

ACTION PLAN

IT-EM NO	ACTIVITY	AUDIENCE	BENEFITS for PEOPLE	OUTCOMES	RESOURCES	COSTS	TIMETABLE	TARGET and MEASURE OF SUCCESS	METHOD OF EVALUATION
1	Expand Adopt a bed activities and increase numbers of people involved. Currently 22 adopt-a-bedders	New volunteers School groups Scouts and Brownies	Horticultural knowledge and training. Physical activity New groups engaged within the gardens Volunteers act as ambassadors for the site	People will have learnt skills and volunteered time. The area will be a better place to visit. More people and a wider range of people will have engaged with heritage	Operations Manager and team Some members of In bloom cttee Gardening Association	Total £100 Promotion of scheme £50 Transport for new volunteers £50	Summer season 2017, 2018 and 2019	6 more adults adopt a bed 1 school group of 6 children and 1 group of 6 brownies/scouts adopt a bed. Gardens maintained in excellent condition. Green flag award standard improved.	Volunteers to keep own log of hours spent working in gardens. Activity contributes to Brownies achieving 'gardening' or 'seasons' badges or scouts achieving 'naturalist' badge
2	Planting days Currently 4 planting days are held, 2 x bulbs in autumn and 2 x shrubs/flowers in spring /summer Attended by an average of 12 people Increase by 2 days p.a to include new planted bed of bulbs close to bowling greens	New volunteers School groups Scouts and Brownies	Horticultural knowledge and training Exercise	People will have learnt skills and volunteered time. The area will be a better place to visit. More people and a wider range of people will have engaged with heritage	Operations Manager and Team In Bloom Committee members /Friends Group	Total £300 Promotion £50 Plants/ bulbs £200 Transport for new volunteers £50	Summer and Autumn 2017 and 20 18 and 2019	At least 16 adults and 4 children join each session Garden planting more extensive, varied and interesting	In bloom /Friends members keep basic log of attendees at each session Operations manager keeps log of numbers, names of attendees and hours spent.
3	Increase membership of Friends Group. Existing 'In Bloom' cttee includes reps from most	Local residents with interest in gardens eg wildlife/ nature enthusiasts,	Builds community cohesion. Provides forum for issues to be discussed and resolved. Group able to organize events	People will have volunteered time. More people and a wider range of people will have engaged with	Operations Manager Volunteers	£900 in kind Room to meet - provided free by Golden Lion Hotel	2hrs per month, July 2016 - June 2019	Increased numbers of volunteers involved in the garden Visitors comment on how helpful and knowledgeable	Number of members increases. Gardens better cared for and appreciated. Improve standard of Green flag award

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	horticultural groups in Hunstanton, plus RNLI, RB Legion etc and members are actively helping to maintain the gardens	mums with small children, bowls club, dog walkers		heritage. Heritage is better managed		Contribution in kind £25 per meeting x 12 = £300 p.a x 3 years = £900		volunteers are	
4	Market research carried out by business studies students at College of West Anglia as part of course	Visitors to town and gardens	Students who are not otherwise involved with heritage visit and learn about gardens and history while doing survey. Information gained can inform future events and developments	More people and wider range of people will have engaged with heritage.	Council staff time to assist in compiling survey questions College of West Anglia Staff and students	Total £900 Coach hire for 20 students x 1 day x 3 years say £300 per trip Lunch allowance £5 x	1 day per summer season in 2016, 2017 and 2018	Involvement of younger people in the gardens Targeting of events to attract more visitors	Numbers of students participating Feedback from them on what they learned.
5	Smartphone app Develop app to provide interpretation of the gardens downloadable from QR codes at key locations	All visitors and anyone with visual impairment	More people have better access to heritage information and will have an more enjoyable visit	The heritage will be better interpreted and explained People will have learned about heritage More people and disabled people will be able to engage with heritage.	Commercial provider	£10,000	Create Jan- July 2017 Test Aug 2017 Install Sept 2017 Content can be added to as further information becomes available.	Visitors are made aware of app and use it. Positive feedback.	
6	History workshops Students visit gardens and	15 Access history Students at	Young people from outside the town who would not otherwise learn	People will have learned about heritage	College of West Anglia staff and students	Total £780 Travel for students +	Academic year 2016/17	5 visits per group per year, to include presentations	Log numbers of students participating Students complete

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	heritage centre and work with Civic Soc members to investigate aspects of Hunstanton's history. They then prepare talks/presentations or displays to showcase their work, and share their knowledge.	College of West Anglia	about the history of Hunstanton engage with the heritage and share what they learn.	More people and wider range of people will have engaged with heritage, and others will have volunteered. The heritage of the gardens will be better interpreted	Civic Society Members as volunteers	staff member to visit Hunstanton 16 x £6 bus fare x 5 days = £480 Materials for displays/ Presentations say £300		15 students per visit Results of work displayed in heritage centre and Edwardian pavilion.	feedback forms on what they've got out of it People's comments on the work in visitors' books in Edwardian pavilion and heritage centre
7	Building Design workshops	10 x 6 th form students at Smithdon High School	Young people will have fun on a practical activity learning about the design process Raises awareness of good design, planning process, building constraints Students learn about good design in heritage settings, design issues such as scale, form and materials and planning process.	Young people will have learned about heritage and developed skills.	Outside provider or College of W Anglia architect and structural engineer	Total £9,885 2 days COWA staff time x two members of staff with students + 1 day planning time £3150 Mileage 32 miles x 45p x 3 trips= say £45 Materials £300 Total per workshop £3295	College staff visit school to plan in autumn term One workshop each year in Spring 2017,2018 and 2019	10 students participate Positive feedback from students Ongoing links between school and college, widening student horizons. School keen to repeat the workshops.	Numbers of students participating Feedback from staff
8	Art workshops/competition	Local schools Visitors	Participants will learn about various aspects of the gardens, designed features, plants, wildlife	People will have learned new skills and learned about	Outside providers - Local artists Room to work in	Total £12,420 Fees for	1 per month (= 6) during Summer season 2017,2018	10 people attend each workshop Good quality artwork	Numbers of people attending Evaluate feedback from

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		Families	etc and have fun making a piece of art.	heritage		providers @£300 per day x 8 days per year (6 events plus 2 prep days) x 3 years = £7200 Materials say £200 per session =£3600 Room hire @ £75 per day = £1350 Prizes £15 art tokens per event =£270	and 2019	on display in gardens	attendees Inclusion of artwork into permanent display panels on walls of toilet block.
9	Horticultural training days provided at 3 levels, Introduction, Level 1 and Level 2.	Existing and new volunteers	Volunteers will have more knowledge and increased horticultural skills and qualifications in return for their time and commitment Volunteers will be able to share their knowledge with visitors when working in the gardens	People will have developed skills People will have volunteered time Heritage will be better managed	Volunteers 1-3 days each Operations Manager: 1 day introductions External trainer (from Easton & Otley college) 6 days	Total £2,400 £50 per student at Otley, 156 mile round trip @ 45p per mile = £70 Cost per student per day £120	Spring / summer 2017 and 2018	3 courses delivered in each of 2 years. 8 volunteers complete introduction; 3 complete level 1 or 2 each year. All receive NCFE accredited certificate.	Numbers of people attending
10	Horticultural student placements	Horticulture students at Easton & Otley	4 students will complete their work placement time (150 hrs per year per student) in Hunstanton	Young people will have gained skills and qualifications	Council staff time commitment to work with students Provision of tools,	Total £1,000 Student travel costs for 4 students =	Autumn 2016 - Summer 2018	600 hrs (ie 80 days) of work experience carried out	Students keep log of works completed for sign off by supervisor. Students gain

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		college, studying level 2 diploma in Horticulture or level 3 diploma in Landscape and Amenity Horiculture		and learned about heritage	PPE Travel expenses	80 days', say £10 per day bus fares = £800 Tools etc £200		4 students complete their work placements in Hunstanton and gain their qualifications.	qualification.
11	Town Guide training Experienced town guides from KL give 3 training sessions on setting up organization. Civic Soc members prepare local tours	Members of Civic Society Other local residents	Volunteers gain new skills in establishing system for training new guides and setting up new tours. More people learn about the town and gain civic pride.	People will have gained skills and learned more about heritage. Popel will have volunteered time.	King's Lynn town guides to train others Civic Soc to prepare first tours Travel costs Example materials/ printing /copying	£335 4 days travel KL- Hunstanton to train/test new guides 32m x 4 x 45p, say £60 Materials say £50 Room hire x 3 days x £75	Introductory sessions winter 2016/17 First 6 guides trained and tours/promotion material ready by Easter 2017 Further 2 guides qualify and two tours available by Easter 2018	6 local people learn the material to deliver at least 1 tour route and qualify as town guide	Number of people attending initial training No. training to deliver tours. People say they enjoy learning the material and being able to pass on what they have learned.
12	Town guide walking tours	Visitors	Visitors will learn more about the heritage of the gardens and town Guides will have volunteered time and will have pride in themselves and their town and gardens	People will have learned about heritage People will have volunteered time.	Civic Society members and other local volunteers Promotional leaflets	Total £50 Promotional leaflets £50	Summer seasons 2017, 2018, 2019	Two tours per week April to September 2017, 2018, 2019 Two different routes available from 2018 Suggested £3 donation from those attending	Visitor feedback Number of people attending Log how many people are prepared to pay for their tour.
13	Work experience for construction skills	Young people	Students gain valuable experience of work on an	People will have gained skills	Contractor for capital works required to	Total £480 Student bus	September 2016- April 2017	1 young person employed for work	Feedback from contractor on how

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	students		outdoor construction site.	and learned about heritage Heritage will be in better condition	take one student per week for duration of contract	fares KL to Hunstanton 1 fare per day for 16 week contract (80 days x £6)		experience each week during capital works contract Students find it relevant and inspiring At least 85 % attendance	engaged students are Feedback from students (via course tutors) on impact of work experience on students' work and attitude.
14	Cross-generational oral histories to create a digital archive and online resource	Residents Visitors Schools Students	Older people feel happy and valued and able to recount their memories and young people gain an understanding of their local history from talking to the older residents. They also gain skills in interviewing and using recording equipment	People will have developed skills, learned about heritage There will be a stronger sense of belonging in the community among both young and old.	Elderly residents at Driftwood Care Home Pupils and teachers at Redgate Primary School Film crew from College of West Anglia Recording equipment	Total £845 Recording equipment £300 Film crew travel expenses, 3 days x 32 miles x 45p = £45 Editing time £500	Preparations summer 2017 Interviews, academic year 2017/ 18 Editing for web ready for spring 2018	24 children involved in interviews At least 12 interviews conducted and edited for public access	Numbers of children participating Feedback from care home residents on how they find the experience Online feedback from people accessing the archive Number of people accessing the archive Comments in visitor books
15	Downloadable teaching resources for geography/ geology field trips	Schools Colleges Interest groups	School children and other visitors have the opportunity to gain knowledge and understanding of the cliffs	People will have learned about heritage More people and a wider range of people will have engaged with heritage	Outside provider to provide technical input and develop school resources	£5000	Academic year 2017/ 2018	5 more schools (which haven't visited before) use Hunstanton for field trips Pupils and students learn more on their trip due to better information and resources	Log no. of packs downloaded Follow up calls to schools who use it to find out how useful and to amend as necessary Feedback from students
16	Downloadable ecology and natural	Schools Colleges	School children and other visitors have the	People will have learned about	Outside provider to provide technical	£5000	Academic year 2017/ 2018	5 more schools (which haven't visited	Log no. of packs downloaded

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	history resources for field trips	Visitors Interest groups	opportunity to gain knowledge and understanding of the ecology and natural history of the gardens and cliffs	heritage More people and a wider range of people will have engaged with heritage	input and develop school resources			before) use Hunstanton for field trips Pupils and students learn more on their trip due to better information and resources	Follow up calls to schools who use it to find out how useful and to amend as necessary Feedback from students
17	Event management training	Members of Friends Group Local volunteers	Volunteers gain a qualification and have confidence to work together and deliver more events Community and businesses benefit from more and wider range of events and wider range of people	People will have gained skills The community will be a better place to live	Outside provider or COWA staff Room hire Refreshments Ongoing support from council staff	£1190 Course provider x 2 days = £1,000 Room hire x 2days= £150 Refreshments x 8 people £40	Training in spring 2016 Additional events each year thereafter	Hold 2 training days At least 6 people complete the training.	6 people complete the training and feel confident to organize events. At least 3 additional events are held in the gardens each year by those who attend the training.
18	Sports training for youngsters Various multi-sports activities for 4-14 year olds eg football, cricket, dodgeball, volleyball etc	Mainly visitors Also residents and school	Increased numbers of people using the site Engagement with young people Increased physical activity	Children will have developed skills People will have a healthier lifestyle More people will have engaged with the heritage of the gardens.	Professional provider eg. MP inspiresports Gazebo for refreshments	Total £7270 £120 per session for 2x coaches x 18 sessions x 3 years = £6480 Attendance certificates £10 per session x 54 sessions = £540 Purchase of	School summer holidays 2017, 2018 and 2019	3 outdoor events per week for 6 weeks during school summer holidays in gardens/ on cliff (18 events per year) Each event 5 hrs (10am-3pm) At least 15 children attend each event	Log numbers and ages of those attending Anecdotal feedback by talking to participants Short feedback form

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						gazebo £250			
19	Gentle adult exercise sessions eg walking football, Nordic walking	Visitors Locals	Increased numbers of people using the site Engagement with wider audience Increased physical activity	People will have a healthier lifestyle More people will have engaged with the heritage of the gardens.	Professional provider eg. MP inspiresports Gazebo for refreshments	Total £360 £30 per session for coach x 4 x 3 years	1 event per month in April, May, June, Sept in 2017, 2018 and 2019) 2 hours each, day or evenings	4 events each year outside of school hols (At least 8 people attend each event.	Log numbers and approx. ages of those attending Anecdotal feedback by talking to participants Short feedback form
20	Bug hunts	Young visitors Local children Brownie and scout groups	A new young audience will engage with the gardens and they will develop observation skills They will also benefit from physical activity and will learn about natural heritage.	Young people will have learned about heritage and developed skills. Organisers will have volunteered time	NWT Volunteers Specialist interest groups to lead sessions	Total £1350 Say £150 per event x 3 per year x 3 years	Summer 2017 – ongoing	Children engaged Increased physical activity	Numbers attending Ages attending Feedback
21	Fossil hunts	Young visitors Local children Brownie and scout groups	A new young audience will engage with the gardens and the cliffs and they will develop observation skills They will also benefit from physical activity and will learn about natural heritage.	Young people will have learned about heritage and developed skills. Organisers will have volunteered time	NWT Volunteers Specialist interest groups to lead sessions	Total £1350 Say £150 per event x 3 per year x 3 years	Summer 2017 – ongoing	Children engaged Increased physical activity	Numbers attending Ages attending Feedback
22	Annual soap box (go-cart) race	Residents Visitors Young people	Attract new audiences Appeal to young people	The local area /community will be a better place to visit	Council Volunteers	£4,500 £1,500 per event for barriers,	Summer 2017 – ongoing	One race per year in 2017,2018 and 2019 and becomes a popular annual event in the town	Numbers taking part Number of spectators

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		interest groups				crowd control			
23	Heritage and Archaeology Community Recording days/Digs	Residents Visitors Young people Special interest groups	Wider range of people will be drawn to the site. They will gain skills and knowledge and engage in a physical activity More information about the area will be available.	Heritage will be better identified /recorded Heritage will be better explained People will have learnt about heritage More people will have engaged with heritage	Community archaeologist to lead activity days on the site. For example - measurement and recording of existing structures (Butterfly Shelters) before demolition; digging trail pits on site and then interpreting finds, Measuring the landscape and interpreting. 3 days per year - 9 in total	£7,200 £800 per day to include expert to lead session, equipment, insurance, refreshments and recording finds x 9 events	3 per year. First one in autumn 2016, before works start to record butterfly shelters prior to demolition, 3 in 2017, 3 in 2018 and 2 in 2019	9 events take place. Number of people involved Different ages involved Heritage features recorded	Simple log of numbers of people involved Heritage assets recorded and shared and deposited with Norfolk HER