

HLF Our Heritage Application

PROJECT ENQUIRY FORM: HERITAGE HUB FOR NORTH-WEST ESSEX

2a What is the heritage that your project will focus on?

Saffron Walden Museum, its collections and historic site, the former bailey of Walden Castle (Scheduled Ancient Monument 1009307) – **‘a Heritage Hub for North-west Essex and beyond’**

The **Museum building** is grade II listed and was purpose-built as a museum in 1834, opened in 1835.

The **museum collections** today focus on the human and natural history of north-west Essex (Uttlesford district) and their regional context, but retain other important collections as a legacy of its nineteenth-century collecting scope, notably in world cultures and decorative arts, with some non-British natural history of significance and Egyptology.

The walled grounds in which the museum is located, next to the ruined castle keep, was originally the **bailey of Walden Castle** built c.1140. The foundation of the castle and associated Norman-period township gave rise to the medieval market town of Saffron Walden. Thanks to an extensive conservation project funded Uttlesford District Council and Historic England, public access to the keep will be possible again from 2017. A recent geophysical survey has revealed buried remains of the medieval manor house and other structures which offer a significant opportunity for further archaeological research.

3b Describe what your project will do

‘Heritage Hub for North-west Essex and beyond’

To make the most of the collections and improve public engagement, so that we can improve and extend services and audiences; be more financially independent through income generation; and realise our potential as a local heritage asset and regional visitor destination. Uttlesford currently scores 67th (of 325 districts) for Heritage Potential on the Heritage Index, an indication of the scope for development of the district’s heritage assets.

Heritage Outcomes

- Improved interpretation and information, using digital and traditional media, for the Museum’s collections, displays and the historic Walden Castle bailey site
- Better care of collections through improvements to storage and work areas behind-the-scenes in the Museum, enhancing facilities and storage conditions
- Museum building (grade II listed) and its services and fittings will be improved and extended, making it easier and more efficient to manage

- Walden Castle (ruined keep, recently conserved) and its bailey will be enhanced as a community amenity and heritage site. Greater use of the castle grounds will provide income to keep it well-managed and preserved for future generations.

People Outcomes

- The 'learning and education' offer for schools and audiences of all ages will be enabled and greatly improved by provision of a new learning & activity room in the Museum extension, and by the re-display of galleries.
- A specific 'learning about heritage outcome' will be archaeological research on the castle site, preceding the Museum developments, to elucidate archaeological features of interest and learn more about the castle and subsequent medieval manor house (identified recently through geophysics). This will offer an opportunity for local people to participate, acquire archaeological skills and find out more about the castle and town origins.
- Visitors will learn more about the heritage of the district (Uttlesford = NW Essex) and have more opportunities to engage with local heritage and the collections through the Museum's activity programme.
- The range and quality of visitor experiences on site will be increased, through facilities in the Museum and outside, and more ways to engage with the collections and historic site
- The museum workforce (staff and volunteers) will develop skills and knowledge in display and interpretation, using collections and local stories

Community Outcomes

- Broader audiences and more visitors will come to the Museum and Castle site, engage with the Museum collections and the historic site. Our project aims to present and promote a 'sense of place' for north-west Essex.
- Greater visitor and user numbers, and enhanced facilities and museum shop, will improve income from admissions, sales, activities and hire of premises, and thus improve the sustainability of both the Museum and the Castle
- A more sustainable 'heritage hub' in the town's historic and cultural quarter will be created, attracting more visitors and community uses and thereby benefitting neighbouring heritage attractions and the town's economy.
- The Museum and Castle will present a welcoming site and resource to be a flagship for the district's heritage and a visitor destination in the region.

4a When do you expect your project to start and finish?

Phase I application to be made early in 2018

Phase II application early 2019

Start 2020 – finish 2022

5a How much is your project likely to cost?

These are very approximate estimates only and will be revised as work progresses

Activity	£	£
For Stage I Application: Feasibility, Options and Outline Plans		
Museum & Heritage Interpretation – overview & feasibility	10,000	
Public consultation costs – potential audiences	10,000	
Architect for production of RIBA Stage 1 plans	10,000	
Archaeological Consultants	3,000	
Subtotal		33,000
Stage II: Capital programme		
Archaeological excavation and analysis, including opportunities for community involvement, and to fulfil SMC and planning requirements	25,000	
Architect's and other professional fees (engineers, QS, H&S Coordinator etc) for RIBA Stage 3 plans	150,000	
New extension to Museum and overhaul of the 1834 building and its utilities, including fit-out of new extension (new entrance area and shop, special exhibitions gallery, offices, learning & activity room with kitchenette and toilets)	1,300,000	
Outside Museum, improvements to lighting, forecourt parking and construction of secure cart shed for wagon and hearse	75,000	
Design consultants (all aspects of gallery re-displays)	75,000	
Design, construction and fitting out of galleries (two floors) with new displays including new display lighting throughout and digital media	500,000	
Subtotal		2,125,000
Stage II: Project-funded Staff and consultants		
Project Manager (if not combined with architect's role)	80,000	
Extra curatorial member of staff, human history, to work on new displays (2 years)	65,000	
Activity Plan consultants	20,000	
Subtotal		165,000
Stage II: Activity Programme		
Marketing, branding and publicity	10,000	
Special Exhibitions Programme	10,000	
Learning & Outreach programme	10,000	

Shop fitting and commissioning stock	10,000	
Volunteer recruitment, training and support	2,000	
Subtotal		42,000
TOTAL		2,365,000
Plus 10 % Contingency		236,500
FINAL TOTAL		2,601,500

Source of matching funding	£
Saffron Walden Museum Society Ltd (charity no. 1123209)	500,000
Capital in hand from sale of former curator's house	
Additional funding to be raised (target) – 'guesstimate' at this stage	150,000
Total	650,000

On the basis of the above, we would be asking HLF for £1,951,500 and providing 25% of the matching funding