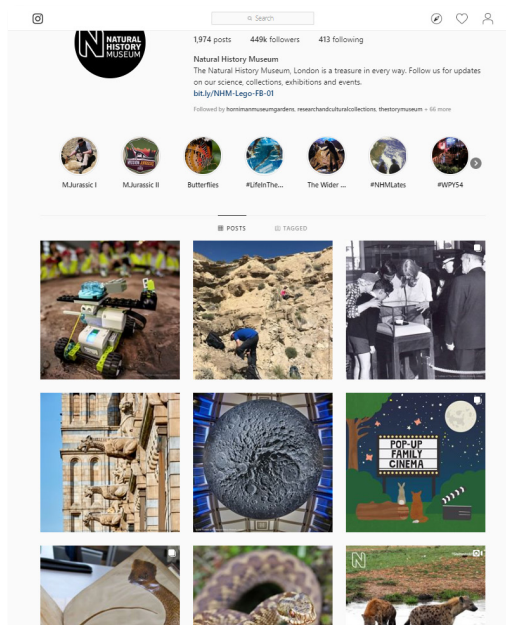
Open source (free to use)

Many online image collection platforms exist that museums, galleries etc. have used to share their collections. Of course there can be a mixture of community activity content.

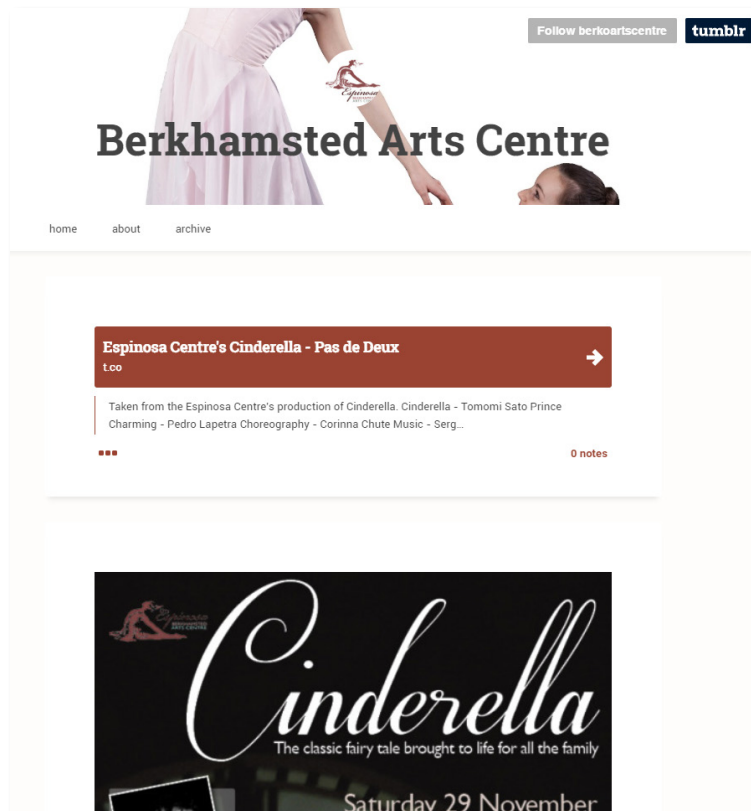
www.instagram.com/natural_history_museum

www.instagram.com/tate

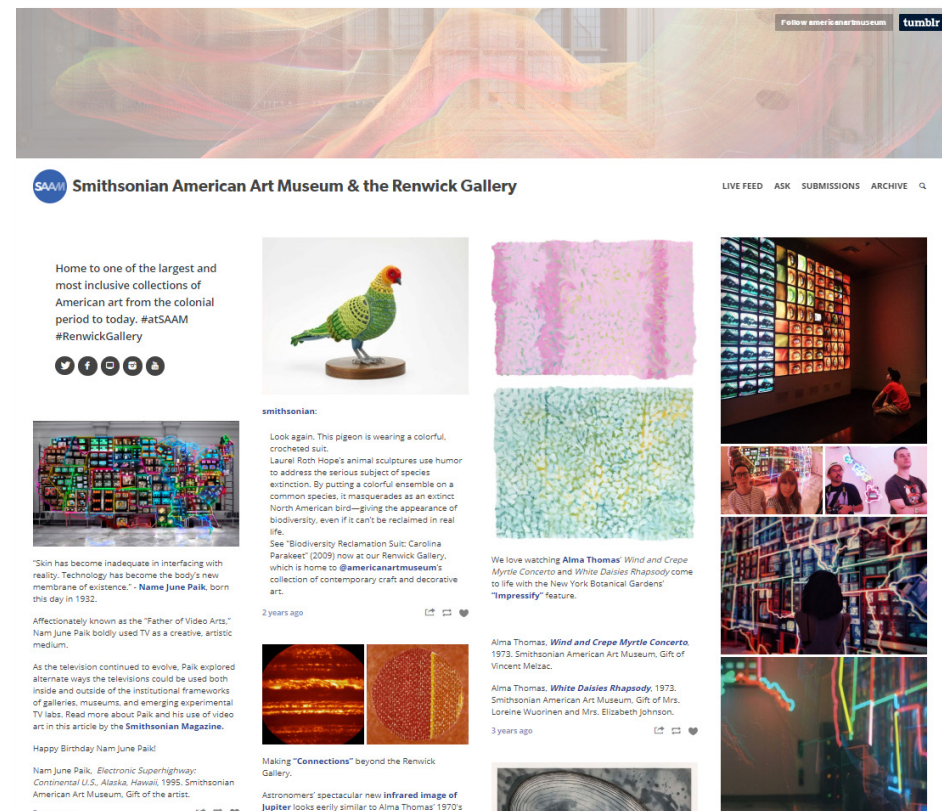
<https://soundcloud.com/britishmuseum>



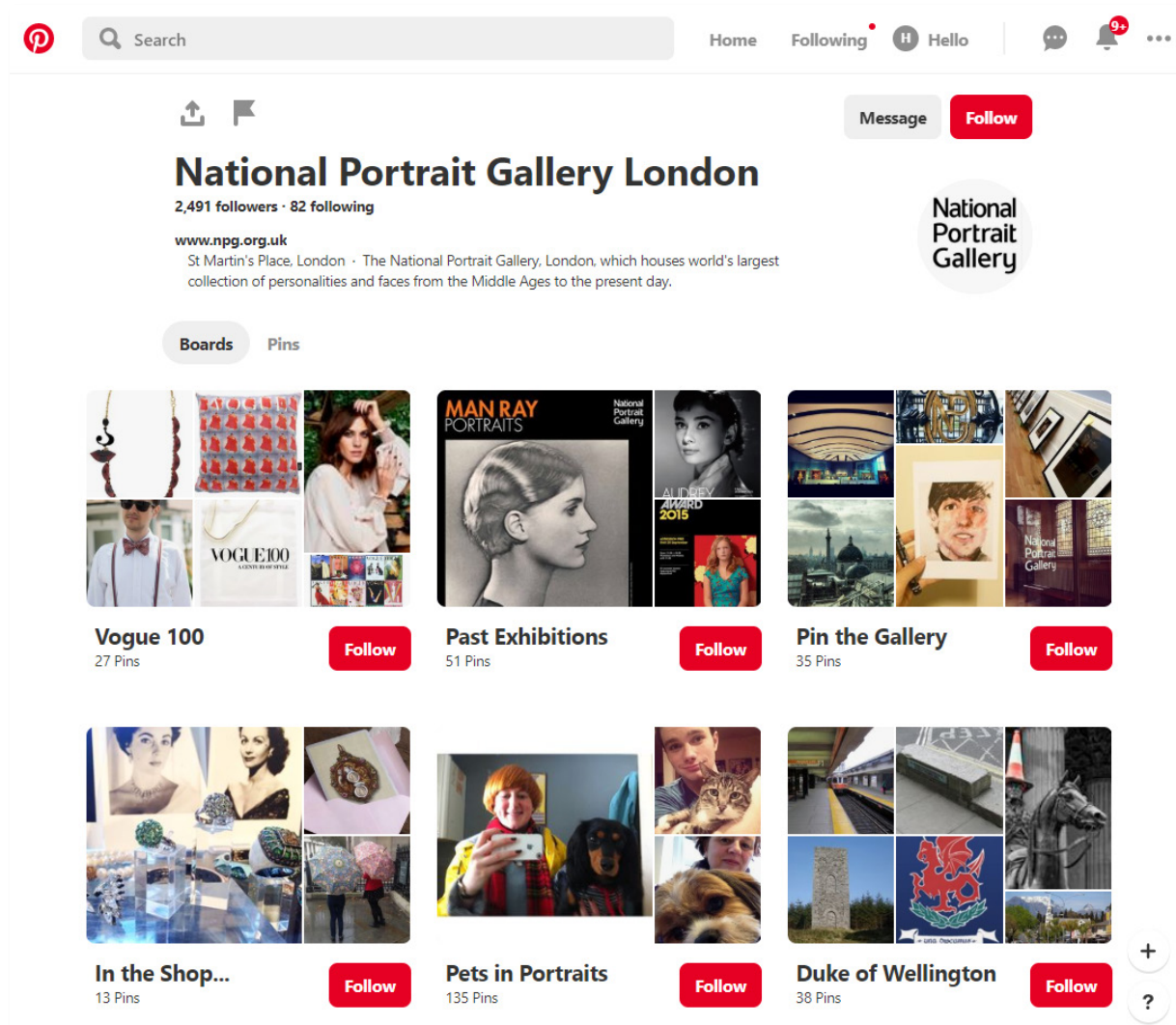
<https://berkoartscentre.tumblr.com/>



<https://americanartmuseum.tumblr.com/>



<https://www.pinterest.co.uk/npglondon/>



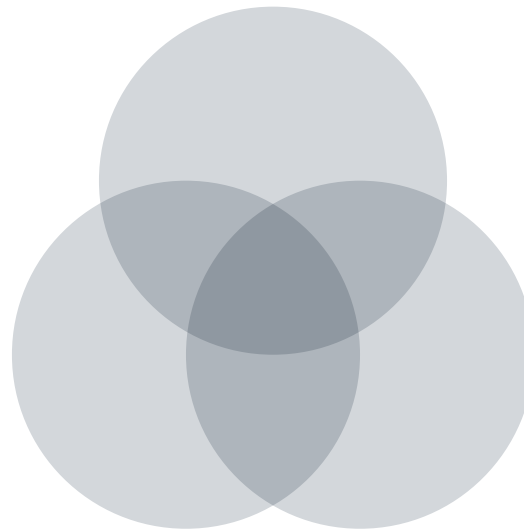
Costs

As demonstrated above, there are a multitude of variables and projects that can be shaped by BLHMS to share and engage audiences and visitors with the collection and town. Here are some scenarios.

	Staff	Outsource digitisation of existing collection	Bespoke online collection, app + annual support	Opensource online collections	TOTAL
Model 1	£12,000*	£16,262	£40000		£68,262
Model 2	£12,000*	£16,262		£1500**	£40,000
Model 3		£16,262		£1500**	£17,762

*part time collections support existing

**external support to set everything up, training



investigation participation conversation



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BERKHAMSTED HERITAGE HUB - TOPIC WORKSHOP NOTES

Introduction

Following the circulation of Fourth Street Place Consultants Ltd.'s draft Context and Options Report for Consultation from February 2019, a series of five topic workshops were organised by the Hub Project team, from April to June 2019. The topics focused on were those where a greater level of investigation and consultation was judged advisable and valuable among various local heritage and related organisations. The notes of proceedings below include which representatives and organisations were involved. The five topics were:

- Activities and Events
- St Peter's Church
- Virtual Hub
- Collections
- Fabric interventions around town

The middle three workshops included participation by various expert professionals and Fourth St Place Consultants were represented at all five.

In total, over the five workshops, 74 attendances were recorded, involving 45 different people, from 22 different organisations.

Activities and Events Topic Workshop on 30/04/2019

Workshop Facilitator - Kate Campbell, Community Engagement Officer, Rectory Lane Cemetery Project (RLCP)

Workshop Organiser - James Moir, RLCP Project Officer, Berkhamsted Castle Trust, Berkhamsted Heritage Hub

Organisations attending (15 people in total) - Berkhamsted Local History and Museum Society, Berkhamsted Citizens Association, Berkhamsted Castle Trust, Rectory Lane Cemetery Project, Community Action Dacorum, Chiltern Society, Gobstoppers Theatre Arts, Open Door Community Space, HKD Ltd (consultants)

Aim of Workshop

To think creatively about what activities and events could be created to increase local heritage appreciation, especially among new audiences - particularly low cost and smaller scale activities; and to target output of an indicative activity and events calendar, covering all aspects of the town's heritage.

First Session - What heritage stories do you think Berkhamsted should be telling? And what ideas and examples have you seen here or elsewhere from bringing heritage engagingly to life?

Output from the break-out groups:

- Secular pilgrimage e.g. from Ashridge to Piccott's End. Potential collaboration with British Pilgrimage Trust

- Drovers' ways and recreate old pathways, with potential collaboration with Pitstone Green Museum
- Recreate James Newman's photographic studio, take Victorian photos (as done at 2018 Heritage Open Day) at Rectory Lane Cemetery
- Celebration of heritage transport, using images etc from Museum store. Invite contemporary artists to participate; and potential collaboration with London Transport
- Arrange for steam trips out to Berkhamsted, but practicalities, cost/benefit to be researched
- A series of flatbed trailer performances of Chaucer and other historic writers, around town, culminating in the Castle
- Procession from Town to Castle
- As part of Heritage Open Days, a series of open houses installations and performances (like at Glasgow and Art Nights in Shoreditch)
- Illuminations of "as they were" on the building Heritage Open Days can't get into e.g. Swan Inn or School
- Music heritage connections, e.g. pop-up ad hoc on events on street corners, such as parts of Handel's Messiah raising funds for the foundling hospital
- Quirky bits of Berkhamsted's history in bite-sized performances, with consideration of the attention span of the different audience e.g. maybe something like Peter the wild boy.
- Berkhamsted Timelines week/month with different themes each year – photographs, film, music, food, travel - with everyone working to that date, could be heritage sites, castle, restaurant's, art, performances etc.
- Teaser Town beer mat game in collaboration with pubs, cafes and shops
- Place names (guerrilla heritage) event, such as what is the history behind your street name?
- As part of Heritage Open Days include visits to canal boats, such as 'Rodger' from Rickmansworth; possible links to Open Door May event
- Book Festival extension to other genres e.g. HE Todd and other authors e.g. of Gumdrop
- Heritage photographic competition – themed each month with, say, winners used to make a calendar.
- Use film resources such as BFI, Rex, film locations etc say to recreate scenes photographically from historic films
- Short (say 20/30 minutes) intro film to Berkhamsted history, stories and sites, to be used at variety of events and venues possibly using young people to film and/or present

Second session - Anniversaries coming up and common annual event dates

2020	Hertfordshire Year of Culture
2022	St Peter's 800-year anniversary
May	Canal Boat Festival, 'Rodger' or Theatre boat Chilterns Walking Festival BerkoFest Book Festival Arts Society event
June	Bucks Open Studios Petertide Fair
July	Pitch Perfect
Aug	This is a traditional quiet time – potential for new family-orientated events and activities
Sept	Heritage Open Days Chiltern Heritage Festival Graham Green Festival

Oct Dacorum Heritage Trust pop-up museums
 Chilterns Walking Festival
 OktoberFest

Nov Festival of Light (

Dec Arts Society

The above annual base to be used as a framework to build up an indicative template of events and activities that can be added to existing events or interspersed in gaps.

Examples of proven heritage activities/games to engage young people

Post-workshop examples from Kate Kneale, HKD Ltd, which have been used successfully elsewhere.

- Town Teasers – scavenger hunt of overlooked heritage using beer mats and small signs in shop windows linked to website
- Timeline – commercial game which can be customised to put local events in context of global history. Research by local schools/ groups.
- Tippoo – V&A game, players become pieces on a board – spotting unlikely truths about history/heritage or artefacts. Easy to make with local groups.
- Adventures in Comics – two-page challenge to tell a story. Good way to involve budding graphic artists or writers and artists to work together to tell a local story.

St Peter's Church Topic Workshop on 02/05/19

Workshop Facilitator - Rachel Barrett, Regeneration Manager, Churches Conservation Trust

Workshop Organiser - James Moir, RLCP Project Officer, Berkhamsted Castle Trust, Berkhamsted Heritage Hub

Organisations attending (18 people in total) - Berkhamsted Local History and Museum Society, Berkhamsted Citizens Association, Berkhamsted Castle Trust, Berkhamsted Town Council, Churches Conservation Trust, Friends of St Peter's, Rectory Lane Cemetery Project, St Peter's Parochial Church Council, HKD Ltd (consultant designers) and Thomas Ford and Partners (consultant architects)

Presentations made - Powerpoint by Rachel Barrett, Churches Conservation Trust

The aim of the workshop

This was to explore the feasibility of a collaboration between St Peter's Church and the Heritage Hub, to introduce key church people to the possibilities and opportunities available to make activity and physical changes (with the benefit of illustrated examples from elsewhere); and to develop a consensus of the next steps.

The session was introduced by James Moir – this is just the first exploratory discussion, and no decisions have been made.

1. Setting the Scene

Rachel Barrett explained the aims of the workshop are:

1. To understand the **long-term views of the PCC** and how the Hub could be a part of the **church's future plans**
2. To understand the **main physical constraints** in adapting the church to accommodate part of the Hub
3. To understand the **parameters of hosting** different types of **heritage activities and events** in the church
4. To scope out what is needed for **long term sustainability** for the Hub at St Peter's

The church has been approached as it gave an opportunity to enhance the building, become a home to tell stories of the wider heritage, feed into future plans for the church, encourage community engagement and this also coincides with the 800yr celebration due in 2022.

Rachel asked for the PCC's initial thoughts on some key questions: What would be the key concerns? How does this fit with the long-term plans for the church? Can this project address the needs of the church?

The initial main points raised by participants were:

What about the Court House and the house next door? Would it be easier to alter?

Need to protect the character of the church and the power of the first impressions.

Need to keep in mind this is a sacred place of worship. Fashion shows etc have been run here but can easily be restored after the event.

It is a very expensive building and parishioners can't afford to maintain let alone improve it.

Need financial change to maintain the fabric, but any changes need to be adaptable.

Where would the uses of the Court House, which are considerable, go to if it was adapted?

People already come in the Church for heritage reasons, but little income generated.

As far as extending the church it was agreed that planning permission would be almost impossible because of the location and impact it would have on the oldest part of the town.

Rachel ran through some case study examples.

Galleries - how could the space could look, with photographic examples from other sites; and storage and new furniture, again with photographic examples.

A detailed example of Holy Trinity in Sutton Coldfield was given, a 12-year project.

2. What might the project look like

Discussion of the visions and scope:

- What changes would need to happen in the building?
- What kind of heritage "activities and events" could take place?
- What are the advantages of having the heritage hub based at St Peter's?
- What are the disadvantages?
- What role could the PCC play as a project partner?

Concept Design to Date - plans of church

James introduced the concepts so far, and the reason behind them. Designs had been sent to the participants prior to the meeting.

Rachel asked how different these plans are to previous considerations. Christopher said something similar has been considered but had not proceeded due to lack of funding. The debate is about how the spaces might be used. Key views were:

An office could be considered so that there would always be a presence in the Church. Storage space is a key need. Meeting rooms would be useful and were considered at the original plans.

Loss of seating might be an issue for civic events and concerts. Possible to have pull out seating which may still have an impact on the look and feel.

It was agreed that St Johns chantry choir needs intervention.

The initial view of the attendees was that if these proposals could attract funding it should be considered as there are countless examples of where it has worked for other churches.

What could happen in St Peters?

Rachel then ran through a slide considering the current activities in the church and then additional/enhanced activities.

Current activities are: Weekday and weekend worship, mission/community support, life events, music and choral concerts, bell ringing, Sunday club, Cowper society events, Oktoberfest.

Additional/enhanced activity suggested include school education programme, hire of exhibition space (art, heritage), visitor destination with interpretation, talks/lectures, genealogy research station, partnership work with local groups, heritage festivals, children's trails.

Some attendees said they don't want to see St Peters as a heritage destination, but want it as a place of worship. Others maintain that visitor hospitality is not an additional activity but is already happening, and it's an historic building which needs much maintaining.

Rachel illustrated current uses in the Church for the month of October. The church is very quiet in the week. Morning worship is usually complete by 9.30.

It was also stated that the above were only the views of the members of the PCC who were attending this workshop, and there would need to be consultation with the full PCC.

3. Defining the Church / Heritage Hub project scope

Rachel summarised the possible needs from any collaboration.

- Income to manage/maintain the building (financial sustainability)
- Resource to afford 'reordering' (improve facilities in the church)
- To 'free up' Court House space for income generating activity (and relocate in the church an office, better storage, meeting rooms)
- A base to tell stories of the history of the town.

Does the collaboration help to address these needs? Opportunities/benefits were considered:

Benefits

- Court House – utilise it more
- Enhancing current activities – civic, celebratory, visitor welcome
- Sharing the heritage between Court House and Church.

- Helping to secure funding for the improved facilities

Challenges

- Design sensitivities and permissions
- Limited resources for investment
- Need to accommodate current church and Court House users

From this a discussion ensued on the key “in” or “out” options to consider further:

Out

- Need to protect the openness of space
- Not to feel like a museum
- Keep seating capacity as much as possible
- Heritage activity not to supersede Place of worship activity
- Extension of external space

In

- Place of worship/sacred space
- Better interpretation of heritage
- Better use of buildings

The attendees suggested the possibility of the use of outside the building, as in Gloucester Cathedral where stones are on view to show a mason’s work. Step free access could be considered and make the use of both Church and Court House easier.

Partnerships

Rachel then asked about the current working partnerships with the wider community, and how does St Peter’s interact? Attendees said it depends on the number of volunteers for particular events. The Festival of Light, with candles, is very popular. Further community group activity might generate income.

How will the partnership with the Castle work, and working with English Heritage? James explained the possible option to use the St Peters space to enhance the collections process. I.e. digitising collections or memories that people brought in. Separately there was also the contentious option of a link between the Church and the Court House at a 1st floor level. Discussion about the partnership bid with the Heritage Lottery Fund would be financial and crucial.

4. What could be the next steps:

Note of workshop are to be distributed to enable a discussion with the full PCC and agree actions on:

- Review of project vision/aims and plans
- Wider community consultation
- Defining further project development work

It was agreed the next first step is to confirm that “The PCC are happy to discuss further and be part of something going forward”

A further question was asked about the ability to share some of the information i.e. the plans or the pictures of other developments elsewhere. It was agreed that it is important to share the concepts but not necessarily the actual plans.

Heritage Hub Virtual Topic Workshop 10/05/19

Workshop Facilitator - Liz Carlile

Workshop Organiser - Norman Groves, Berkhamsted Local History and Museum Society

Organisations attending (15 people in total) - Berkhamsted Local History and Museum Society, Berkhamsted Castle Trust, Rectory Lane Cemetery Project, Hertfordshire Library Service, Hertfordshire Archive and Library Service, Fourth Street (consultant heritage advisers), CommunitySites (community websites consultants).

The aim of the workshop

This was to consider all ways to best use online and internet options to increase appreciation of local heritage among new audiences, using examples from what happens already; and consider the opportunities and constraints for making this happen.

Defining audiences with different virtual needs

All participants were asked to note what different groups of people they think would be interested in a virtual Hub. The participants were then split into 4 teams, and asked to consider the persona of an individual in one of these main groups. Each team took two personas to build on. The chosen audience personas were: ex-resident; heritage researcher, care home Manager, schoolteacher, family with children, people visiting friends and family, teenager, and current resident

Key lessons were how different the needs were of various different people, and thus crucial to be aware of audience needs, seek feedback, and decide (in the light of other available online resources) a clear virtual strategy that focuses on the needs of the target audiences. Key decision is to decide between popular content that attracts the general searcher and lay person, and more researcher oriented and specialist content.

Existing online resources with some Berkhamsted heritage content

The workshop then listed the virtual sites already having some Berkhamsted heritage (and cultural) content:

- Berkhamsted Local History and Museum Society – Web and Feedback
- Dacorum Heritage Trust Web and Facebook
- Berkhamsted Town Council including Audio and other trails
- Berkhamsted Castle Web & Facebook
- Berkhamsted Citizens Association
- Berkhamsted & District Archaeological Society Web
- Berkhamsted School Archive Web
- Herts Library link to local history virtual and non-virtual – Web, Facebook, Twitter
- Our Dacorum, part of Hertfordshire Community Archive network
- Rectory Lane Cemetery Web & Facebook
- St Peters Church Web & Facebook
- Friends of St Peters Web and Facebook
- Aldbury, Berkhamsted Tring Memories, Reports, Folklore and Random Madness (Facebook)
- Northchurch St Mary's History (Facebook)

- Graham Greene Birthplace Trust Web
- Visit Herts – Tourist Information, Facebook
- Hertfordshire Archives and Local Studies
- Hertfordshire Genealogy
- Chilterns Conservation Board, AONB
- YouTube local history resources
- Dacorum TV
- The Foundling Museum
- Canal and Riverside Trust - Waterways Museum

Views were that Berkhamsted needed a heritage portal that could link the above to give:

- overall heritage view, relationships between organisations, integration, links and signposting, partnership, events and activities
- could also link to National sites such as Historic England, The National Archives, British Museum, British Library, Findmypast, Ancestry etc

The workshop next created a mind map of what could be considered, and this brainstorming process brought forward the following:

- 100 (or 50, 25) objects that tell the story of Berkhamsted – good for a MOOC type presentation
- 5 (or more?) dates that are important to Berkhamsted
- Digital access to items and archives collection
- Audio reminiscences and conversations
- Virtual walk down old Berkhamsted; virtual reality trips through different eras
 - re-creating visually, things that have gone. Supported by stories, artefacts, pictures documents
 - Hologram events in the VR or AR presentation
 - Augmented reality – e.g. point your phone at a key landmark and get information
- Early & now photo comparisons, virtual (but also onsite if possible)
- Heritage, community and arts events calendar (with booking system?)
- Video intro to history of Berkhamsted (using someone like Ed Reardon + children?)
- Changing elements online
- Podcasts – collaboration, conversations, celebrities and others
- Pre-packaged info about the town history that can be shared with different communities
- Children interviewing grandparents and other family members etc
- Real time engagement, including a facility to digitise items that people bring in, but may not want / need to donate to an archive
- Encouraging participation e.g. gathering objects & stories from as many people as possible, celebrating diversity
- MOOC (Massive open Online courses) for opening up collections virtual and physical connections (see <https://www.mooc-list.com/>)
- Community Radio
- Soundscapes – click to get relevant sounds (music or real)
- Bring in a natural history perspective

Jack Latimer, Creative Director of Community Sites, who design community and heritage-based websites

Jack was asked to reflect on the discussion and bring forward some key points to take forward.

Today is starting point but we already have existing web sites. From a practical point of view, looking at the personas exercise, some wanted very specific things, but others wanted everything. Jack suggested a look at the time poor people, and what is the exact package you could produce for them? These need to be listed them for the proposal.

The second thing to consider is for the ex or new people who want a package. A really good link for say a “walk through town” would be beneficial.

What is crucial is regular editorial time, as much is needed for a successful site, and often this is underestimated. Start with bank of initial content (e.g. see Warwickshire website) and then attract users in the community to start adding. Heritage lottery did over emphasise the technical and.

The third thing to consider about personas is once you have someone’s attention on a website, where do they go next? Algorithms can be devised so visitors can be cross referenced. What are the “calls to action” that assist users maximise their visit to the website, e.g. volunteer, donate, contribute information.

Regarding existing web sites relationship with social media, BLHMS has a good Facebook site with lots of followers. The difficult connection is the link between Web and social media. For example, people now mostly add photos to a Facebook site, as opposed to sending to a web resource, and then they are basically lost, because of Facebook rules. Using Facebook as a feed to a Website would be a very interesting and difficult challenge.

Setting up a google specific search is part of an easy way to link websites, as it’s important to have content information sharing, with a reference to the original location.

A community group with a crucial website needs to future proof it’s site in case the host site builder is no longer an option. It is important to use open source format.

Some of the other ideas put forward (in the workshop) are very expensive, and may be defunct in the future. Keep things as simple as possible, and groups should think of the web as a magazine publication that builds separate sections over time, rather than a one-off book published all at once.

Think about the process of collecting and digitising information. Scanning at the local supermarket or other central site would be an excellent way of easily widening image and document content for targeted gaps.

Next steps

Participants were asked to share any additional ideas with the Heritage Hub, and updates would be on the BLHMS website. In addition, The Heritage Hub Learning Programme, assembled and delivered by the Curator of Amersham Museum, is delivering a series of relevant skills workshops in the summer. Especially relevant would be the training workshops on “Websites that Wow!”, “How do we interest young people?”, “Fundraising” and “Find that fascinating local story”

All participants agreed that their images taken can be placed on the web site / HLF records, if need be.

Heritage Hub Collections Topic Workshop 23/05/19

Workshop Facilitator - Emily Toettcher, Curator of Amersham Museum

Workshop Organiser - Norman Groves, Berkhamsted Local History and Museum Society, and Berkhamsted Heritage Hub Project Officer

Organisations attending (16 people in total) - Berkhamsted Local History and Museum Society, Berkhamsted Castle Trust, Berkhamsted Citizens Association, Berkhamsted & District Archaeological

Society, Dacorum Heritage Trust, Rectory Lane Cemetery Project, Ashridge House, private collector, photographer, Fourth Street (consultant heritage advisers), TownsWeb Archiving (digitisation consultants).

Presentations Made - Powerpoint by Emily Toettcher, Curator of Amersham Museum, and Casper Smithson, TownsWeb Archiving

The aim of the workshop

This was to consider the best realistic options to use the local collections to increase appreciation of local heritage among new audiences; and the opportunities and constraints for making this happen.

The key outputs from the meeting

- Summary /outline of the key stories, events and people relating to the history of the local area.
- Scoping of the collections that could be used to interpret local heritage
- Review of storage and access issues that impact upon the use of local collections
- Summary of which collections could be digitised, and a scoping of how digital content could be used.

Presentation by Tim Ambrose, Fourth Street

Tim Ambrose from Fourth Street first point was that the best way to make sure that a collection is preserved is to make sure it's useful. He based his presentation around the Empowering Collections report from the Museums Association in 2019. This identified 11 recommendations for the future of collections, based on research from the Collections 2030 project, to equip museums to harness their collections for a social impact – making them more empowering, dynamic and relevant.

In his opinion the quality of care and collections management in Berkhamsted is very good.

Collection owners need to understand what they have before starting to decide what to use. It's important to look also at disposal and transfer, as well as collecting, as this can markedly increase cost effectiveness. We need to consider the different ways of using collections:

- Website/collections information and social media/events
- Blogs and podcasts
- Temporary and touring exhibitions
- Loan boxes – for out-reach and in-reach
- Loans out and loans in
- Open days
- Study days
- Partnership events off-site
- Group visits – schools, adults
- Hospital and care home visits/handling collections
- Attendance at fêtes, fairs, shows, events, anniversaries
- Publications – popular and research, catalogues, information sheets, downloads
- Press releases/press articles and photos
- Programme and promote the work of the collections store team

To remain relevant in the long term, need to understand what are the various community expectations of collections. It is crucial to assess different audiences needs, and build the collection accordingly, rather than just base on past donations. Collecting/disposal/partnership collaboration should be strategic, after defining the audience.

Collections projects are an opportunity to involve communities in co-curation, ideally over a long time, by assessing what types of collections might be effectively and sustainably developed on a co-curation model, and include these in forward planning.

Museums need to record and present information about their collections in order to understand their relevance. This will help the increasing use of networks of subject specialists within museums, as well as increasing the participation of non-museum groups – such as universities, volunteers, societies, private collectors and community groups – in collections work.

Tim's final points:

- Well considered forward planning is important in supporting funding applications.
- Forward plans help to explain the rationale for collecting and significance of collections
- It is essential, for funding bodies, to demonstrate how stored collections are being looked after and being used for different target audiences
- Explaining and quantifying the reach of the collections – on-site, off-site and on-line - is also important
- Annual and periodic reporting explains success against objectives

Collections Analysis Overview

Emily Toettcher then took the group through her findings following her review of the Berkhamsted Local History and Museum Societies collection held at Dacorum Heritage Trust. This included:

- Exploring the range, condition, care and documentation of the BLHMS collection.
- Review of digitisation and storage with suggestions for the future.
- Review of how the collection could be used to tell the story of Berkhamsted

Quantitative Key Findings

- 28881 items in the collections
- 16140 images
- 8971 documents
- 1592 objects (29% art)
- 991 maps and plans
- 941 books
- 109 AV material – Audio/visual – working life and personal
- 114 exhibition panels
- 21 other

Qualitative Key findings

- Broad social history collection mostly 19th and 20th century, less for second half of 20th century
- Duplicates and classified terms need removing
- Collections Development – gaps in collection include pre 19th century, mid-20th century onwards, contemporary collecting, domestic life, some elements of local industry.
- Audio visual material needs to be reviewed, developed, digitised
- Storage is good with only small changes required
- Around 11,000 items digitised, mostly low resolution
- Next step is to audit and analyse in depth – weeding out duplicates, better knowing the collection to tell different stories, identifying the gaps. Need to agree a collection plan.

Key Actions.

- Detailed collections audit
- Establish key stories and interpretation themes for Berkhamsted

- Create a detailed collections development list and cross reference with other organisations
- Review key plans, especially documentation
- Digitise AV material and review copyright
- Begin digitisation programme of images, postcards and photograph objects

(Post-meeting note - See the full Collections Analysis Report for greater depth and clarity on key BLHMS collection issues and next- steps actions)

Identifying key stories to interpret

The attendees of the workshop then split into small groups to consider what key stories need to be told or considered for the town. The key outputs from this session were:

- The settlements beginnings - why are we here at all? Geology and Geography.
- Past Industries – Coopers, Mantle works, Dwight Pheasantry, dairies. watercress etc
- Changes in the medieval core, and on the High Street, from early to modern
- War time stories
- Transport – road, canal, railway (a big impactor e.g. compare with Markyate). Important proximity link with London. Also, the influence of gentry e.g. Brownlow / Bridgewater.
- The arts, with BFI, literature, cinema; helped by proximity to London and film studios
- Berkhamsted as centre of education activities
- Shopping , from early Market town.
- The people – Need to relate the objects to the people. (There was a short discussion about photographs that need to be collected)
- Governance – impact William Conqueror, the castle., Royal connections
- Impact of land uses and ownership of surrounding hinterland

In summary Emily explained that when we start to think about our website, we need to define clear themes. E.g. how transport innovations changed the way we lived.

A discussion took place about previous exhibitions held by the BLHMS and some of the problems faced by physical locations, such as the Civic centre on the less used side of the High Street. We discussed the need to find ways to attract people to attend e.g. young children involved in art or recreating events.

Themes for Interpretation

The workshop then listed the themes and then started to look at the items held in the collection that could support these stories. We achieved some outputs against some of the themes of education, settlement, transport, industry, location, wartime, arts.

Other Collections

The workshop then considered what other collections are held around the town that could possibly be considered to help tell the stories further. These included

- BLHMS – images and document heavy, see Appendix 8 Collections Analysis
- Citizen Association – started in 1924 has an archive, visual, cuttings from papers, footpath maps campaigns e.g. social housing. Un-catalogued, and not quantified. Environment awards started 1981. Minutes and agendas available, need analysis.
- Local collectors with large collection of postcards, memorabilia, and other items
- Mary Casserley has her grandfather's railway related photos 1938 to 1960's.
- Berkhamsted & District Archaeological Society – many items are at the store. Collection is substantial. Other items kept at members' homes.
- Graham Greene Birthplace Trust has a small collection
- Northchurch Local History collection or about 1500 items, now with BLHMS

- Dacorum Borough Council – holds extensive building plans 1895 to 1940's
- Berkhamsted Town Council collection e.g. there are about 100, including Sheldon drawings.
- Ashridge has a small collection, but most has gone elsewhere i.e. Lincoln (Brownlow papers), Wimbledon, Bedford, Buckingham, Getty in US, Huntingdon have boxes not catalogues.
- Ashlyn's School – foundling museum, foundling voices
- Parish chest in St Peter's church.

Issues with Accessing other collections

The workshop considered some issues concerning the non-BLHMS collections, including the opportunities and constraints of accessing/using/loaning items and archives. The following is an incomplete assessment of the current situation:

Berkhamsted School – The collection is catalogued, and largely digitised. Will possibly consider loaning items out, provided display/security and other conditions met.

Ashmolean/British Museum/other national – to be confirmed

BADAS – Well catalogued. Berkhamsted items are in DHT but Ashridge findings mainly with College. Not much publication, and is a challenge needing someone with expertise and time. Not digitised. Some slides.

BLHMS – catalogued, local & DHT. Not all photographed.

HALS – Stored in Hertford. Church Warden Accounts are at HALS

Citizen Association – not catalogued, held in private houses. At risk.

Foundling collection – Searchable browsing available for much of collection, and working towards 100%. Permissions for loan may be difficult.

Ashridge – artefacts are thought to be kept mainly at Lincoln & Huntingdon. Very scattered, but some catalogued, and not digital.

Grahame Greene – collections abroad mostly USA universities, some 1st editions at the school

Railway Archive – Mary Casserly's mother has her husband's collection. Indexed but not catalogued

Postcard collections – lots but need to identify them

Town Council – small collection held at DHT

Parish Chest – At the church

DBC – holds extensive building plans. Not catalogued. Mostly archival are difficult to access but the objects are accessible.

Presentation by TownsWeb Archiving

Casper Smithson talked about digitisation, of photos, documents and artefacts, and said he really liked how organisations in Berkhamsted are collaborating.

It is now possible to digitise just about everything, but most of the information his company archives is in large bound books. It is possible to do three dimensional photographs.

It is important to have an understanding of the content and what we want to get from it. An example site, relevant to the Berkhamsted needs, is Merton Memories photographic archive web site, which has ability to generate income. See <https://photoarchive.merton.gov.uk/>

Also, Herefordshire History, see <https://www.hertsmemories.org.uk> which is putting images online, linking with stories etc. It was a Heritage Lottery funded project. See also <https://www.herefordshirehistory.org.uk/>

Casper then explained the importance of metadata as an aid to search the content. Metadata is information that documents the condition of the item or “object” at the time of digitisation, and what methods, equipment, software were used, and what changes were made to provide the files online.

Digitisation planning stages - Five Key Points: start with formal goals; communication; what to Digitise; image outputs and Resolution; plan for access.

Casper asked what the project hoped to digitise, and are there a particular significant items. Also need to assess at same time what are the conservation needs and risks e.g. for tapes and films.

Casper showed the workshop how it's possible to use virtual tours for places where people can't visit, and then link to photographs that explain further.

There were a few questions about future proofing, income generation, other groups at the same stage as us and online exhibitions.

Summing UP

Emily summed up and next steps.

- Key topics and a theme are really important. What do we want to achieve? Then we must test with the audiences.
- Collections are most archival be good to think about the barriers and copyright, ownership.
- Essential next stage is to consider the individuals and personalities involved to tell the story

Post meeting guidance from Emily Toettcher, Curator of Amersham Museum

Some list of suggested resources which may support are:

- The Association of Independent Museums has some excellent 'success guides', including one on collections care, managing archives and security of collections: <https://www.aim-museums.co.uk/resources/success-guides/>
- The Collections Trust has all the information about Spectrum, which is the standard for collections management (which is then reflected in the expectations of accreditation) See: <https://collectionstrust.org.uk/spectrum/primary-procedures/> . There are also spectrum resources: <https://collectionstrust.org.uk/spectrum-resources/> ; collections care resources: <https://collectionstrust.org.uk/collections-management/> and digitisation: <https://collectionstrust.org.uk/digital-isnt-different/>
- Also see SHARE East resources on collections: <http://www.sharemuseumseast.org.uk/resources-2/share-resources/> The collections section is really thorough with guides on digitisation and various elements of collections care
- The SHARE grant opportunity: <http://www.sharemuseumseast.org.uk/project/collections-review-grants/>

Fabric Interventions Topic Workshop on 06/06/19

Workshop Facilitator - David Geddes, Consultant, Fourth Street Place Consultants Ltd

Workshop Organiser - James Moir, RLCP Project Officer, Berkhamsted Castle Trust, Berkhamsted Heritage Hub

Organisations attending (10 people in total) - Berkhamsted Local History and Museum Society, Berkhamsted Citizens Association, Berkhamsted Castle Trust, Berkhamsted & District Chamber of Commerce, Berkhamsted Arts Trust, Rectory Lane Cemetery Project.

Presentations made - Powerpoint by David Geddes, Consultant, Fourth Street Place Consultants Ltd

The Aim of the Workshop

To discuss and, if possible, reach consensus about what might be done to improve interpretation of the history of Berkhamsted through physical interventions around the town.

Introduction

There is already limited interpretation around the town, such as car parks, with posters and information. There are two trail booklets, but they don't always tie up; plus audio trails. They are supported by blue plaques on buildings which is more than some similar sized towns, but they have very limited information. The Crown pub displays history photos and information, and there are some heritage photos in the Town Hall and Civic Centre. The canal towpath has "table-top" plinths.

Information plaques and boards, and monoliths

David illustrated many different ways information boards are provided, either on buildings or separately on monoliths.

- On walls made of Perspex. These can also have barcodes to scan for additional information.
- Some heritage trails are placed in the footpath to lead you through a trail.
- Lowestoft then and now example, which was a table approach that takes more space, so less used in high streets. Can be themed, i.e. architecture, history etc.
- In Hull a digital monolith example, where images rotate. It was felt that the example might be too large for Berkhamsted, and a monolith/totem would need to be in a location people can observe the heritage. Key issues of long-term maintenance and management. The workshop considered the station a good location.
- There is a danger we end up with more clutter and noise. A strategy is needed, there's a finite number of places that can be used. There was an opinion that you need to be able to see the next one as you leave one.

The workshop looked at some example locations around Berkhamsted, e.g. next to Nat West bank on the wall of Ash, next to M&S wall, next to Waitrose, and walls to the viaduct, the under pass in the station and the space outside the station.

Conclusion was that the optimal approach in Berkhamsted seems to be largely wall mounted panels, perhaps with 2 monoliths, but anything internally lit may be problematic. It was felt that the blue plaques are presently limited and could be expanded. Owners of the building would have to agree to have boards or enhanced blue plaques. The workshop liked the Perspex wall mounted plaques.

Heritage Information Network

James explained the concept of a Heritage Information Network, with illustrations. There are two main entry points, the train station and central car park. He explained that this example is not exclusive, but wanted an integrated route to tell the stories. There are options for people to flow off in different directions, with different types of interpretation around the town, e.g. statue, wall mount, monolith etc. The workshop participants liked the idea.

Monuments

The workshop discussed monuments and saw examples of wall art and bronze statues. A possible site for the former was suggested for the wall next to the Gatsby with owner's permission. On a bronze statue, the workshop felt that these can be controversial, especially if they are not a good likeness. Possible names were suggested as Grahame Green, Foundling school child, film related, Peter the wild boy, foundlings, sheep dip related. The workshop agreed that it would be best where

physical likeness is not important. The workshop heard that Grahame Green would not work, as the Trust had tried twice and been refused. The broad thinking is that something quirky, that appeals to children, should be in the brief.

Shop displays

The possibility of displays in shops was discussed, with pictures of what they were like in the past. Also banks, and other commercial space. Many shops and commercial are in historic buildings with window space, in Bet Fred for example. It was considered for a short period of time businesses may do it but not a long period of time. Maybe some possibility to use shops in conjunction of heritage open days.

Mobile heritage van

Another idea discussed was mobile museum / heritage display in an old vehicle converted to a heritage van. This could be used for pop-up exhibitions, drama, item handling, and a range of other activities. Visits could be made to places where people have difficulty getting to central events, e.g. homes, schools, clubs. Learning from the existing new heritage van at Amersham Museum should be undertaken.

Next steps?

The facilitator told the workshop that leadership for implementation of street interventions would normally be a local authority. David suggested that a first step should be to discuss with the district council, and also the County Council. The main report should be supplemented with the outcome of workshops, creating a plan for what could be and how much it costs.

Location Analyst

UK



Berkhamsted - Town Area

Understanding Demographics

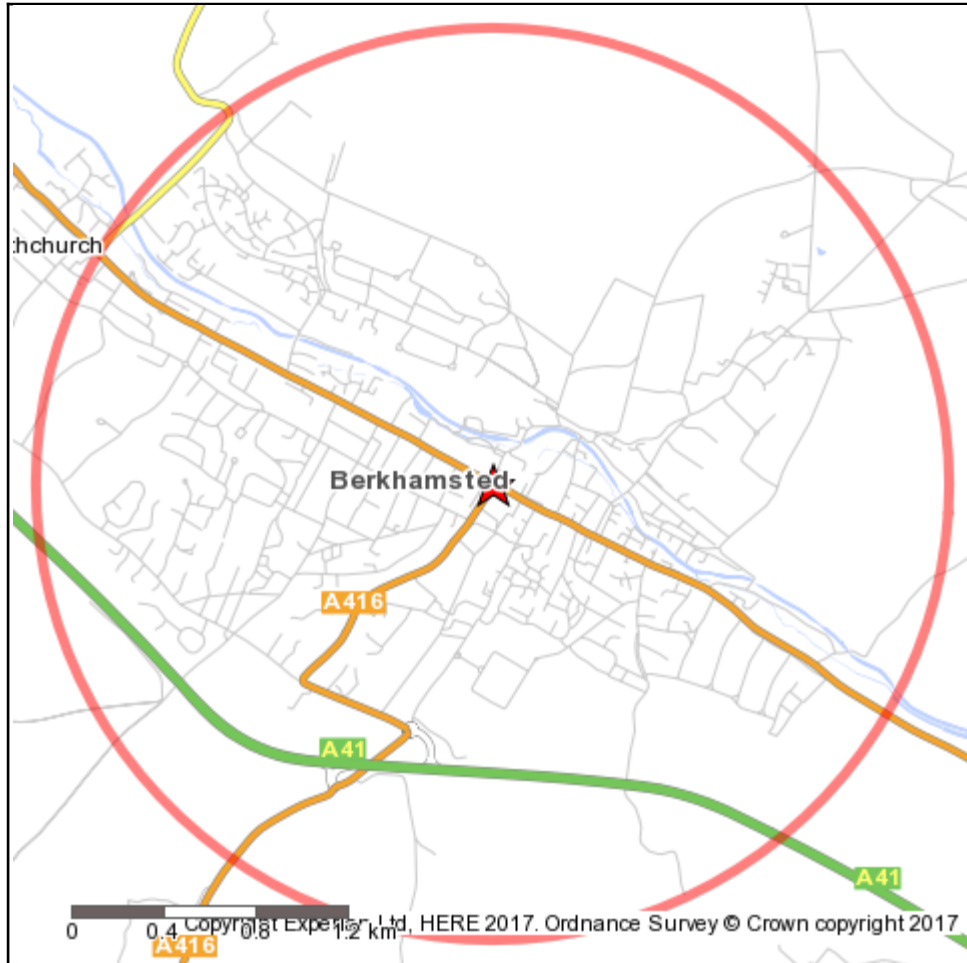
18 December, 2018

Contents

- Map showing your Area
- Understanding the Demographics of your Area
- Understanding the Residential Profile by Mosaic UK 6
- Understanding the Top 3 Mosaic UK 6 Groups
- Daytime Population Profile by Mosaic UK 6
- Population Growth
- Explanation - Population Projections
- Explanation - Mosaic UK 6
- Explanation - Mosaic UK 6 Daytime
- Explanation - Census

Describing Berkhamsted - Town Area (2 Km) in relation to England
Creation Date: December 18, 2018

Map showing your area



Geography Selection:

Berkhamsted - Town Area (2 Km)

Boundary Colour:

 Geography Selection

Mapping data: © 2017 HERE.
Copyright Experian 2017.

Date: 18/12/18

Summary of your area

There are 19,659 people living within Berkhamsted - Town Area (2 Km) of which 9,553 are male and 10,106 are female. Within this Population 10,382 are economically active whilst 3,413 are classed as economically inactive. 70.57 % of houses are owner occupied whilst 15.61 % are privately rented. The three highest Mosaic groups are B Prestige Positions, G Domestic Success and O Rental Hubs. The Population of the area is expected to change by 6.00 % by 2022 .

Describing Berkhamsted - Town Area (2 Km) in relation to England
Creation Date: December 18, 2018

Understanding the make-up of your area

	Area	Base
Total Households	8,364	23,529,845
Total Population	19,659	56,117,595
Total Males	9,553	27,732,356
Total Females	10,106	28,385,239

The current year estimates show a total resident population of 19,659 in the study area, compared to 56,117,595 in the base selection. When looking at households there are 8,364 in your area and 23,529,845 in your base selection. This was split by 51.41 % of the population being female and 48.59 % being male in the study area.

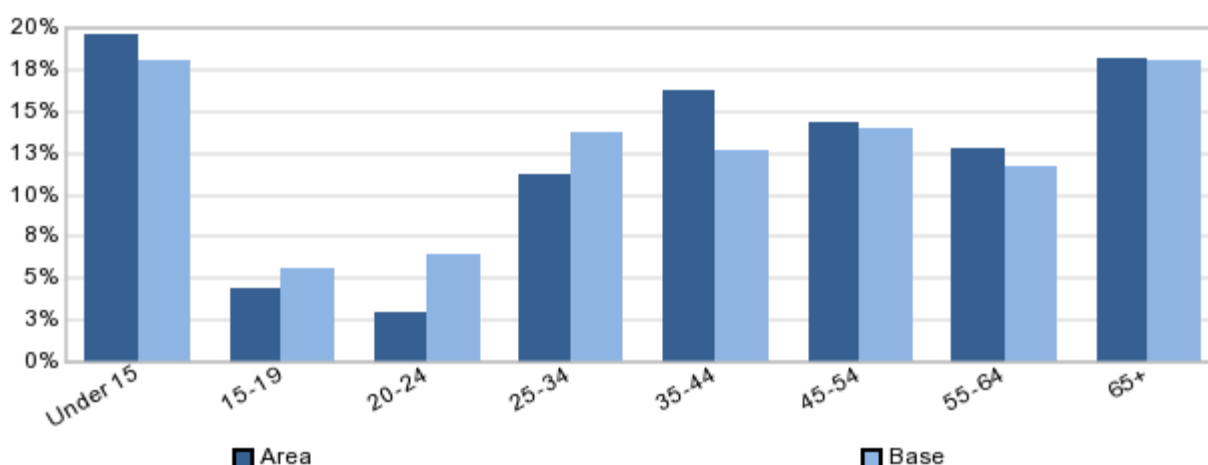
Source: Experian Current year estimates (Mid-year 2017).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	3,856	10,110,744	109
15-19	873	3,132,836	80
20-24	590	3,579,126	47
25-34	2,211	7,710,058	82
35-44	3,194	7,125,502	128
45-54	2,832	7,804,508	104
55-64	2,524	6,511,445	111
65+	3,579	10,143,376	101

Source: Experian Age and Gender Estimates (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band Under 15 with a count of 3,856 representing 19.61 % of the study area. The smallest proportion is in age band 20-24 with a count of 590 which represents 3.00 %. In the study area the most over represented age band in comparison to the base selection is 35-44 with an index value of 128. The band that is most under represented is 20-24 with an index of 47, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	
White	18,793	47,637,265	113	
Gypsy / Traveller / Irish Traveller	18	58,738	89	
Mixed / Multiple Ethnic Groups	343	1,292,729	76	
Asian / Asian British: Indian	153	1,485,860	29	
Asian / Asian British: Pakistani	48	1,165,188	12	
Asian / Asian British: Bangladeshi	12	484,444	7	
Asian / Asian British: Chinese	92	430,814	61	
Asian / Asian British: Other Asian	100	913,121	31	
Black / African / Caribbean / Black British	53	2,037,678	7	
Other Ethnic Group	47	611,758	22	

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

95.60 % White	84.89 % White
0.09 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
1.74 % Mixed / Multiple Ethnic Groups	2.30 % Mixed / Multiple Ethnic Groups
0.78 % Asian / Asian British: Indian	2.65 % Asian / Asian British: Indian
0.24 % Asian / Asian British: Pakistani	2.08 % Asian / Asian British: Pakistani
0.06 % Asian / Asian British: Bangladeshi	0.86 % Asian / Asian British: Bangladeshi
0.47 % Asian / Asian British: Chinese	0.77 % Asian / Asian British: Chinese
0.51 % Asian / Asian British: Other Asian	1.63 % Asian / Asian British: Other Asian
0.27 % Black / African / Caribbean / Black British	3.63 % Black / African / Caribbean / Black British
0.24 % Other Ethnic Group	1.09 % Other Ethnic Group

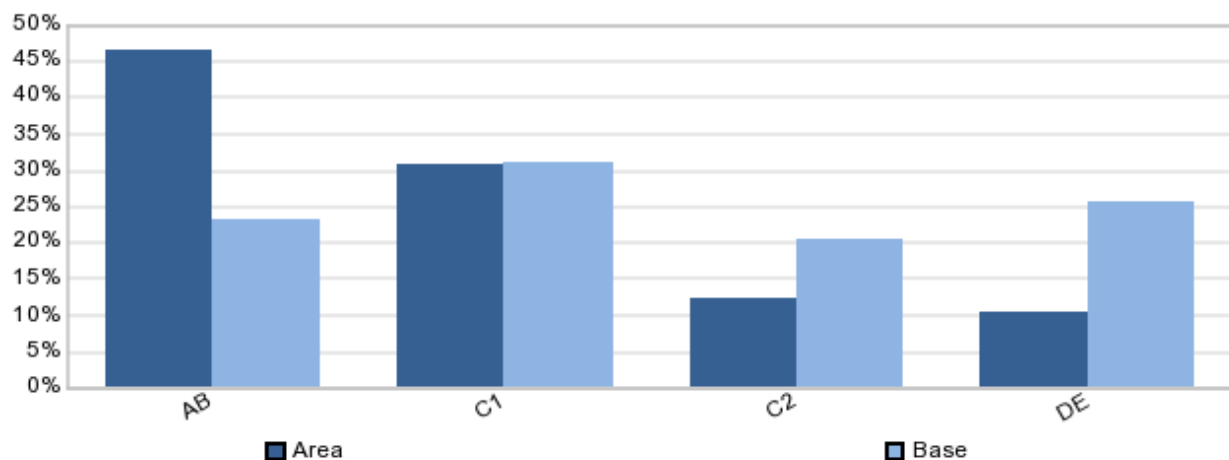
In the study area the largest ethnic group is White taking up 95.60 % of the population with a count of 18,793. This is in comparison to the selected base with 84.89 % of the population being White. The smallest ethnic representation in the study area was Asian / Asian British: Bangladeshi with a count of 12, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 58,738.

Understanding the Social Grade

Social Grade	Area	Base	Index	
AB Higher & intermediate manage/admin/prof	2,877	4,032,423	202	
C1 Supervisory, cleric, junior manage/admin/prof	1,897	5,418,291	99	
C2 Skilled manual workers	750	3,585,108	59	
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	636	4,445,889	41	

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade AB forms the largest proportion with 2,877 people falling into this group, which is 46.70 % of the overall distribution. The smallest proportion falls into grade DE with a count of 636 taking up 10.32 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 202, whereas the most under represented group is DE with an index count of 41.

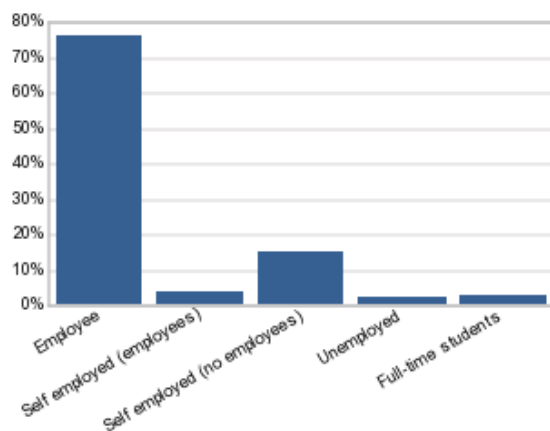
Understanding the Economic Activity

Economically Active	Area	Base	Index	46	100	141
Employee	7,888	21,993,087	99			
Self employed with employees	399	934,074	118		■	
Self employed without employees	1,582	3,172,258	137		■	
Unemployed	209	1,127,530	51	■		
Full-time students	304	1,402,689	60	■		
Economically Inactive				40	100	139
Retired	1,826	5,424,571	120		■	
Student	501	2,367,904	76		■	
Looking after home/ family	682	1,807,158	135		■	
Permanently sick/ disabled	212	1,672,899	45	■		
Other	192	906,294	76		■	

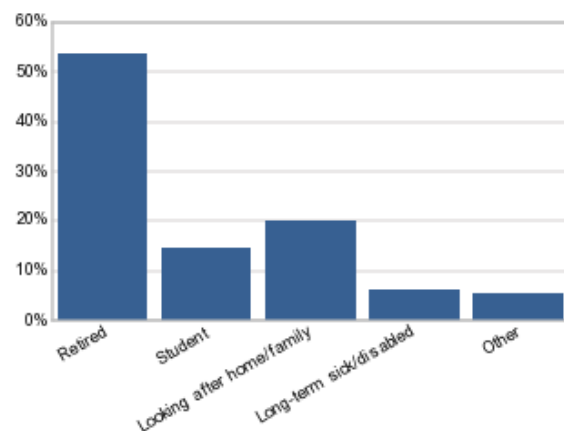
Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 57.18 % of the population are employed, this is 7,888 people, compare this to your base where 53.89 % are employed. The smallest economically active group is Unemployed representing 1.51 %, compare this to the selected base where this group represents 2.76 %. When analysing index* values the most over represented group is Self employed without employees with an index of 137, taking up 11.47 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 1,826 representing 13.23 %. The smallest inactive group is Other with 192 which is 1.39 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 135, representing 4.95 %.

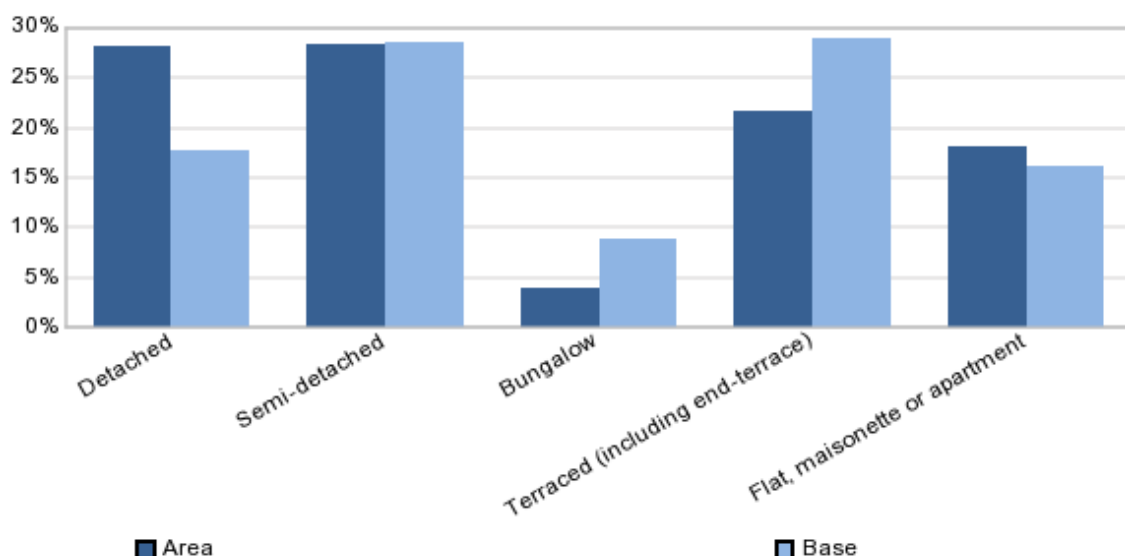
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	39	100	164
Detached	2,120	3,754,514	159			
Semi-detached	2,135	6,044,499	99			
Bungalow	302	1,894,905	45			
Terraced (including end-terrace)	1,641	6,115,286	75			
Flat, maisonette or apartment	1,358	3,432,237	111			

Source: Experian ConsumerView Household Directory 2018 .

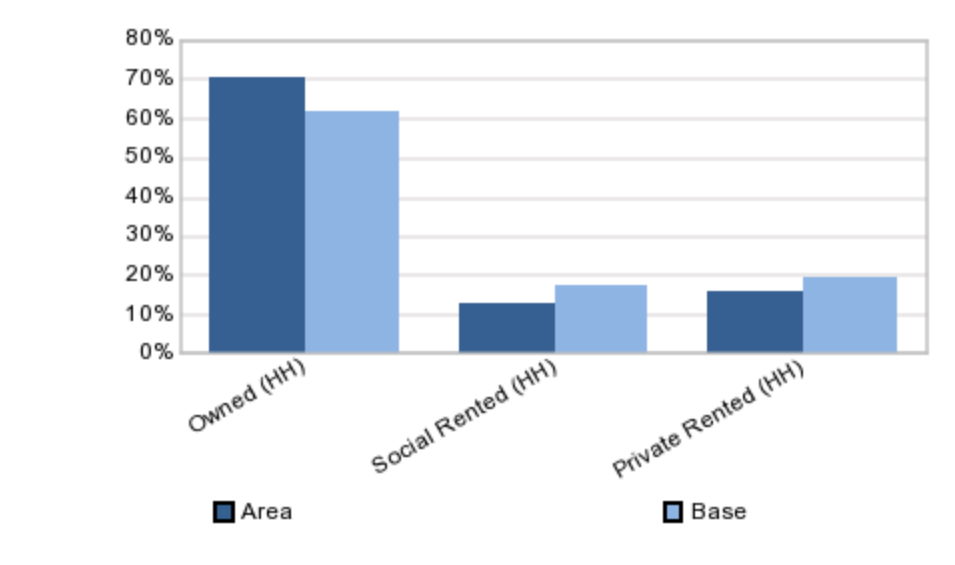
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	73	100	115
Owned (HH)	5,903	14,605,097	114			
Social Rented (HH)	1,083	4,060,661	75			
Private Rented (HH)	1,305	4,566,888	80			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



2,135 households within your area live in a Semi-detached dwelling, this is 28.25 %. Compare this to a figure of 6,044,499 in your base making up 28.46 %. The smallest number of households live in a Bungalow dwelling, this is 302 households and makes up 3.99 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 159, this makes up 28.06 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 5,903 making up 70.57 %. The smallest amount fall into the Social rented at 12.95 %. When looking at the index figures the most over represented tenure type is Owned with an index of 114, 70.57 % of households fall into this category in the study area.

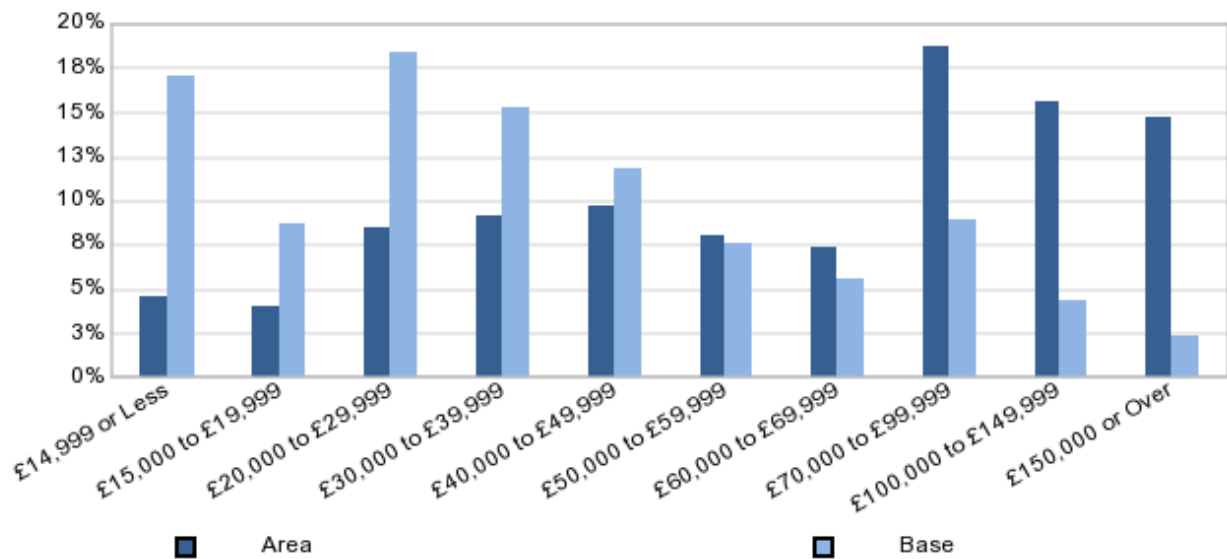
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	0	100	639
£14,999 or Less	377	4,020,907	26			
£15,000 to £19,999	330	2,060,209	45			
£20,000 to £29,999	709	4,335,111	46			
£30,000 to £39,999	761	3,585,034	60			
£40,000 to £49,999	806	2,780,837	82			
£50,000 to £59,999	672	1,762,454	107			
£60,000 to £69,999	610	1,315,206	130			
£70,000 to £99,999	1,565	2,087,835	211			
£100,000 to £149,999	1,303	1,014,860	361			
£150,000 or Over	1,231	567,392	610			

Source: Experian Income Bands 2016

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



707 households within your area have an income of £19,999 or less, this forms 8.45 % of the overall distribution. The smallest count is 330 and these fall into household income band £15,000 to £19,999 making up 3.94 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.42 % of the overall view. When using index* figures as a guide we can see that the income band £150,000 or Over is over represented making up 14.71 % with an index of 610, the most under represented banding is £14,999 or less with a figure of 26 making up 4.51 % of the distribution.

Index* - An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

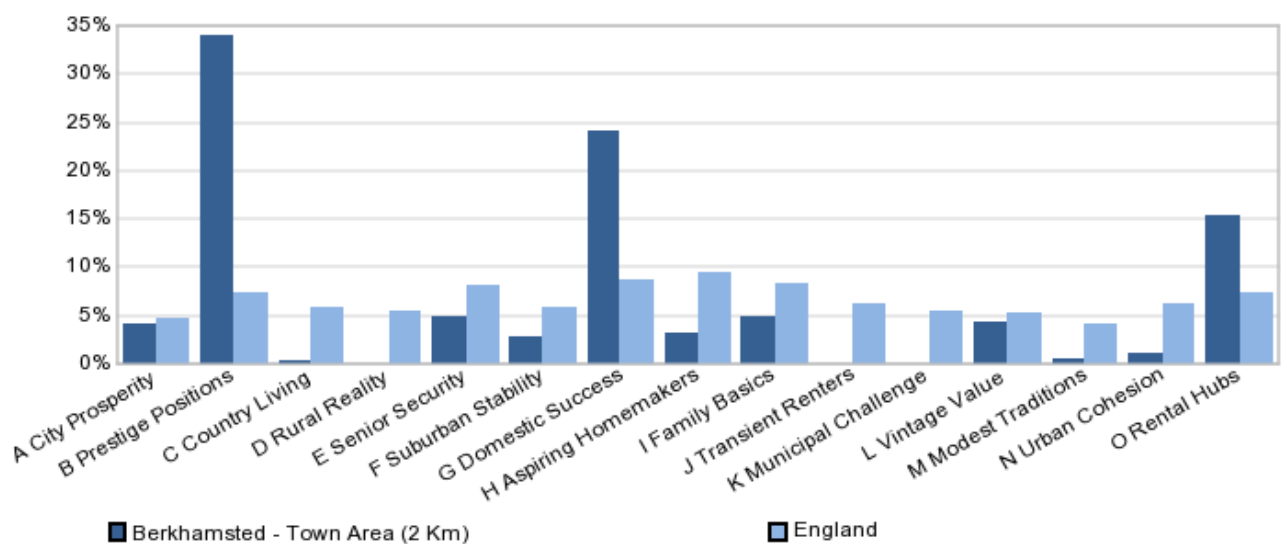
Understanding the residential profile by Mosaic UK 6

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index	-23	100	494
A City Prosperity	823	2,672,769	88			
B Prestige Positions	6,712	4,067,798	471			
C Country Living	85	3,288,240	7			
D Rural Reality	3	3,049,561	0			
E Senior Security	957	4,574,640	60			
F Suburban Stability	549	3,249,454	48			
G Domestic Success	4,760	4,892,288	278			
H Aspiring Homemakers	595	5,365,902	32			
I Family Basics	958	4,672,057	59			
J Transient Renters	0	3,516,701	0			
K Municipal Challenge	0	3,116,586	0			
L Vintage Value	863	3,012,545	82			
M Modest Traditions	101	2,382,272	12			
N Urban Cohesion	234	3,450,395	19			
O Rental Hubs	3,018	4,155,701	207			
Totals	19,659	56,117,595				

Source: Experian Mosaic UK 6 Classification (2017).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is B Prestige Positions with a count of 6,712 representing 34.14 % of the overall distribution, in comparison to the base where 7.25 % fall into this group. The smallest group is J Transient Renters with a count of 0 which represents 0.00 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 34.14 % of the target area. In contrast the most under represented group is J Transient Renters with just 0.00 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the top three Mosaic UK 6 Groups

B Prestige Positions - 34.14 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

G Domestic Success - 24.21 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

O Rental Hubs - 15.35 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

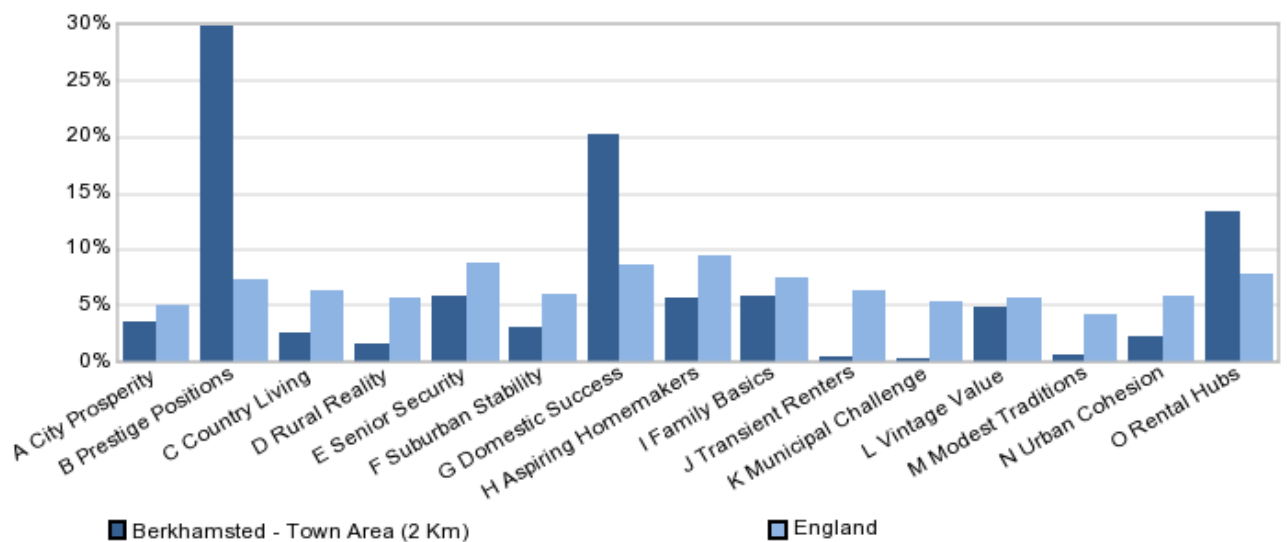
What is the daytime population profile by Mosaic UK 6?

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using data for Adults 16+ in your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index	0	100	420
A City Prosperity	500	2,246,896	71			
B Prestige Positions	4,190	3,329,115	400			
C Country Living	350	2,788,517	40			
D Rural Reality	225	2,527,320	28			
E Senior Security	824	3,904,556	67			
F Suburban Stability	417	2,686,900	49			
G Domestic Success	2,847	3,846,611	235			
H Aspiring Homemakers	802	4,225,059	60			
I Family Basics	827	3,396,543	77			
J Transient Renters	65	2,809,810	7			
K Municipal Challenge	39	2,385,496	5			
L Vintage Value	690	2,522,702	87			
M Modest Traditions	90	1,922,779	15			
N Urban Cohesion	309	2,611,485	38			
O Rental Hubs	1,884	3,517,757	170			
Totals	14,059	44,721,546				

Source: Experian Mosaic UK 6 Daytime Classification (2017).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is B Prestige Positions with a count of 4,190 representing 29.80 % of the overall distribution, in comparison to the base where 7.44 % fall into this group. The smallest group is K Municipal Challenge with a count of 39 which represents 0.28 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 29.80 % of the target area. In contrast the most under represented group is K Municipal Challenge with just 0.28 %.

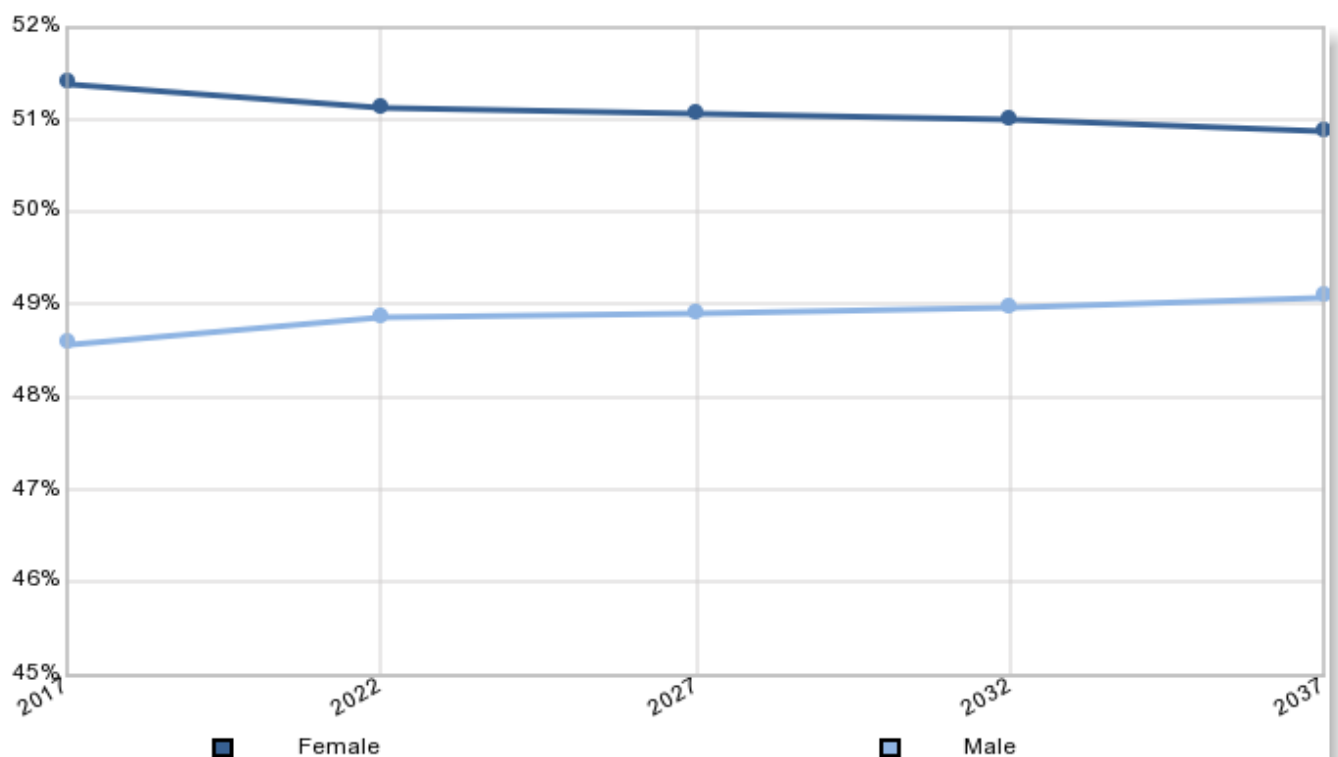
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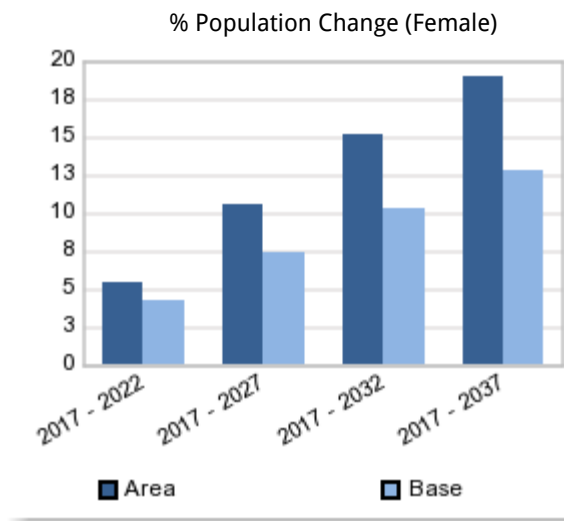
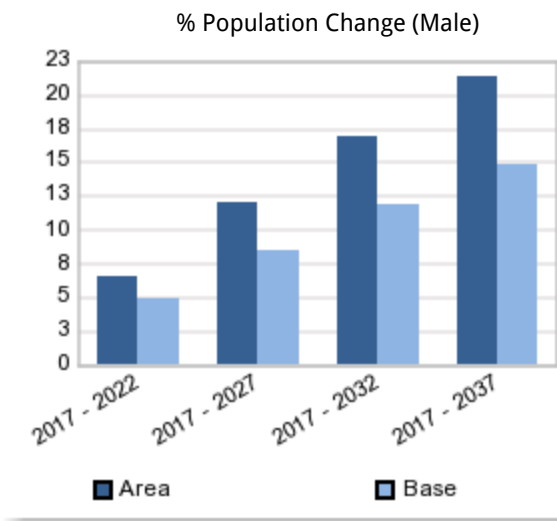
Will the population of the area grow or decline?

Population Projection	Area	% Change since 2017	Base	% Change since 2017
Population projection 2022	20,838		58,690,449	
Female Population projection 2022	10,654		29,601,037	
Male Population projection 2022	10,184		29,089,412	
Projected change from 2017	1,179	6.00	2,572,854	4.58
Population projection 2027	21,861		60,574,728	
Female Population projection 2027	11,164		30,486,276	
Male Population projection 2027	10,697		30,088,452	
Projected change from 2017	2,202	11.20	4,457,133	7.94
Population projection 2032	22,804		62,278,908	
Female Population projection 2032	11,634		31,289,826	
Male Population projection 2032	11,170		30,989,082	
Projected change from 2017	3,145	16.00	6,161,313	10.98
Population projection 2037	23,623		63,822,887	
Female Population projection 2037	12,023		32,014,159	
Male Population projection 2037	11,600		31,808,728	
Projected change from 2017	3,964	20.17	7,705,292	13.73

Source: Experian Population Projections (2017).

% Population Change by Gender





For 2017 the total population estimate is 19,659, this is divided into 48.59 % male and 51.41 % female. By 2022 the population is expected to have changed to 20,838, this is a projected change of 6.00 % over five years, and the gender split is predicted to be 51.13 % female and 48.87 % male. In the five years to 2027 the population is estimated to change to 21,861, this is a further 4.91 % change, and is expected to be divided into 51.07 % female and 48.93 % male. By 2032 the population is expected to be 22,804, a further change of 4.32 %, and split into 51.02 % female and 48.98 % male. By 2037 the population is expected to be 23,623, a change of 3.59 %, and divided into 50.90 % female and 49.10 % male.



Population change is an important element in fluctuations in consumer demand. Our population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

The data is particularly useful if you are targeting specific age/gender ranges - for example, child care nurseries can find sites where the number of children is set to increase, and football clubs can target areas expecting growth in the number of teenagers.

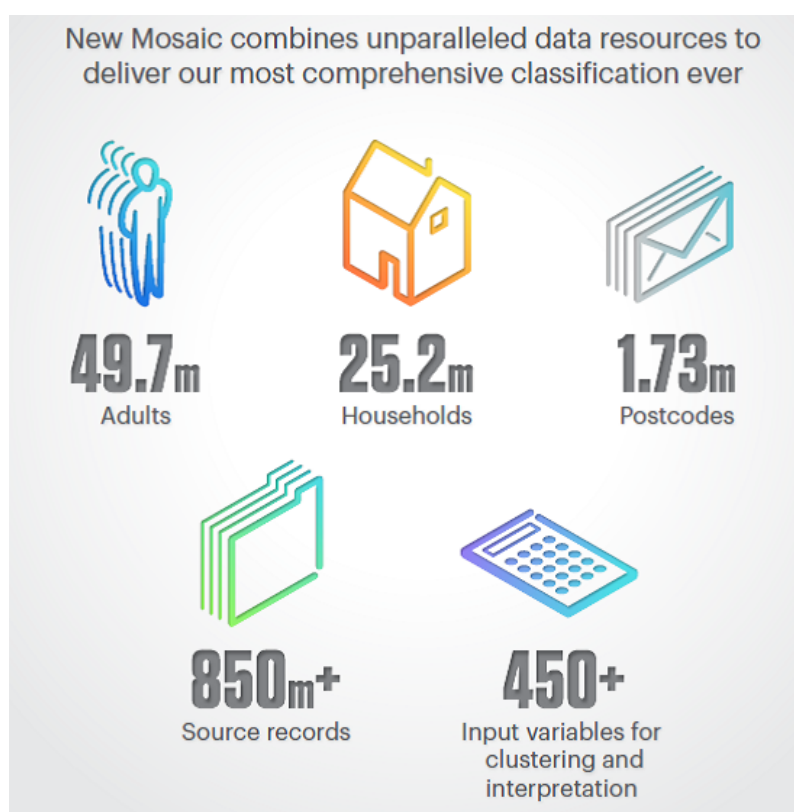
Projections of residential population are available for each year from 2018 to 2037 . These are split by gender and 18 age bands.

Mosaic UK 6

72 per cent of the information used to build Mosaic UK 6 is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

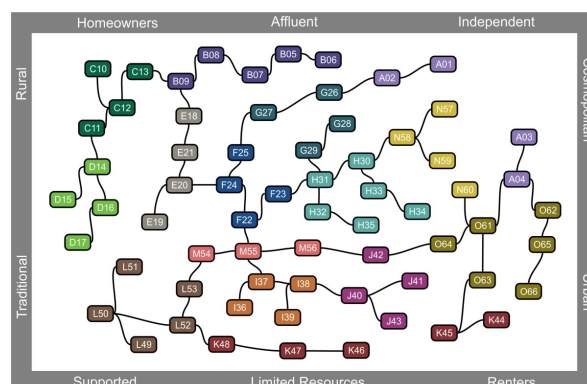
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be added to provide further insight into the types.



The Mosaic UK 6 Family Tree

The Mosaic UK 6 family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



Mosaic UK 6 Daytime provides small area estimates of the daytime population. This provides valuable information for retailers who rely on the surrounding 'weekday daytime population' for a significant proportion of their trade.

2014 mid-year estimates are available for each United Kingdom Output Area (OA) and Postal Sector. In addition, estimates are provided split down by the (residential) Mosaic UK 6 groups and types. This allows existing Mosaic UK 6 profiles of products and services to be combined with the 'small area' Mosaic UK 6 Daytime population profiles to estimate market sizes.

Mosaic UK 6 Daytime is created using the following key inputs:

- Experian's 2014 mid-year estimates of residential population at OA level.
- 2011 Census Origin-Destination (O-D) data relating to travel to work (and place of study for Scotland) at OA-to-OA level.
- See Travel to work questions asked across UK.

The Experian 2014 mid-year population estimates are split into sub-groups compatible with the 2011 Census O-D data, for example:

- All people aged 16-74 in employment (not including full-time students).
- All people aged 16-74 in employment (including full-time students).

For each sub-group, it is determined whether they are most likely to be:

- Located somewhere outside their home (or residential OA) during the day, or
- At home (or residential OA) during the day.

This takes into account the OA-to-OA 'Travel to Work' 2011 Census data.

For sub-groups which are likely to be away from home during the day, and where sufficient 2011 Census data on travel patterns exists, a reallocation from 'Origin OAs' to 'Destination OAs' is undertaken. The OA level Mosaic UK 6 Profile of the 2014 population sub-group is allocated to each 'Destination OA' using probabilities derived from the 2011 Census O-D data. These estimated flows are then aggregated to 'Destination OA' level to create the OA level data. Finally, data is accumulated from OA level to Postal Sector level to create the Postal Sector level dataset.



Census Data 2011

The Census is a government survey which is conducted every 10 years and covers the whole country. The information is collected on a single day. The government use the information to plan what local infrastructure is required in the future such as schools and hospitals.

Each decade the release of Census data for the UK provides analysts with a wealth of information that allows a rich and detailed picture to be created for each local area within the country. The most recent Census for the UK in 2011 covered a broad range of topics including population, households, employment, qualification, ethnicity and health.

A deep understanding of the demographics and socio-demographics of areas as diverse as neighbourhoods, store catchment areas, and sales or distribution territories can be gained by profiling and analysing suitable Census variable and can provide insight to help underpin decision making across a wide variety of sectors.

Census 2011 Current Year Estimates

Recognising the Complexity of the Census and of modelling Census data, a range of methods and of other input data has been used to predict the amount of change since Census Day and to therefore create Census Current Year Estimates for these tables. For many of the Census tables modelled, more than one underlying method has been used, with final results being created via the weighted combination of the separate method results. This multi-model approach recognises the strengths and weaknesses of each underlying approach used. As such, it draws strength from the underlying separate methods in order to maximize accuracy.

Key non-Census input data used includes Government mid-year estimates of population by age by gender, other Government Open data sources including results of key surveys and reports such as the OND 'Families and Households' report, HM Land Registry information, Experian Economics estimates and projections, variables from Experian's ConsumerView database and variables that underpin Experian's Mosaic UK classification. The Experian '2011 Census-based Current Year Estimates' database has been designed to be one of a family of Experian '2011 Census and 2011 Census-based' databases. This family of databases provides views at different point in time of a range of UK-wide Local Area Data estimates of key demographics and socio-demographics.

Location Analyst

UK



Berkhamsted - 30 Minutes' Drive Time

Understanding Demographics

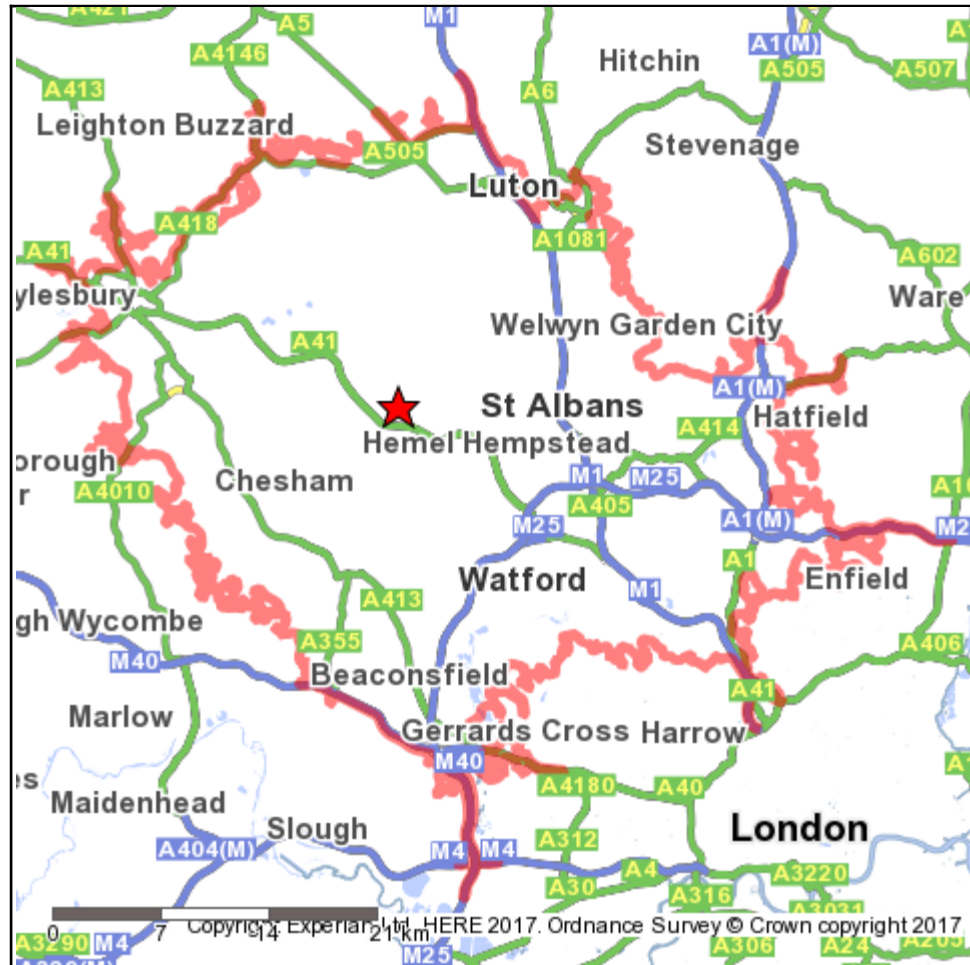
18 December, 2018

Contents

- Map showing your Area
- Understanding the Demographics of your Area
- Understanding the Residential Profile by Mosaic UK 6
- Understanding the Top 3 Mosaic UK 6 Groups
- Daytime Population Profile by Mosaic UK 6
- Population Growth
- Explanation - Population Projections
- Explanation - Mosaic UK 6
- Explanation - Mosaic UK 6 Daytime
- Explanation - Census

Describing Berkhamsted - 30 Min Drive (30 Minutes) in relation to England
Creation Date: December 18, 2018

Map showing your area



Geography Selection:

Berkhamsted - 30 Min Drive (30 Minutes)

Boundary Colour:

N Geography Selection

Mapping data: © 2017 HERE.
Copyright Experian 2017.

Date: 18/12/18

Summary of your area

There are 1,161,498 people living within Berkhamsted - 30 Min Drive (30 Minutes) of which 571,360 are male and 590,137 are female.

Within this Population 605,808 are economically active whilst 221,665 are classed as economically inactive.

65.73 % of houses are owner occupied whilst 17.41 % are privately rented.

The three highest Mosaic groups are B Prestige Positions, G Domestic Success and O Rental Hubs.

The Population of the area is expected to change by 6.61 % by 2022 .

Describing Berkhamsted - 30 Min Drive (30 Minutes) in relation to England
Creation Date: December 18, 2018

Understanding the make-up of your area

	Area	Base
Total Households	467,946	23,529,845
Total Population	1,161,498	56,117,595
Total Males	571,360	27,732,356
Total Females	590,137	28,385,239

The current year estimates show a total resident population of 1,161,498 in the study area, compared to 56,117,595 in the base selection. When looking at households there are 467,946 in your area and 23,529,845 in your base selection. This was split by 50.81 % of the population being female and 49.19 % being male in the study area.

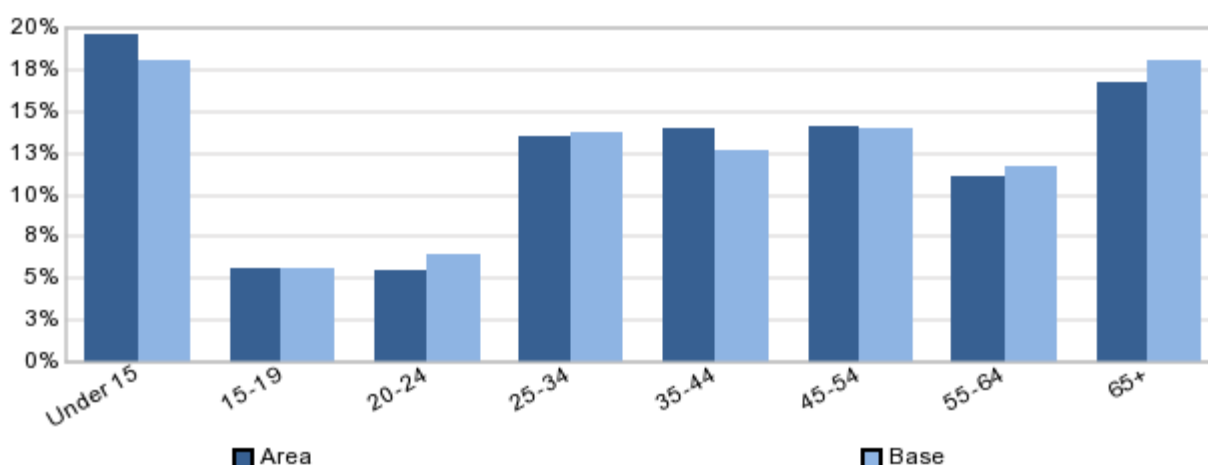
Source: Experian Current year estimates (Mid-year 2017).

Understanding who lives in your area

Age Bands	Area	Base	Index
Under 15	227,970	10,110,744	109
15-19	64,885	3,132,836	100
20-24	63,807	3,579,126	86
25-34	156,065	7,710,058	98
35-44	161,908	7,125,502	110
45-54	163,518	7,804,508	101
55-64	128,882	6,511,445	96
65+	194,462	10,143,376	93

Source: Experian Age and Gender Estimates (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



The highest proportion fall into age band Under 15 with a count of 227,970 representing 19.63 % of the study area. The smallest proportion is in age band 20-24 with a count of 63,807 which represents 5.49 %. In the study area the most over represented age band in comparison to the base selection is 35-44 with an index value of 110. The band that is most under represented is 20-24 with an index of 86, where an index* of 100 represents the national average.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Ethnic mix

Ethnic Mix	Area	Base	Index	85	100	145
White	952,877	47,637,265	97			
Gypsy / Traveller / Irish Traveller	1,518	58,738	125			
Mixed / Multiple Ethnic Groups	33,064	1,292,729	124			
Asian / Asian British: Indian	43,855	1,485,860	143			
Asian / Asian British: Pakistani	31,252	1,165,188	130			
Asian / Asian British: Bangladeshi	8,864	484,444	88			
Asian / Asian British: Chinese	10,308	430,814	116			
Asian / Asian British: Other Asian	25,020	913,121	132			
Black / African / Caribbean / Black British	43,513	2,037,678	103			
Other Ethnic Group	11,229	611,758	89			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

The ONS data shows the ethnic make up of your area is as follows: Compare this to your base ethnic diversity as follows:

82.04 % White	84.89 % White
0.13 % Gypsy / Traveller / Irish Traveller	0.10 % Gypsy / Traveller / Irish Traveller
2.85 % Mixed / Multiple Ethnic Groups	2.30 % Mixed / Multiple Ethnic Groups
3.78 % Asian / Asian British: Indian	2.65 % Asian / Asian British: Indian
2.69 % Asian / Asian British: Pakistani	2.08 % Asian / Asian British: Pakistani
0.76 % Asian / Asian British: Bangladeshi	0.86 % Asian / Asian British: Bangladeshi
0.89 % Asian / Asian British: Chinese	0.77 % Asian / Asian British: Chinese
2.15 % Asian / Asian British: Other Asian	1.63 % Asian / Asian British: Other Asian
3.75 % Black / African / Caribbean / Black British	3.63 % Black / African / Caribbean / Black British
0.97 % Other Ethnic Group	1.09 % Other Ethnic Group

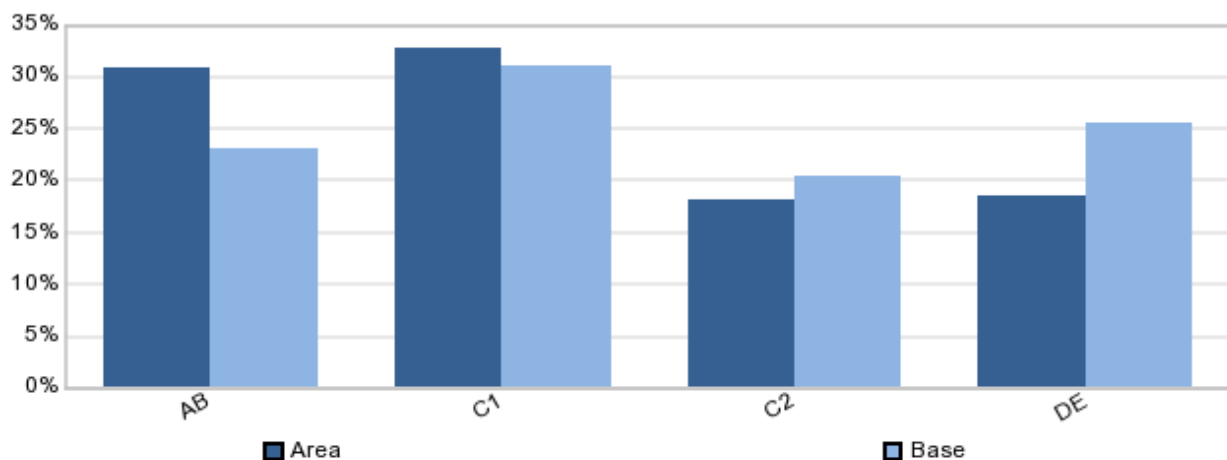
In the study area the largest ethnic group is White taking up 82.04 % of the population with a count of 952,877. This is in comparison to the selected base with 84.89 % of the population being White. The smallest ethnic representation in the study area was Gypsy / Traveller / Irish Traveller with a count of 1,518, compare this to the base selection where the smallest group was Gypsy / Traveller / Irish Traveller with a count of 58,738.

Understanding the Social Grade

Social Grade	Area	Base	Index	69	100	136
AB Higher & intermediate manage/admin/prof	108,341	4,032,423	134			
C1 Supervisory, cleric, junior manage/admin/prof	115,309	5,418,291	106			
C2 Skilled manual workers	63,566	3,585,108	88			
DE Semi-skilled/unskilled manual workers; on state benefit, unemployed, lowest grade workers	64,475	4,445,889	72			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Within your area social grade C1 forms the largest proportion with 115,309 people falling into this group, which is 32.79 % of the overall distribution. The smallest proportion falls into grade C2 with a count of 63,566 taking up 18.07 %. When comparing this to the selected base the most over represented grade is AB with an index* count of 134, whereas the most under represented group is DE with an index count of 72.

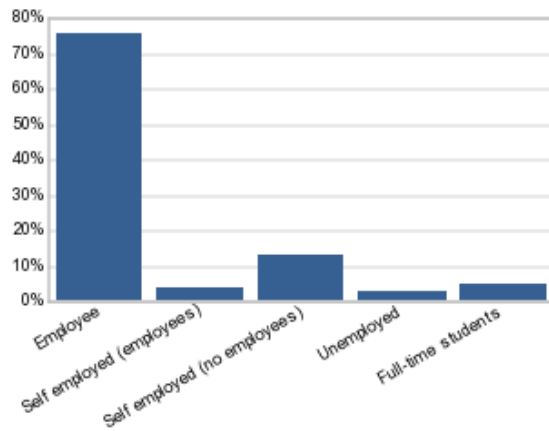
Understanding the Economic Activity

Economically Active	Area	Base	Index	72	100	119
Employee	457,522	21,993,087	98			
Self employed with employees	22,721	934,074	115			
Self employed without employees	78,810	3,172,258	117			
Unemployed	17,797	1,127,530	75			
Full-time students	28,956	1,402,689	98			
Economically Inactive				70	100	126
Retired	95,873	5,424,571	97			
Student	46,056	2,367,904	107			
Looking after home/ family	40,698	1,807,158	124			
Permanently sick/ disabled	22,212	1,672,899	73			
Other	16,826	906,294	102			

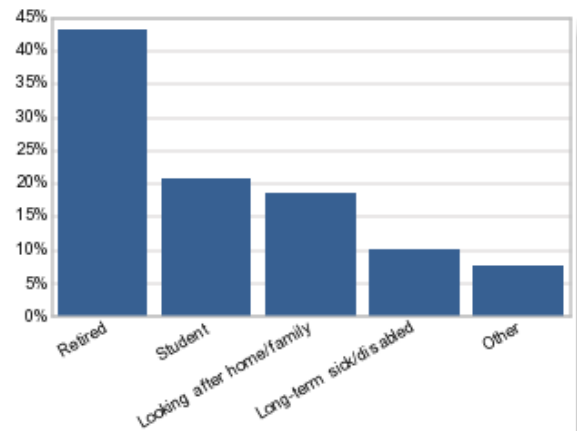
Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.

Economically Active - % by Category



Economically Inactive - % by Category



Economic activity within the study area shows that 55.29 % of the population are employed, this is 457,522 people, compare this to your base where 53.89 % are employed. The smallest economically active group is Unemployed representing 2.15 %, compare this to the selected base where this group represents 2.76 %. When analysing index* values the most over represented group is Self employed without employees with an index of 117, taking up 9.52 %.

When considering economic inactivity the largest proportion in the study area belongs to the Retired group with a count of 95,873 representing 11.59 %. The smallest inactive group is Other with 16,826 which is 2.03 %. When looking at the index values the group that is most over represented is Looking after home/ family with an index of 124, representing 4.92 %.

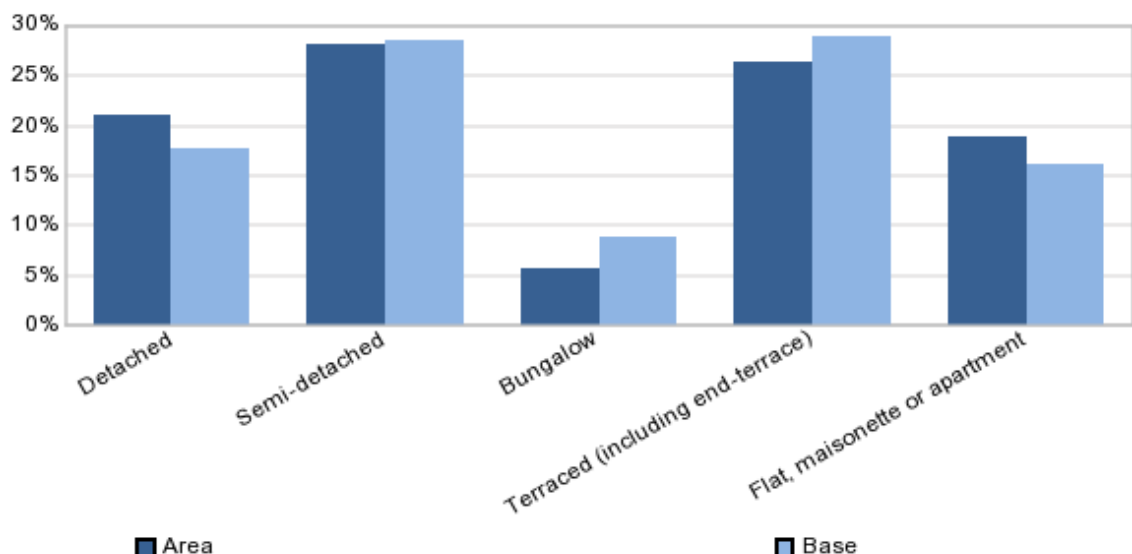
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding what type of households are in your area

Dwelling Type	Area	Base	Index	60	100	122
Detached	89,822	3,754,514	119			
Semi-detached	119,875	6,044,499	99			
Bungalow	24,140	1,894,905	64			
Terraced (including end-terrace)	112,439	6,115,286	92			
Flat, maisonette or apartment	79,739	3,432,237	116			

Source: Experian ConsumerView Household Directory 2018 .

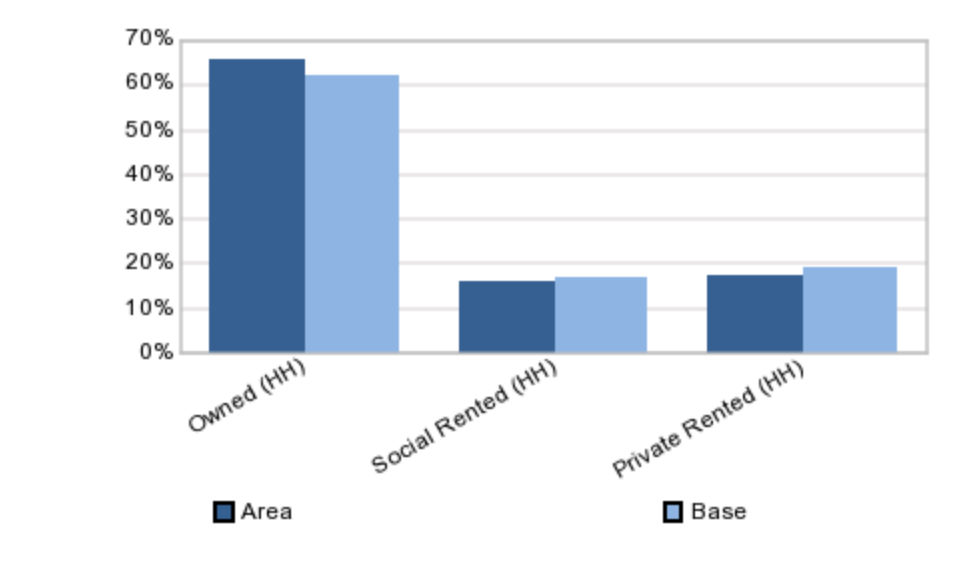
Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



Tenure	Area	Base	Index	88	100	106
Owned (HH)	307,589	14,605,097	106			
Social Rented (HH)	74,090	4,060,661	92			
Private Rented (HH)	81,463	4,566,888	90			

Source: Experian Current Year Estimates based on ONS Census Data (2017).

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



119,875 households within your area live in a Semi-detached dwelling, this is 28.14 %. Compare this to a figure of 6,044,499 in your base making up 28.46 %. The smallest number of households live in a Bungalow dwelling, this is 24,140 households and makes up 5.67 %. When analysing the index* figures, we can deduce that the most over represented dwelling type is Detached with a figure of 119, this makes up 21.08 % in the study area.

When considering the tenure of households we can see that the largest proportion are Owned with a figure of 307,589 making up 65.73 %. The smallest amount fall into the Social rented at 15.83 %. When looking at the index figures the most over represented tenure type is Owned with an index of 106, 65.73 % of households fall into this category in the study area.

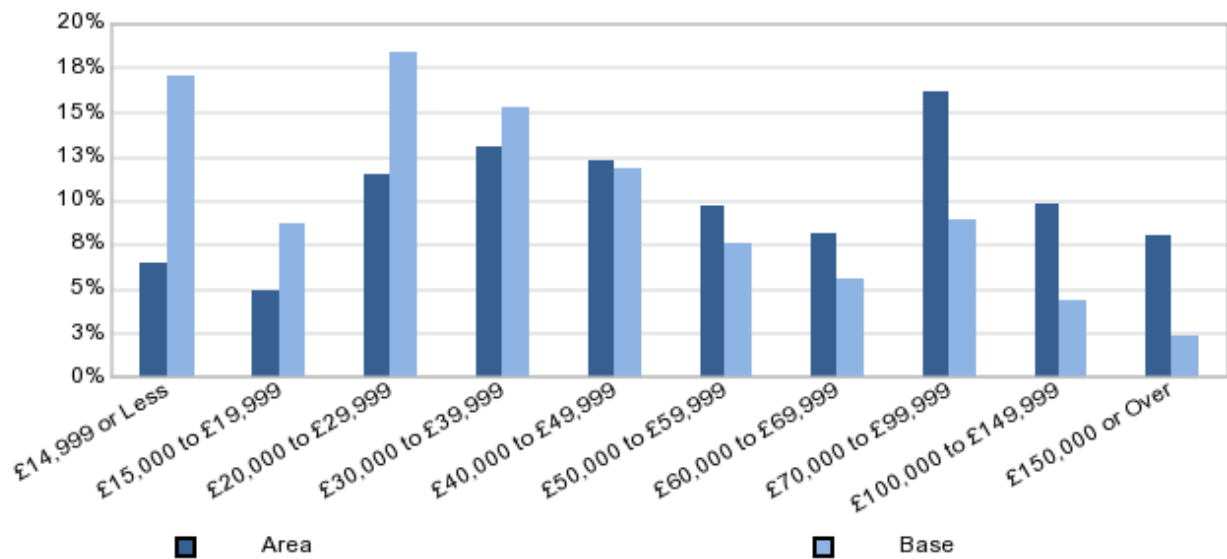
*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the Household Income

Household Income	Area	Base	Index	23	100	348
£14,999 or Less	30,008	4,020,907	38			
£15,000 to £19,999	23,330	2,060,209	57			
£20,000 to £29,999	53,887	4,335,111	63			
£30,000 to £39,999	60,662	3,585,034	85			
£40,000 to £49,999	57,386	2,780,837	104			
£50,000 to £59,999	45,156	1,762,454	129			
£60,000 to £69,999	38,361	1,315,206	147			
£70,000 to £99,999	75,698	2,087,835	182			
£100,000 to £149,999	45,826	1,014,860	227			
£150,000 or Over	37,632	567,392	334			

Source: Experian Income Bands 2016

Chart explanation: The chart above represents the Index* value. This indicates the over or under representation of the area selection relative to the base.



53,338 households within your area have an income of £19,999 or less, this forms 11.40 % of the overall distribution. The smallest count is 23,330 and these fall into household income band £15,000 to £19,999 making up 4.99 %. When using your base as a comparison, most households fall into the income band £20,000 to £29,999 which makes up 18.42 % of the overall view.

When using index* figures as a guide we can see that the income band £150,000 or Over is over represented making up 8.04 % with an index of 334, the most under represented banding is £14,999 or less with a figure of 38 making up 6.41 % of the distribution.

Index* - An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

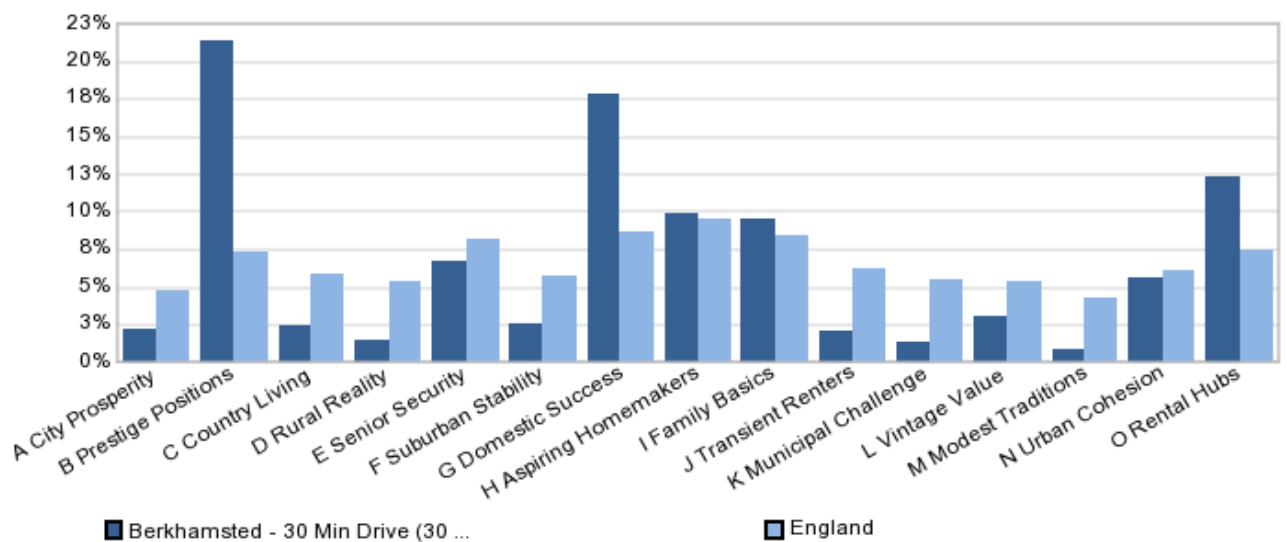
Understanding the residential profile by Mosaic UK 6

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index ₆	100	309
A City Prosperity	24,378	2,672,769	44		
B Prestige Positions	249,034	4,067,798	296		
C Country Living	28,889	3,288,240	42		
D Rural Reality	16,960	3,049,561	27		
E Senior Security	78,574	4,574,640	83		
F Suburban Stability	30,052	3,249,454	45		
G Domestic Success	206,094	4,892,288	204		
H Aspiring Homemakers	114,329	5,365,902	103		
I Family Basics	110,772	4,672,057	115		
J Transient Renters	23,341	3,516,701	32		
K Municipal Challenge	14,623	3,116,586	23		
L Vintage Value	35,216	3,012,545	56		
M Modest Traditions	10,199	2,382,272	21		
N Urban Cohesion	65,908	3,450,395	92		
O Rental Hubs	143,507	4,155,701	167		
Totals	1,161,498	56,117,595			

Source: Experian Mosaic UK 6 Classification (2017).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is B Prestige Positions with a count of 249,034 representing 21.44 % of the overall distribution, in comparison to the base where 7.25 % fall into this group. The smallest group is M Modest Traditions with a count of 10,199 which represents 0.88 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 21.44 % of the target area. In contrast the most under represented group is M Modest Traditions with just 0.88 %.

*An index of 100 indicates that the variable shown is represented to the same degree in the target area as it is in the base area. An index of 200 would show that it has twice the representation.

Understanding the top three Mosaic UK 6 Groups

B Prestige Positions - 21.44 %



Established families in large detached homes living upmarket lifestyles.

Key Features

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking

G Domestic Success - 17.74 %



Thriving families who are busy bringing up children and following careers.

Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

O Rental Hubs - 12.36 %



Educated young people privately renting in urban neighbourhoods.

Key Features

- Aged 18-35
- Private renting
- Singles and sharers
- Urban locations
- Young neighbourhoods
- High use of smartphones

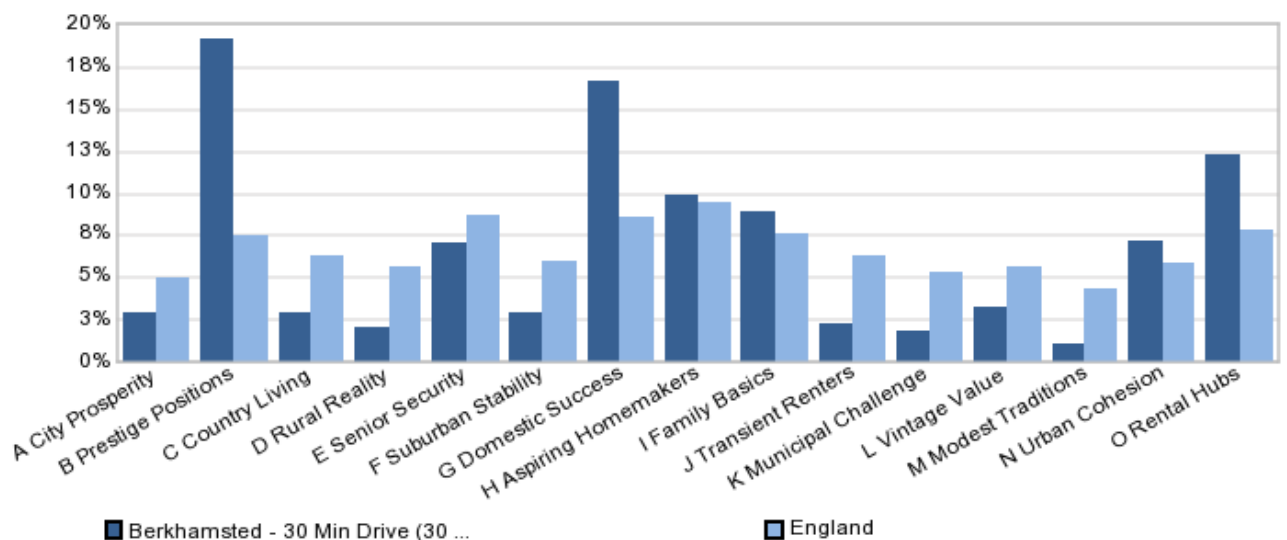
What is the daytime population profile by Mosaic UK 6?

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using data for Adults 16+ in your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index ¹²	100	268
A City Prosperity	25,877	2,246,896	58		
B Prestige Positions	171,115	3,329,115	257		
C Country Living	26,158	2,788,517	47		
D Rural Reality	17,725	2,527,320	35		
E Senior Security	63,194	3,904,556	81		
F Suburban Stability	25,790	2,686,900	48		
G Domestic Success	148,500	3,846,611	193		
H Aspiring Homemakers	88,202	4,225,059	104		
I Family Basics	79,595	3,396,543	117		
J Transient Renters	20,282	2,809,810	36		
K Municipal Challenge	15,514	2,385,496	33		
L Vintage Value	29,146	2,522,702	58		
M Modest Traditions	9,240	1,922,779	24		
N Urban Cohesion	64,088	2,611,485	123		
O Rental Hubs	109,803	3,517,757	156		
Totals	894,228	44,721,546			

Source: Experian Mosaic UK 6 Daytime Classification (2017).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.



The largest group is B Prestige Positions with a count of 171,115 representing 19.14 % of the overall distribution, in comparison to the base where 7.44 % fall into this group. The smallest group is M Modest Traditions with a count of 9,240 which represents 1.03 %. The index* figures indicate that the most over represented group is B Prestige Positions taking up 19.14 % of the target area. In contrast the most under represented group is M Modest Traditions with just 1.03 %.

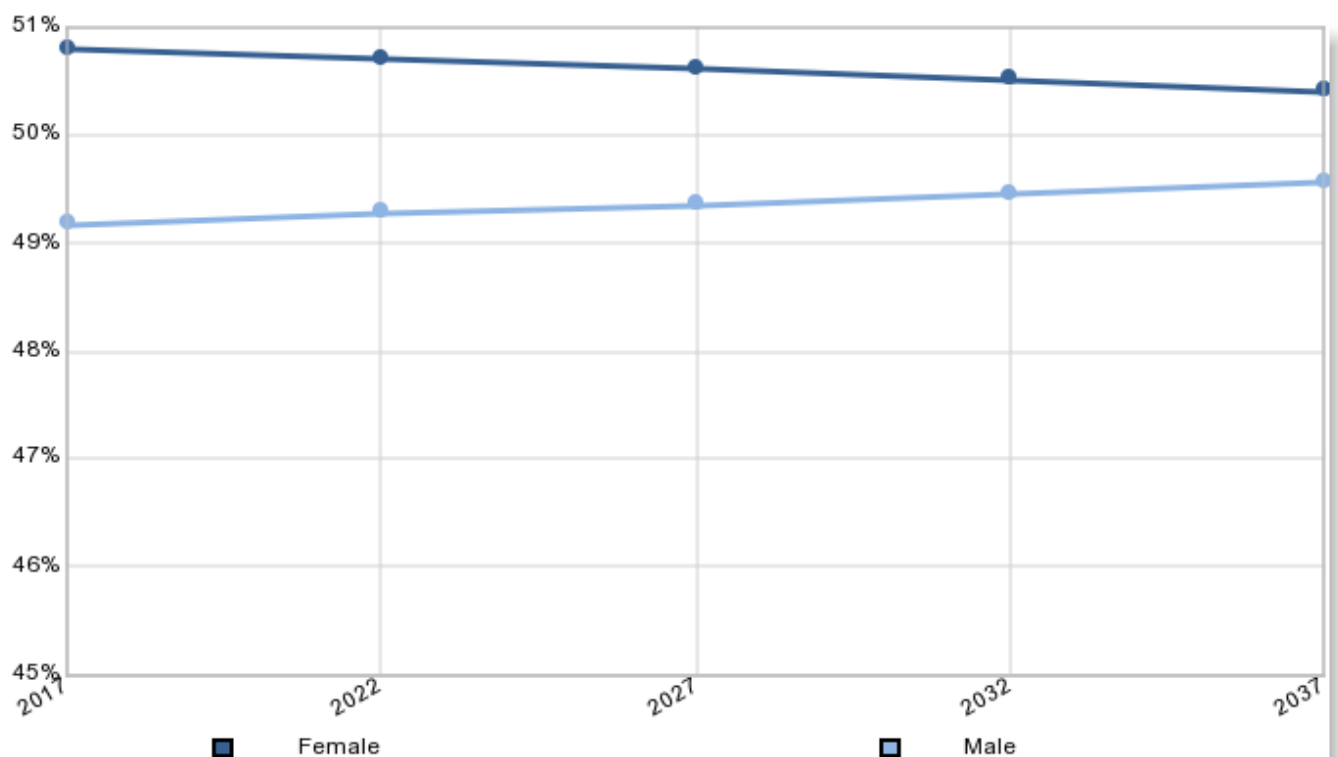
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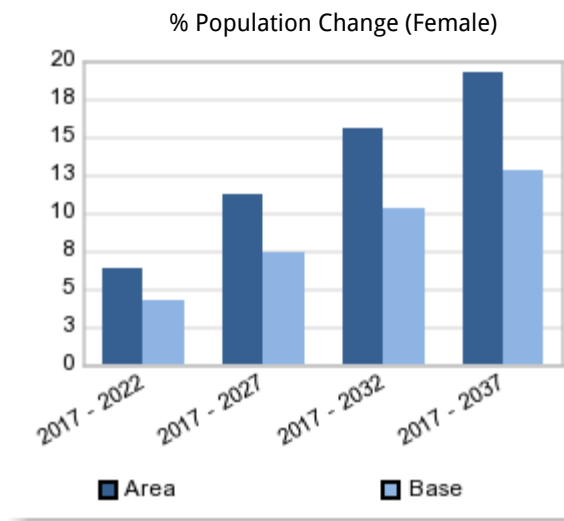
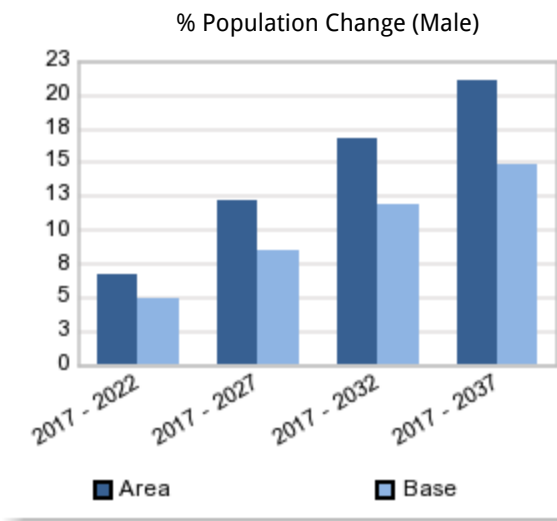
Will the population of the area grow or decline?

Population Projection	Area	% Change since 2017	Base	% Change since 2017
Population projection 2022	1,238,241		58,690,449	
Female Population projection 2022	627,939		29,601,037	
Male Population projection 2022	610,302		29,089,412	
Projected change from 2017	76,744	6.61	2,572,854	4.58
Population projection 2027	1,296,903		60,574,728	
Female Population projection 2027	656,568		30,486,276	
Male Population projection 2027	640,335		30,088,452	
Projected change from 2017	135,405	11.66	4,457,133	7.94
Population projection 2032	1,348,471		62,278,908	
Female Population projection 2032	681,352		31,289,826	
Male Population projection 2032	667,119		30,989,082	
Projected change from 2017	186,973	16.10	6,161,313	10.98
Population projection 2037	1,396,160		63,822,887	
Female Population projection 2037	704,003		32,014,159	
Male Population projection 2037	692,156		31,808,728	
Projected change from 2017	234,662	20.20	7,705,292	13.73

Source: Experian Population Projections (2017).

% Population Change by Gender





For 2017 the total population estimate is 1,161,498, this is divided into 49.19 % male and 50.81 % female. By 2022 the population is expected to have changed to 1,238,241, this is a projected change of 6.61 % over five years, and the gender split is predicted to be 50.71 % female and 49.29 % male. In the five years to 2027 the population is estimated to change to 1,296,903, this is a further 4.74 % change, and is expected to be divided into 50.63 % female and 49.37 % male. By 2032 the population is expected to be 1,348,471, a further change of 3.98 %, and split into 50.53 % female and 49.47 % male. By 2037 the population is expected to be 1,396,160, a change of 3.54 %, and divided into 50.42 % female and 49.58 % male.



Population change is an important element in fluctuations in consumer demand. Our population projections give a valuable insight into future demand in local areas, enabling you to predict future business performance, and plan accordingly.

The data is particularly useful if you are targeting specific age/gender ranges - for example, child care nurseries can find sites where the number of children is set to increase, and football clubs can target areas expecting growth in the number of teenagers.

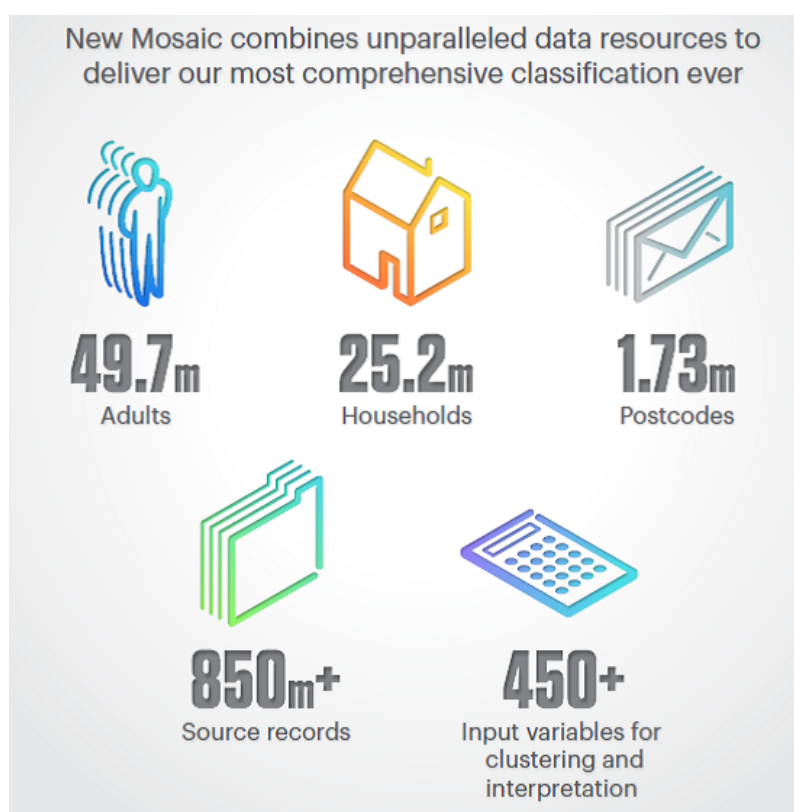
Projections of residential population are available for each year from 2018 to 2037 . These are split by gender and 18 age bands.

Mosaic UK 6

72 per cent of the information used to build Mosaic UK 6 is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

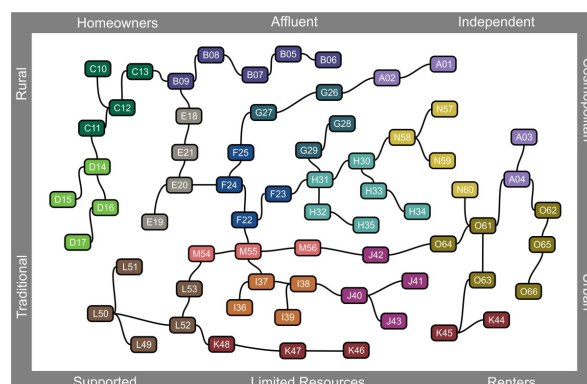
The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information.

All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be added to provide further insight into the types.



The Mosaic UK 6 Family Tree

The Mosaic UK 6 family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



Mosaic UK 6 Daytime provides small area estimates of the daytime population. This provides valuable information for retailers who rely on the surrounding 'weekday daytime population' for a significant proportion of their trade.

2014 mid-year estimates are available for each United Kingdom Output Area (OA) and Postal Sector. In addition, estimates are provided split down by the (residential) Mosaic UK 6 groups and types. This allows existing Mosaic UK 6 profiles of products and services to be combined with the 'small area' Mosaic UK 6 Daytime population profiles to estimate market sizes.

Mosaic UK 6 Daytime is created using the following key inputs:

- Experian's 2014 mid-year estimates of residential population at OA level.
- 2011 Census Origin-Destination (O-D) data relating to travel to work (and place of study for Scotland) at OA-to-OA level.
- See Travel to work questions asked across UK.

The Experian 2014 mid-year population estimates are split into sub-groups compatible with the 2011 Census O-D data, for example:

- All people aged 16-74 in employment (not including full-time students).
- All people aged 16-74 in employment (including full-time students).

For each sub-group, it is determined whether they are most likely to be:

- Located somewhere outside their home (or residential OA) during the day, or
- At home (or residential OA) during the day.

This takes into account the OA-to-OA 'Travel to Work' 2011 Census data.

For sub-groups which are likely to be away from home during the day, and where sufficient 2011 Census data on travel patterns exists, a reallocation from 'Origin OAs' to 'Destination OAs' is undertaken. The OA level Mosaic UK 6 Profile of the 2014 population sub-group is allocated to each 'Destination OA' using probabilities derived from the 2011 Census O-D data. These estimated flows are then aggregated to 'Destination OA' level to create the OA level data. Finally, data is accumulated from OA level to Postal Sector level to create the Postal Sector level dataset.



Census Data 2011

The Census is a government survey which is conducted every 10 years and covers the whole country. The information is collected on a single day. The government use the information to plan what local infrastructure is required in the future such as schools and hospitals.

Each decade the release of Census data for the UK provides analysts with a wealth of information that allows a rich and detailed picture to be created for each local area within the country. The most recent Census for the UK in 2011 covered a broad range of topics including population, households, employment, qualification, ethnicity and health.

A deep understanding of the demographics and socio-demographics of areas as diverse as neighbourhoods, store catchment areas, and sales or distribution territories can be gained by profiling and analysing suitable Census variable and can provide insight to help underpin decision making across a wide variety of sectors.

Census 2011 Current Year Estimates

Recognising the Complexity of the Census and of modelling Census data, a range of methods and of other input data has been used to predict the amount of change since Census Day and to therefore create Census Current Year Estimates for these tables. For many of the Census tables modelled, more than one underlying method has been used, with final results being created via the weighted combination of the separate method results. This multi-model approach recognises the strengths and weaknesses of each underlying approach used. As such, it draws strength from the underlying separate methods in order to maximize accuracy.

Key non-Census input data used includes Government mid-year estimates of population by age by gender, other Government Open data sources including results of key surveys and reports such as the OND 'Families and Households' report, HM Land Registry information, Experian Economics estimates and projections, variables from Experian's ConsumerView database and variables that underpin Experian's Mosaic UK classification. The Experian '2011 Census-based Current Year Estimates' database has been designed to be one of a family of Experian '2011 Census and 2011 Census-based' databases. This family of databases provides views at different point in time of a range of UK-wide Local Area Data estimates of key demographics and socio-demographics.