
RAYLEIGH WINDMILL HERITAGE LOTTERY BID

1 SUMMARY

- 1.1 This report provides Members with information related to an initial bid to the Heritage Lottery fund, to obtain up to £50,000 to employ resources to develop the main bid for the Windmill.
- 1.2 The report also advises Members that following joining the Museums in Essex Service there is the opportunity for a Member to join the board of this service.

2 INTRODUCTION

- 2.1 Following a report to Community Services on 4 November 2003 (Min. 501/03.) the way forward for this project was agreed. The Windmill Sub-Committee met on 28 November and considered the bid for the pre planning resources. The contents of that bid was agreed at this Sub-Committee.
- 2.2 The Council has also been invited to provide a representative to join the Museums in Essex Service board, following the Council's membership of this organisation. It is considered with the current level of member activity and the lack of museums at present, that this representation will not provide any positive benefits to this Council at this stage. This situation can be kept under review and a decision made at a later date to take up this offer.

3 PRE PLANNING BID

- 3.1 In order to prepare this pre planning bid, a brief has been constructed in order that companies can be approached to give the Council information as to the potential content of the bid, the likely costs and timescale for the interpretation/design section. Some preliminary discussion with companies, who carry out this sort of project, has provided the basis for the information in the following paragraphs. The conservation research is being completed by our appointed Conservation Architect.
- 3.2 The outcome of this investigation indicates that the work in preparing the interpretation and planning for the museum will take up to a maximum of 12 months.
- 3.3 The likely costs of this interpretation work is in order of £30,000, of which 90% is grant fundable by the Heritage Lottery Fund.
- 3.4 On the basis of this information, submission of the main Heritage Lottery Fund bid for the refurbishment of the Windmill will not take place until June 2005 due to the following :

- Approval of the initial pre-planning bid of approximately three months,
- Appointing an appropriate company through the Council's Standing Orders, taking approx. a further three months
- 12 months work in preparing the bid.

3.5 The delay in submitting a bid to the Heritage Lottery Fund, although regrettable, will ensure that any bid fully complies with the requirements of the HLF, so increasing the likelihood of a successful bid.

3.6 The pre planning bid is included as Appendix A.

4 RISK IMPLICATIONS

4.1 Strategic Risk

Should the Council not pursue this bid, there is still the need to carry out refurbishment of the external brickwork to prevent long term deterioration of the structure. Also the Council will continue to maintain the building on an annual basis without any real benefit to the Community.

4.2 Resource Risk

The long term future of the Windmill needs to be determined or there is the risk of maintaining a building without any real function.

4.3 Operational Risk

The Windmill will need to be maintained until the way forward is determined

4.4 Reputation Risk

The Council has set this project as a Corporate Objective and needs to show focus on delivering long term aims. The project is also high on the agenda for the Historical Society, and the Council needs to maintain the goodwill, partnership and community development that is already promised through this project.

5 ENVIRONMENTAL IMPLICATIONS

5.1 Development of the Windmill, with the surrounding area, will provide a significant environmental improvement, and improve the prospects for tourism and the economic benefits that this will bring to the District.

6 RESOURCE IMPLICATIONS

6.1 There is a sum of £60,000 set aside for the development of the Windmill in the Capital programme.

6.2 This bid will require a 10% support to the Lottery Grant that will be met from the current capital sum set aside for this project.

7 PARISH IMPLICATIONS

7.1 The area of land behind the Windmill has now been returned to the District Council from Rayleigh Town Council.

8 RECOMMENDATION

8.1 It is proposed that the Committee **RESOLVES**

- (1) That the pre planning bid as presented in this report be submitted to the Heritage Lottery Fund to provide resources to develop the Council's bid for the Windmill refurbishment and creation of the museum.
- (2) That Members decline the offer of providing a representative to attend board meetings of the Museums in Essex Service at this stage.

Roger Crofts

Corporate Director (Finance & External Services)

Background Papers:

None

For further information please contact David Timson or Esther Rowland on:-

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E-Mail:- david.timson@rochford.gov.uk

Tel: 01702 318125

E-Mail: esther.Rowland@rochford.gov.uk

Appendix A

PROJECT PLANNING GRANTS**SECTION A : PROJECT SUMMARY****Q1 Project Title**

Revolve - The Windmill Experience

Q2 Describe the Heritage Grant project you are proposing to plan with a Project Planning Grant.

The following describes the overall project plan for the windmill site. Restoration of the structure of the windmill including, external brickwork and windows and build an additional, site specific, building to act as an area for storage, archiving and education room/temporary exhibition space.

Create and install an inspiring exhibition in the windmill, based on the history of the district from Doomsday to the present day but with a specific focus on the social history of the past 100yrs.

We would like to research the use of new technologies to improve access to the site. The museum would like to include audio and visual exhibitions created by local residents about their local community, including murals, video clips, reminiscence and artefacts.

The museum will have strong links with subjects in the National Curriculum to ensure that schools can use the site as a learning resource.

The windmill will become an area for cultural outreach community work with special events, open days and activities to encourage a wide variety of visitors from across the district and beyond.

Q2b How much money are you likely to be asking us for this scheme once you have completed planning work?

700k

Q3 Please describe the planning work you propose to do?

Employ a specialist heritage adviser(s) to produce an interpretation strategy and carry out public consultation, with a specific focus on education so that we can develop a sustainable, learning resource.

Q4 Please the types of project planning you need funding for:

Access, Conservation and Audience plan.

SECTION B: ABOUT YOUR ORGANISATION**Q5 Name and address of your organisation (please give the full postcode)**

Rochford District Council.....

Q6 Name of the main contact person

Esther Rowland, Leisure Client Officer

Q7a Is your organisation (tick one box only):

Sole applicant

Q8 Was your organisation set up for this specific project?

No

Q9 Please describe your organisation's main purpose and regular activities.

Local Authority providing services to the residents of Rochford district and particularly for this project, the facilitation of the growth of cultural activities throughout the district.

Q10a How many people are involved in running your organisation?

220

Q10b What type of organisation are you?

Local Authority.

Q10c Would you describe your organisations as being led by any of the following: (females, people with disabilities, people of ethnic minority origin, older people, young people)

No

Q11 Are you VAT registered:

Not applicable

Q12 Bank account details

Account Name:	Rochford District Council
Name of Bank	Co-Operative Bank
Address:	40 London Road, Southend on Sea, Essex SS1 1NW
Sort code:	08-90-17

Account No. 61136078

SECTION C: PROJECT DETAILS

Q13 What is the address of your project:

Windmill, Bellingham Lane, Rayleigh

Q14 When do you expect your project planning work to start and finish after a decision on funding has been given?

March /April2004 – April 2005

Q15 Where do most of the people who will benefit from your project live?

Across Rochford District

SECTION D: SPECIALIST PLANNING PRIORITIES AND AIMS

Relevance to the heritage

Q16 Please tell us how this work be of benefit to the heritage and describe the heritage items or information that it will focus on:

Currently the windmill is under used, there is a small museum on the ground floor and the structure need's repair. This project will not only conserve the only remaining windmill in the district, listed grade 2, but also the current museum collection (local photographs and social objects mainly from the last 100 years) and allow archiving and appropriate storage of the artifacts. It will also benefit the complete site, which includes a National Trust owned 11th century Motte and Bailey and scheduled ancient monument and council owned cultural events centre.

The development of innovative interpretation and use of IT for the museum will enable all visitors, including those with disabilities, to enjoy and understand local history in the context of national and international events, e.g. Norman Conquest, Second World War etc. We aim to focus the main exhibition on the existing collection of social artefacts, but with a view to continue gathering relevant items. We would like to collect local stories and memories about the site and surrounding area to create exhibition pieces, audio and visual records.

Need for the work

Q17 Please explain why you need to do this project planning work.

As a small council we do not have the facilities or the expertise within the district, currently, to achieve this level of research. The windmill will be the first museum/cultural resource for the district and therefore we require extra expertise to develop the project successfully.

It is essential that we utilise the space and facilities available to their full potential. Through this research we can identify the best way to improve the physical and intellectual enjoyment of the site, ensure that members of the community are part of the development, design and production of the museum. It will aid us to develop further links with local communities and schools to work in partnership to develop an effective educational resource pack, tour guide and interactive interpretation. There will also be the resources to develop an archiving system for staff and community members to use.

Rochford District Council has already carried out the basic planning for access issues which included consulting with the National Trust and the fire authorities. We have costed and specified necessary restoration, gained listed building consent and contacted the County Mill Wright.

Q18 Where does this project planning work fit within your organisation's aims or responsibilities? (please tell us who owns the heritage item which your work will focus on.

The Council owns the windmill and as part of our corporate responsibilities we must maintain the building. This project is a corporate objective and has been in the Council's Corporate Plan since 2000.

The promotion and development of our culture and heritage is one of the corporate objectives of the council. In the last few months the council has agreed a five year Cultural Strategy which highlights the windmill as an area for developing cultural tourism in the district.

This follows closely in the footsteps of Essex County Council's cultural strategy 'Celebrating Essex' - "Our aspirations are to ensure that the natural and historic environment of the county is respected, protected and promoted" and the Thames Gateway South Essex Partnership aim of "conserving and enhancing the districts heritage particularly in the centres of Rochford and Rayleigh".

Although the council has resolved to back the development, this planning will allow us to broaden our approach and delivery of heritage, as well as bring essential skills into the workplace.

Quality of the proposed work.

Q19 What steps are you taking to make sure that the work you will do is of a high quality?

Our aim is to create a heritage experience which is effective and of a high quality. Through our planning we have spent a great deal of time consulting with relevant professionals. A specialist conservation architect with many years of experience has been employed to carry out a survey of the building. The council has consulted with Essex County Council's Heritage Services as well as taken advice from the National Trust property and fire advisers.

We have joined Museums in Essex and have consulted East England Museums Libraries Archives Council??. As the area adjacent to the windmill has been declared inalienable by the National Trust we have also contacted them about the project and have received their support (see appendix A2)

We are also focusing our exhibits on the needs of local schools and colleges and have taken advice from Essex County Council Education and County Millwright.

The windmill, currently has a small, voluntary run museum in the lower level and we have been in close communication with the group that runs the museum in regard to the project development as well as the objects and archives which may be available in the future. It is our aim that the Historical Society of Rayleigh has an integral role in the development of the museum.

Q20 Please give details of who will lead your project and who will carry out the work (if you have already decided) and their qualifications and experience to carry out this level of work. Please include the briefs to which they will be working.

The project will be overseen by Leisure Services within the Council, with all construction work being overseen by the conservation architect, who was appointed through a competitive tendering process. However, to aid in the key development areas we will appoint a specialist heritage adviser through the council's official procedures. We aim to work closely with the adviser to maximise the professional development for relevant council staff. See Appendix (A1).

We have approached a number of professionals across the region to act as an advice panel during the development process these include museum, tourism, economic, National Trust and cultural experts. We plan to gather the group approximately every 3 months to discuss the project.

We also hope to gain a capital investment grant for a Heritage Officer within the council to continue the development of heritage within the district, through the Heritage Grants funding stream.

We have researched the potential training for voluntary workers from the Rayleigh Historical Society to complete a Museums Essentials Course run by The University of East Anglia and will ensure that the Historical Society are part of the steering group for the museum developments.

Q21 How have these specialists been (or how will they be) appointed?

The conservation architect was appointed through competitive tendering process. The heritage advisor will be appointed through advertising in industry publications and an interview process with a selection of representatives from our advisory panel.

Active involvement and consultation**Q22 How will you involve and consult people who have an active interest in your project?**

We have been in close contact with Historical Society of Rayleigh, Rayleigh Town Council and the National Trust, (who already have visitor numbers of approx. 3,000 including up to 10 schools per year into the site), over the last two years to develop the initial project, with regular meetings and discussion sessions. There has been no negative feedback about the developments, but much enthusiasm and support. We aim to carry out extensive public consultation through a number of innovative cultural activities, however this will be guided by the specialist advisor we employ.

Long-term benefits**Q23 How will this work benefit your organisation and the heritage in the longer term?**

This planning project will give the council the skills to ensure that the best form of action has been taken to conserve and secure the windmill and the existing collection. Professionally planning improvements to access and information will substantially improved and the profile of the complete site including National Trust property and Council owned cultural events centre will be enhanced thus promoting the district culturally.

The planning process will offer an opportunity for the local community to engage with their heritage and gain a sense of belonging, as well as the service we can offer local schools as an education resource in the district.

Many projects have been managed through the leisure section with various budgets, however not in the heritage arena. Working with professionals from the industry will add to the professional development of existing staff and the voluntary sector working at the Windmill.

Q24a How many people, in the following categories, are likely to benefit directly from the Heritage Grant project you are planning?

At this stage it is difficult to quantify, however currently in excess of 20,000 people visit the overall site each year, which includes the Motte and Bailey and scheduled ancient monument, museum and council owned cultural events centre.

Q24b What are the age ranges of the people who will benefit from the Heritage Grant project you are planning?

All ages

Q25 Will your planning work involve any training and how many people will be involved?

Essential Museums course

SECTION E: FINANCIAL SUMMARY

Yet to be finalised. Awaiting information from companies and consultants.

Appendix A1

Rochford District Council
South Street
Rochford
Essex SS4 1BW



Revolve – The Windmill Experience

Summary Brief

Rayleigh windmill is owned by Rochford District Council and with the help of the Heritage Lottery Fund we are hoping to develop the building into a local heritage museum.

The bid includes developing and enhancing the existing collection and artifacts owned or entrusted to The Historical Society of Rayleigh, to produce an educational and community based resource. As well as creating an additional building to store artifacts, and create an education/exhibition space. We aim to incorporate community groups and schools in the design and production of exhibitions and displays for example wall murals, oral history videos, guide books and teacher resource packs. Please refer to the attached lottery planning bid for further clarification.

Last year the Council applied for lottery funding for this project but unfortunately it was rejected, however with the strong advice to reapply focusing on education and specific details on the exact nature of the development. To that end we have applied for a smaller project planning grant of 50k to aid our development of the museum, for which we require outline costs of developing an interpretation strategy, audience development strategy and carrying out public consultation.



Our aim is to employ a consultancy/freelance heritage expert to aid us to carryout this planning work.

The areas that we need specific help with are as follows:

- Carryout public consultation and engage the community in the development of the space.
- Establish links with local educational establishments to create a useful educational

exhibition and resource pack to compliment the national curriculum.

- Development of effective accessibility strategy
- Development of the museum exhibition using the information and objects we currently have.
- Best use of new technology within the museum
- Identify any gaps or areas, which we may have missed.

Consequently we are seeking **basic** proposals from interested parties about how this work can be achieved, focussing on **timescales and likely costs**, for inclusion in our committee report in **6th January**, with a view of submitting the bid as soon after this as possible. At this stage we are simply looking for an **outline not a complete proposal** – this will be required as and when we receive the Project Planning Grant in approx. March 2004.

Esther Rowland
Leisure Client Officer
Rochford District Council

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Appendix A2

The National Trust
East Anglia Regional Office
Angel Corner
8, Angel Hill
Bury St Edmunds
Suffolk
IP33 1UZ

Mr David Timson
Property Maintenance and Highways Manager
Rochford District Council
Council Offices
South Street
Rochford
Essex
SS4 1BW



17 February 2003.

Dear Mr Timson,

Land to the rear of Rayleigh Mill

Further to our meeting on the 12 February 2003 I can confirm the National Trust is actively investigating the possibility of creating a new access to Rayleigh Mount on its east side. This is in the area of the original Barbican and would require access across the land to the rear of Rayleigh Mill, which is currently owned by the District Council.

The Trust is intending to carry out a level survey of the area to establish options for access across and within the moat. Once we have carried out a feasibility study of the options and the likely costs I will contact you again to update you on progress.

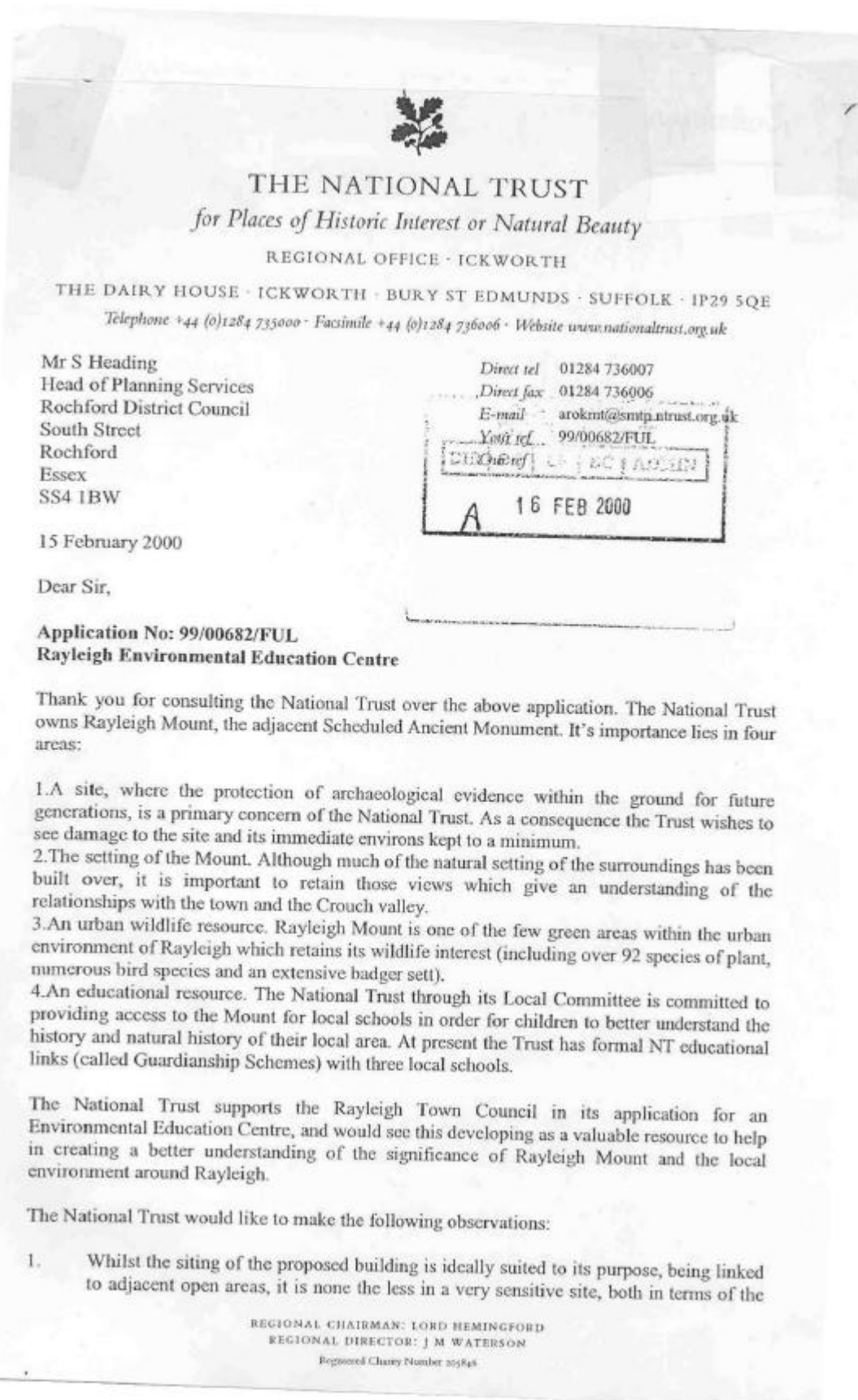
The National Trust is most appreciative of the close working relationship with the District Council and the generous offer of the land to the rear of the Windmill. In the meantime it would seem sensible to continue with the clearance of the old hard landscaping in this area.

Should you wish to discuss future options for the Windmill once you have had an answer from the Heritage Lottery Fund, I would be happy to do so.

Yours sincerely,

A handwritten signature in black ink that reads 'Keith M Turner'.

Keith M Turner
Area Manager – Essex, Hertfordshire & Suffolk

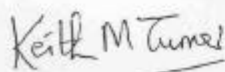


landscape and archaeology, relative to the windmill and Mount. The Trust urges that the Council be convinced that alternative sites have been fully explored, so that the mistakes made when the Mill Hall was sited too close to the Mount, should not be repeated.

2. The proposed new building would be very obvious when viewed from the Inner Bailey of the Mount, although views of the windmill and the church tower would not be impeded. The height of the proposed building would be 6.3m. Concern has been expressed over whether the building has to be this tall? Reducing the height of the roof would not reduce its visibility from the Inner Bailey, but it would lessen its impact.
3. Before the proposed building is given permission, the National Trust would wish to see a full archaeological assessment undertaken of the area. Although it has been developed in the past as an informal seating area, it is adjacent to the Barbican or gateway to the Castle, and important archaeological evidence may survive. The Trust would not wish to see further destruction of the archaeological resource.
4. The exterior of the proposed building is a mixture of brick, vertical cedar boarding and coloured render. The National Trust would prefer that the coloured render be replaced with either more brick or boarding. Both are less intrusive and would not suffer as badly from the inevitable graffiti. It might also be possible to soften the overall effect of the building by using a re-cycled or soft red brick.
5. Within the proposed building, the main space would appear to be of a size which would accommodate a full school class of 35. However, the advice from the Trust's Regional Education Officer, is that for the number of children to be accommodated, the provision of female lavatories is insufficient. It is suggested that six female lavatories would be more suitable, but with only one unisex lavatory for people with disabilities.
6. The National Trust Local Committee is concerned about security in the area, especially at night. It would therefore be pleased to see such a building providing for legitimate use in the evening, which will discourage the use of the area by those who have caused problems in the past.

In conclusion, the National Trust would wish to see this proposed development as part of the re-development of the whole area, to provide an attractive heart to the centre of Rayleigh. The proposed centre will require close links with the windmill, the Mount and the town centre if it is to be successful. In this spirit, The National Trust would be happy to discuss how the Mount could be better integrated into this whole.

Yours sincerely,



Keith M Turner
Area Manager