

## St George's Guildhall Kings Lynn

This form is a copy of the one to be completed on line for the Heritage Fund.

To submit, please complete the form on [our application portal](#).

# Summary

- Name of your organisation
- Project reference number
- Project Title (please choose a title which you think best describes your project)

*[Suggested title]*

Revealing St George's Guildhall: restoration, interpretation, sustainable use

- Date submitted

## Section one - your organisation

- 1a. Name and address of your organisation
- Address line 2
- Address line 3
- Town / city
- County
- Postcode
- 1b. Is the address of your project the same as the address of your organisation?
- 1c. Details of main contact person
- Name
- Position
- Is the address of the main contact person the same as the address in 1a?
- Daytime phone number, including area code
- Alternative phone number
- Tell us about any particular communication needs this contact has. Please note that there is a limit of 50 words for this question.
- For projects based in Wales, which language should we use to communicate with the main contact?
- English
- Welsh
- Both (Bilingual)
- 1d. Legal status of your organisation
- Please select one of the following:

- 1e. Do you consider your organisation's mission and objectives to be: (please select the options that apply)
- Black or minority ethnic-led
- Disability-led
- LGBT+-led
- Female-led
- Young people-led
- (And in Northern Ireland only:)
- 1f. Where did you hear about us? Please pick from list or specify below.
- 1g. Have you previously talked to anyone in our Development Team about your project idea?

## Section two - project proposal

- 2a. Please tell us about your project. In particular, please try to cover:
  - Heritage focus
  - What will the project do (capital work and activities)
  - What programme outcomes you are hoping to achieve. Please note that we expect all projects to achieve the outcome 'A wider range of people will be involved in heritage.'
  - Why you want to do this project (what is the need and demand)
  - Feasibility or options work done so far
  - Timescales
  - Overall cost including a short breakdown of key items of expenditure
  - (This section of the form has a total word count of 800 words. Please note that dashes in the text count as whole words.)

### **Project vision**

The project will restore the Guildhall of St George revealing its rich and surprising heritage. An associated programme of thematically focused and accessible cultural activities will engage the local community and visitors ensuring that this much-loved local asset has a sustainable future.

### **Heritage Focus**

St George's Guildhall is a Grade 1 listed scheduled ancient monument and is the key element of a complex of historic buildings and open spaces dating from the 1400's located in the heart of Kings Lynn's St Nicholas conservation area. The wider complex includes Grade 2 listed buildings dated from the 15<sup>th</sup> and 16<sup>th</sup> centuries and open spaces backing onto the River Great Ouse. The Guildhall is the oldest working theatre in the UK with a first recorded performance in 1444 and is the only remaining theatre in the world in which Shakespeare performed. Robert Armin, born in the town, and Shakespeare's comedian also performed in the Guildhall. This heritage of performance and comedy will provide a guiding theme for interpretation, activities and the future sustainable uses of the site.

A condition and structural survey of the Guildhall and associated buildings has identified an urgent need for conservation repairs. Current users of the Guildhall report the internal space to be

inflexible, inaccessible and not able to meet modern performance needs. There is currently limited access to the Guildhall, sparse interpretation, and little public appreciation of its unique heritage.

### **What the project will do**

The project will:

- fully restore the splendour of the Guildhall as a flexible space able to house wide-ranging events and activities, including professional Shakespearian performance, community theatre, and schools' events
- deliver associated works to other buildings in the complex to bring them into effective use consistent with the thematic interpretation of the site, adding value to the visitor experience and encouraging a sense of fun and enquiry
- carry out works to overcome barriers to access, including the redesign and pedestrianisation of open spaces
- provide a visible and welcoming point of entry through a repositioned café and open courtyard space. This will encourage access, enquiry and wider and deeper engagement with the site. For local people, particularly currently under-represented audiences, it will reveal the complex as a social space and a key and available element of the rich history of the town. This, in turn will encourage repeat visits, build social capital and contribute to social cohesion.

Activities supported by the project will include:

- new interpretation of the Guildhall's fascinating history on-site (e.g. through permanent exhibition focused on Tudor theatre and the heritage of the Guildhall), off-site (e.g. through collaborative exhibitions with local and regional partners, medieval/Tudor styles pageant and outside performances), and on-line (through a comprehensive web presence and active social media engagement)
- co-production with the local community of a programme of performances, music and creative writing which effectively engages people with the heritage
- activities designed to engage existing, new and diverse audiences in fun and sustainable ways (e.g. diverse music and dance forms reflecting the Town's international reach and ethnic diversity) and more commercially focused activities designed to support sustainability (e.g. commercial comedy/stand-up events, conferences, weddings/civil ceremonies)
- extensive learning opportunities ranging from curriculum-focused work with schools, apprenticeship and work experience opportunities for College students, and adult education. The project will also develop extensive online resources enabling people to discover the area's heritage.

### **HF outcomes**

The project will actively focus on engaging new audiences with the Guildhall complex through audience development, high quality and accessible interpretation, creative programming, a mix of uses and attractions on-site and coherent and consistent marketing. New and expanded audience groups identified include young people, families, tourists, heritage appreciators, and minority ethnic groups in the community. The project will also address wellbeing issues and actively engage those with dementia.

More specifically the project will:

- restore, safeguard and reveal the hidden heritage of the Guildhall, making it available to local people, tourists and those with specialist interests, and, globally through an extensive online presence

- provide a clear sense of arrival to the site and create open spaces which are safe, intriguingly interpreted using Shakespearian themes and which act as a magnet to wildlife including pollinating insects
- broaden and grow audiences through diverse activities, exhibitions and events
- encourage exploration, learning, skills development and practical activities which are sustainable and fun
- encourage and facilitate wide ranging and well managed volunteering opportunities which are purposeful, engaging, and promote individual wellbeing and the building of social capital
- grow the range and frequency of activities in line with robust business planning to promote sustainability
- contribute to the future resilience of the Guildhall complex through innovative partnership working and capacity building between the project applicant, the National Trust, the Norfolk Museum Service, and the Shakespeare's Guildhall Trust
- contribute to the wider visitor experience and the economic regeneration of the town through coherent engagement with relevant initiatives such as the Heritage Action Zone, designated by Historic England (2017) and the Future High Streets Fund (2019) – both of which focus on culture and heritage-led regeneration.

### **Work undertaken**

This project is firmly underpinned by a coherent vision and focus on sustainability. It is consistent with and adds value to other initiatives in the town whilst opening up new heritage-led opportunities to engage with people and agencies regionally, nationally and internationally.

In preparation for this EoI we have

- reviewed all assumptions and work associated with our earlier proposal to the HLF
- commissioned Foster Wilson Architects, Bryn Jones Associates and Oakmere Solutions Ltd to undertake visioning, sustainability and initial design work to test assumptions and develop a robust cost and income base for the project
- actively and positively consulted with site users and partner organisations to assess the need, demand and viability of the project.

### **Timescales and costs**

We anticipate the project will cost [£Add] and take three years to deliver. Major areas of expenditure: repair and conservation works £Add; new building works £Add; internal fit-out £Add; activity costs £Add; Staffing £Add.

Current words – 981. Total allowed: 800]

- 2b. How much are you likely to ask for from us?

£Add, representing [Add]% of the total project costs. Matched funding will be sourced from [Add main sources of matched funding and indicative amounts]

- 2c. When are you likely to submit a development phase application if invited to do so? Please note that there is a limit of 200 words for this question.

The current indicative timescale for the project is:

- EiO submitted November 2019
- Development Phase application submitted: May or August 2020
- Development Phase outcome: August or November 2020
- Development Phase: one year from permission to start

- Project duration: three years from permission to start.

Current words – 43. Total allowed: 200]

## Section three - submission

Your local team may wish to use your email to send you invitations to workshops or events they are running for potential applicants, or other useful information about our grant programmes. Please tick this box if you would like to receive this information by email. You can unsubscribe at any time.