

APPENDIX 1

NAME	CONTACT DETAILS	DATE OF MEETING	LOCATION OF MEETING
Janet Clayton	Orpington District Archaeological Society 020 8302 1572	24 th September At 3pm	B43
Brian Philp	Kent Archaeology Rescue Unit 020 8460 1442	9 th September At 2.30pm	Crofton Roman Villa
Dr Dawson	Ex-president / chairman of Friends of Priory Gardens 01689 829180	23 rd August At 1.30pm	107 Crofton Road
Stewart Vassie	Chairman of the Friends of the Priory and Gardens 01689 820323	4 th October 8pm	59 Craven Road BR6 7RU
Dr Anthony Allnutt Christine Hellicar	Chairman/Secretary, Bromley Borough Local History Society 020 8467 3842 Bromley Borough Local History Society Chris.hellicar@btinternet.com	7 th September At 7.45pm	Methodist Church Hall North Street Bromley

NAME	CONTACT DETAILS	DATE OF MEETING	LOCATION OF MEETING
Mr P J Gray	Orpington Recorded Music Society 01689 856693	Friday 17 th September At 3pm	11 Oak Road Green Street Green BR6 6BB
Keith Nelson	Chairman, Park Avenue Residents Association KeithNelson@chaseandpartners.co.uk	29 th September At 4pm	B43
Susan Smith	Chair, Vinson Close Residents Association susan@twinoaks51.fsnet.co.uk	15 th October At 4.30pm	61 Vinson Close BR6 0EQ
Bob Walters Orpington U3A	Chairman 01689 854880 Bob.walters5@btopenworld.com	Offered him 21 st October morning or late afternoon	

ATTENDANCE RECORD FOR
CONSULTATION EVENT
AT
THE PRIORY, ORPINGTON
ON
TUESDAY 9TH NOVEMBER 2010

NAME	ORGANISATION
Jill Allan	Pratts Bottom resident
Robert Allan	Pratts Bottom resident
Cliff Watkins	Beckenham Heritage Group
Pat Manning	Beckenham Heritage Group
Cheryl Curr	Town Centre Manager
Gordon Norrie	Councillor, Biggin Hill
Michael Meekums	Orpington and District Archaeological Society
John Stiles	Orpington and District Archaeological Society
Reg Goodman	Orpington resident
Mr Skinner	Orpington resident
Mrs L H Smith	Orpington Recorded Music Society
Mr B Smith	Orpington Recorded Music Society
Phillip Gray	Orpington Recorded Music Society
Peter Dow	Copers Cope Residents Association
Val Dow	Copers Cope Residents Association
Simon Finch	Senior Librarian, Local Studies and Archives
Elaine Clarke	Orpington resident
Mr G Potter	Local resident
Gill Hughes	Teacher, Perry Hall School

Kent Archaeological Rescue Unit

Established 1971: to survey, excavate, record and publish threatened archaeological sites

Director: Brian Philp AICSA, MCML, FSA, MIFA

Hon. Treasurer: Colin Martin FCCA **Secretary:** Edna Mynott

Colin Brand Esq., Assist. Director, Renewal and Recreation,
London Borough. of Bromley,
Civic Centre, Stockwell Close,
Bromley, Kent BR1 3UH

14th Sept. 2010.

LONDON BOROUGH

15 SEP 2010

Dear Mr. Brand,

The Priory, Orpington (Improved Museum facilities). OF BROMLEY

Many thanks for briefly outlining the proposals for the above on 9th September. I much admire the positive spin put on all aspects of the proposals. My reflections.

It is very good news that Bromley Council is considering enlarging its museum facilities, which is long, long overdue and for which my teams have campaigned since 1968 (published statement attached of 1973). Bromley, as a wealthy and very important borough is also the 14th largest "city" in the U.K. But its museum facilities have been far below national levels. As I said Nottingham and Leicester have multiple museums and dozens of staff, both being roughly half the size of Bromley !

The bad news is that the proposals have two major failings:

1. The key element of the proposals is expanded modern museum facilities. To try to fit these into a building hundreds of years old, built for domestic purposes and also a poor utility post-war library is a "Wretched Compromise". The old building contains narrow passages, some small rooms and split levels. I have worked in over 40 museums from Torquay to Dundee and a major complaint is having to fit modern facilities into pre-existing buildings. It seriously impacts on display areas, access, movement and security. The acknowledged remedy is to provide purpose-built structures, ideally a shell that can be sub-divided flexible.
2. My experience of lottery bids, one major, is that the process is highly competitive. Applications can be falsely encouraged for internal reasons and more likely to fail. The lower the percentage demand the better the chance. I think this will fail.

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The Unit is a registered charity (no. 273581) which carries out projects for local councils, development companies and private bodies. The Unit advises widely on planning applications, provides written specifications for programmes of excavations and watching briefs. It carries out surveys, excavations and extensive publication. It also acts in a consultancy capacity and is a leading member of the Council for Kentish Archaeology

A far better solution for Bromley is:

1. Sell-off (say £4-6 million) the Priory Buildings to a professional, or other acceptable buyer, with sensible protection and access safeguards (or long-term lease).
2. This also removes the costly ongoing and long-term obligation to maintain and repair a very old listed building and a poor quality post-war structure.
3. Construct a new purpose-built, modern shell (say £3-5millions) from the proceeds of the sale of the Priory Buildings, or with a Council top-up or much reduced lottery grant, if needed.
4. Use Council owned land, such as a small parcel of farmland changed to a leisure use, or donated land. Or even a small section of the adjacent gardens which is a much more likely option of convenience and minimum objection.

I suspect that all this may not entirely be what you wanted to hear, but it must be stated. It is based on my working with the archaeology and history of the Borough (large-scale excavation, publication and presentation) for more than 40 years and also as a life-long resident. Do please convey all this to Council Members.

All good wishes,



Brian Philp,

Director, of Bromley and West Kent Archaeological Group.

Brand, Colin

From: Brand, Colin
Sent: 12 May 2010 16:47
To: Hume, Marc
Subject: FW: ORPINGTON PRIORY

Marc – for information

Colin

From: WOODS, Malcolm [mailto:Malcolm.Woods@english-heritage.org.uk]
Sent: 12 May 2010 14:42
To: Brand, Colin
Subject: ORPINGTON PRIORY

Dear Colin

Thank you for taking the time this morning to talk me through the emerging proposals for the regeneration this grade II* listed building following the removal of the existing library to new accommodation elsewhere in Orpington town centre.

The outline scheme you showed me this morning drawn up by Frankham's suggests that the western half of the post-war library building would be used to extend the museum and provide additional facilities including a new cafe whilst the eastern half would be partitioned off to create a suite of offices. Improving the museum offer on the site would certainly be welcomed especially as it would provide a secure future for this important grade II* listed building. The outline proposals look to represent an exciting re-generation of this building and whilst there is much to be welcomed, I do see a couple of elements that have the potential to raise significant concerns for English Heritage.

First, we agree that access, especially for the disabled, into and around the existing building(s) is currently unacceptable. It is proposed to address this with a new ramp to connect the post-war extension to the existing building and a new lift tower standing off the north facade to gain access to the upper floors of the original building. I don't see the former as being problematic in principle but the latter does potentially involve significant interventions into what seems to be important historic fabric and a compelling case of justification will need to be made if this part of the proposal is to be followed through.

Second, removing the car parking from the forecourt area of the Priory will be warmly welcomed I am sure, especially if there is an historic landscaping scheme that can be used to inform the re-landscaping of this area. I am concerned, however, about the idea of creating a new area of car parking on the area of grassland adjacent to the rear boundaries of the houses in Aynscombe Angle. This plot of land is within the grade II Registered Historic Park and you will likely meet strong resistance from English Heritage - and, no doubt, the Garden History Society and others - to any plans to create new areas for car parking within the registered area boundary, notwithstanding the fact that existing car parking areas will be given back to more sensitive landscaping.

I realise, of course, that these are early days and that your Council has yet to resolve to take these ideas forward. Nevertheless, they represent a very encouraging starting point and I look forward to further discussions, hopefully based on on this initial outline scheme. Do keep in touch.

Regards,

Malcolm

Malcolm Woods
Historic Buildings & Areas Adviser
London Region
Direct line: 0207 973 3769

VCRA Committee meeting on 19.9.10 at 8.30 pm.

Present : Sue Smith, John Epton, Ann Epton, Richard Burton, Sabine Whelan and Jo Wyton

Discussion about future of the library building at Orpington Priory

Options appear to be

1. Extend the museum
2. Create a conference centre / banqueting suite
3. Rent out for business use
4. Some combination of elements of the above.

Comments on these options were as follows:-

We feel this is a unique opportunity to extend and improve the museum, especially if all of the library building is incorporated into it. Many more artefacts could be displayed and in a more imaginative/interactive way.

With some investment and careful planning, we think the museum could become a small but exciting visitor attraction especially if there was a small café on site with good toilet facilities - this would also make the whole Priory Park more family friendly.

When meetings are held in the museum hall the venue is too small and therefore very cramped – part of the library could be used to create a larger room for such meetings. It could also be used as an education room for school groups.

It was suggested that a purpose built presentation room with permanent IT facilities could be used by a number of social groups. This could be developed further to create much needed cinema facilities for the town - for example, something similar to The Clocktower Cinema in Croydon which has about 100 seats and shows a mix of recent releases and classic or foreign films each month.

The museum hall is also used for special exhibitions and a larger space would be more versatile. The unified building could incorporate a museum and arts centre.

The small computer room is currently well used and we would like to see this retained as a local history and family history research centre.

It was queried whether more people would visit the museum if it was more centrally located, for example in Bromley town centre. However the Priory museum is the only Grade II listed building in the borough which is fully accessible to the public for free and is therefore ideally suited to its current purpose.

When the library was built in the 1960s, the right hand half of the historic Priory building was pulled down to make way for it – to modern eyes this was an act of vandalism. We would like to suggest that the front façade of the building should now be restored to its original design. The frontage of the modern library could at least be altered so that it blends with and complements the older building.

Concern was expressed about providing good disabled access – one of our members who works with a disabled group says they do not use the new Village Halls because the lift can only take one wheelchair at a time.

It was generally felt that we do not need a large conference/ banqueting suite since there are the new Village Halls, the Crofton Halls and a number of others available for hire in the area. It was queried whether there would be adequate parking space nearby if the venue was used for weddings etc.

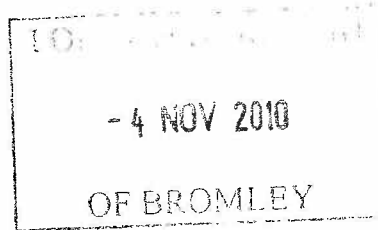
Members did not think that renting out to business was making the best use of the building –this is a good opportunity to enhance the venue for the community to use. There are plenty of empty offices at other locations in the town.

Neither did we feel a combination of uses (i.e option4) would make best use of the building.

Finally, we would like to know whether any funding has been set aside for the redevelopment of this site.

Colin Brand
Renewal and Recreation
Civic Centre
Stockwell Close
Bromley, BR1 3UH

3rd November, 2010



Dear Mr Brand,

Thank you for inviting me to the Priory on Tuesday afternoon, 9th November when there will be further

CONSULTATION ON THE FUTURE OF THE BROMLEY MUSEUM AT THE PRIORY

I would like to think that, for LBB to seriously consider a bid for a large tranche of Heritage Lottery Funds (HLF), it heralds a new dawn in the council's attitude towards promoting heritage in the borough.

This builds on LBB's 'Cultural Strategy 2007-2012', which says 'Culture in Bromley provides an essential ingredient to enrich our lives - it helps define Bromley in terms of its character, history, heritage and breadth of opportunities.' It adds that the Cultural Strategy is part of the drive to Build a Better Bromley and goes on to say on page 8, under the heading History and Heritage, that:

'Bromley has the potential to benefit economically from tourism and it will be important to increase awareness of the Borough's history. In order to achieve this we will work collaboratively with regional and south London partners and local agencies.'

In 2009 LBB commissioned a report entitled 'Bromley Museum Service - Options for the future' which was completed in July 2009. The time scale did not allow for market research e.g. Polling residents across to ask, for example, if they knew of, or had ever visited, the Borough's museum in the Priory in Orpington. However, the report did, within the time available, flag up a good range of options and fundamental issues.

When I visit on November 9th, I would like to know what consultation took place on the report's messages. My own notes on the report are below:

On page 3, para 7, it states that the borough is rich in history Romans, Darwin, Crystal Palace, Biggin Hill.

Page 3, para 10 notes that 55% of the working population commute into London. By association, most Bromley people are drawn to London museums and galleries, which are easy to reach and travel is free using their season tickets. It takes 45 minutes to cross Bromley by car; it takes less time to reach London with its many attractions.

Page 3 para 12 notes that Bromley's percentage of regular arts and museums attendees is 10%. This converts to 29,900. By comparison, visitors to the Priory in 2008/9 were 25,000. This suggests that the Priory must be close to its maximum potential - unless it can attract visitors from outside the borough.

On page 4, para 14, the report scratches the surface with just 24 remarkable people: I have around 100 for Beckenham alone.

On page 4, para 16, the report says: 'There is a strong feeling that all centres of this diverse borough should have a place where they can tell and learn of their history.'

Sadly in page 5, the report reveals in para 17, 18 and 19 that the Priory has not figured in local Orpington town centre developments and forward planning.

Para 21 on page 5, says that the Priory provides a geographical balance with Crystal Palace in the north of the Borough. At present there is a severe imbalance between the south west of the borough and the north west (despite far more LBB residents living in Penge and Beckenham than elsewhere. In the south west, as well as the proposal for the Priory lots of LBB funds seem to be tied up in promoting Darwin's home, a Lubbock Centre and a Battle of Britain museum in Biggin Hill (the last two are also planning to bid for Heritage Funding).

Page 18, para 77. It is a mystery to me why the museum within one of the largest London Borough is run on a shoestring with no financial incentives. I trust that if a garden centre is franchised, then a new museum and art gallery will be allowed to charge admission and, if successful, in attracting more groups, it keeps the funds for future development. I.E. it must be kept independent and allowed to use its own initiative.

Page 19, para 79. This all sounds wonderful. But we must ask why the wonderful annual shows in Norman Park - a much bigger area than the formal priory gardens and park - were terminated by LBB.

Page 21, para 94. What does 'accreditation status' mean?

Page 24, para 115 - this is the most fundamental part of the report and it seems to have been ignored in the current round of consultation. The BBLHS were not consulted before, at the last minute, a LBB official turned up with blueprints for an expanded Orpington Museum and plans for a HLF bid for funds. Over half of BBLHS members were not present. We have not been asked to add our views to what was proposed and the presentation came across as a *fait accompli*.

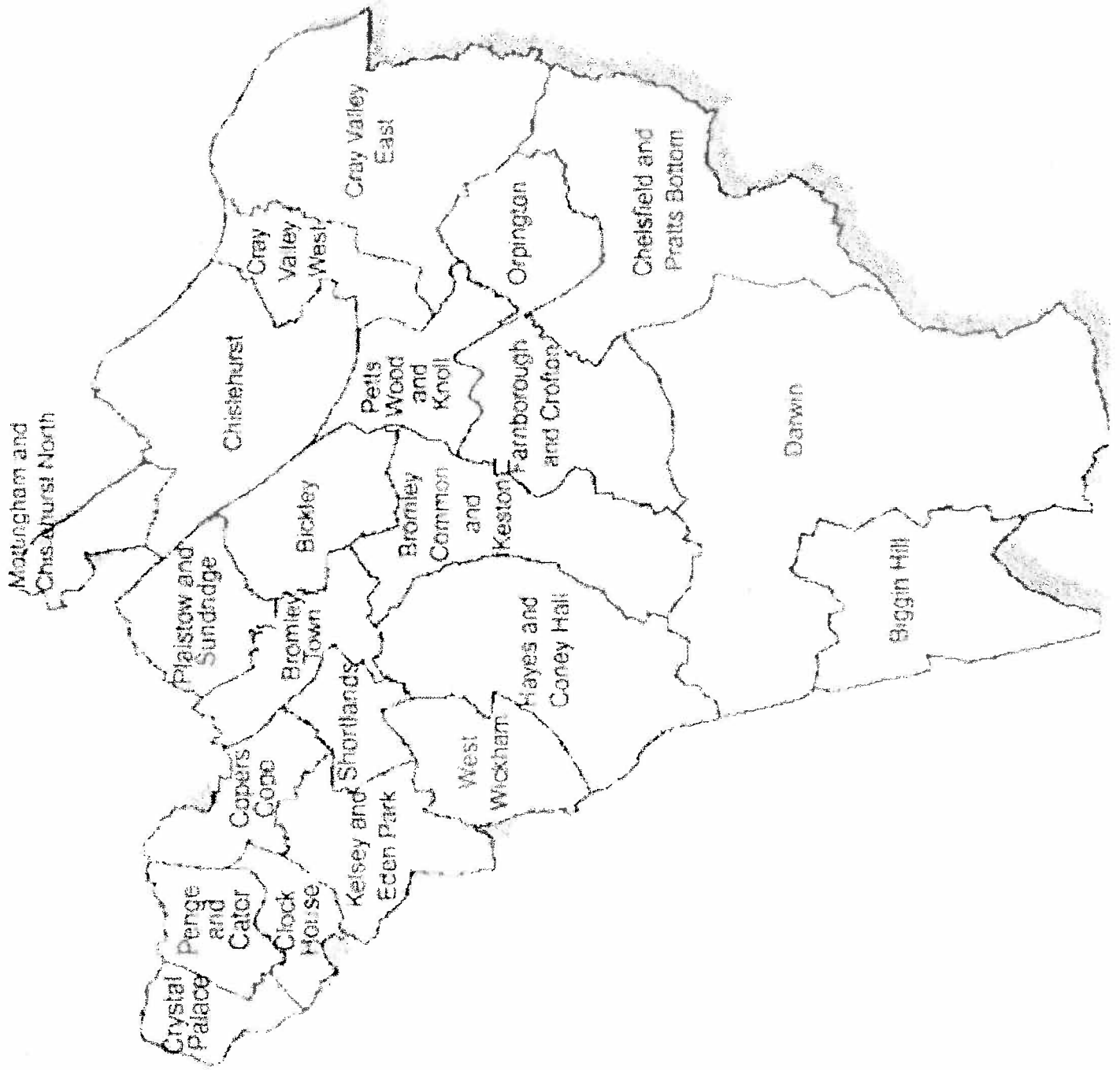
This feeling has been reinforced by the letter of 18th October, announcing the 'drop - in' session on November 9th. The letter states that 'Groups and organisations have already been consulted' As far as I am concerned we have been told what is planned. We have not been consulted.

My personal views on the current proposals for extending the museum into the former library building are:

1. I welcome the expansion of The Priory but wish to see the LBB application covering how its use of funds obtained might also be used to widen awareness of Bromley's heritage as a whole; not just the Orpington side of the Borough.
- 2.1 I suggest widening the Museum's scope to attract more people and tap funds to help with its future development - I refer to becoming recognised by the Art Fund which helps museums and galleries of all sizes. ;
- 2.2 and the need for having a tourist transport route to help interested visitors from elsewhere in the Borough and further afield. e.g. A tourist bus which stops at Orpington Station and the Tesco car park.
3. There should be an assessment of having a much needed new museum/ heritage centre/art gallery located in north west of the borough where there are far more council tax payers living in an area which has, arguably, a far richer heritage from the great number of high achievers who have lived in or been associated with the area. A location - with far greater 'foot fall', better transport links with Bromley South Station and all the bus routes in Bromley High Street, and a new hotel - would be in the 'Bromley South Central' scheme. This scheme, we read in the local paper, will become Bromley's 'cultural heart'. I began this letter with reference to LBB's Cultural strategy and Bromley's potential to benefit from tourism. A brilliantly designed 'hands on' museum and art gallery would add to the Bromley South Centre's attractions.
4. I take the line that LBB has a duty to its taxpayers in the north west of the borough to evaluate investing resources in 'Bromley South Central'. As well as working up the present bid for the Priory, a great deal of expenditure has been spent on the bid to achieve world heritage status for Down, and schemes are in the pipe line to bid for lottery funds for a Lubbock Centre and the Biggin Hill memorial museum, but nothing, say, for Beckenham and Penge.
5. Lastly, as part of a new chapter in the life of the Bromley's heritage, the opportunities for outreach by developing outposts and sharing premises should also be examined. On the border of Beckenham and Penge, the historic Studio building has at last found an owner committed to the local community. And the Crystal Palace site screams out for being a winner. Darwin was a frequent visitor to the Crystal Palace where he did experiments and looked for specimens to help with his research. In the Palace grounds there are already premises used by LBB and the dinosaurs.



C. D. Watkins



ORPINGTON AND DISTRICT ARCHAEOLOGICAL SOCIETY

Colin Brand
Assistant Director, Leisure and Culture
LB Bromley
Civic Centre
Stockwell Close
Bromley
BR1 3UH



8 November 2010

Dear Colin

CONSULTATION ON THE FUTURE OF THE BROMLEY MUSEUM AT THE PRIORY

Thank you for consulting this society about the future of Bromley Museum, and for making time on 24 September to take myself, Michael Meekums and Alan Hart through the Borough's plans.

ODAS members believe that the Museum is an important asset for Bromley. The Borough has a number of sites of archaeological and historical significance, and the finds from these need appropriate care and display. For example, the Anglo-Saxon settlement in the Orpington/St Mary Cray area is one of the earliest in Greater London and indeed in Britain. Scadbury Manor is an important site with connections to the Tudor court and the playwright Christopher Marlowe. At present, there is only limited space to display the finds and explain their context, and limited access for study of objects in store. ODAS' main concerns in relation to the archaeological heritage of the Borough are that finds are kept locally so they can be studied by local people, that material can be appropriately displayed, and that it is possible for children from the Borough to be able to visit and be given an understanding of their heritage.

This society fully supports the proposal to submit a Heritage Lottery Bid to develop the buildings at the Priory. We understand that the plans would include extending the museum into some of the space used by Orpington library; using the remainder of the space for office tenants to generate income; developing a coffee shop within an indoor space which would also provided exhibition and or meeting space; providing extensions which would house a lift to the first floor, and indoor toilet facilities; using the area beneath the library which is currently a book stack, as a museum store; and reinstate the garden area outside the Priory building, with the main car parking moved to the lower area.

We believe a coffee shop could attract members of the public to the museum and help regenerate this end of the High Street. We also support the installation of the lift to the first floor gallery to enable everybody access to the archaeological gallery. New in door toilets are most welcome.

ORPINGTON AND DISTRICT ARCHAEOLOGICAL SOCIETY

We look forward to there being a modern lecture room capable of seating at least 60 people which local societies can use in the evenings, with coffee making facilities. We understand there will also be improved facilities for school groups.

You explained that the existing store will be closed, and a new store located in the basement of the library building. We understand that there will be an assessment of archaeological material already in store and that some may be disposed of. We consider it important that material from the Bromley area is kept for future reference and any disposal is only carried out after very careful assessment, as it may not always be possible to tell what items will be significant in future when analytical techniques develop. ODAS has material from sites in St Mary Cray and from Scadbury which are still being processed, but will be deposited at the Museum in due course (as the sites are from borough land) and it is important that sufficient space is available to take new material. We would not want to see the existing store decommissioned unless it was clear that space in the Priory building would be sufficient for future needs.

You also explained that any work undertaken in connection with the Lottery bid would take account of the building's history and listed status. We hope it will be possible to repair and conserve this important building. We noted the proposals to re-instate the garden area outside the current Museum entrance and to move the main building entrance. We hope it will be possible to retain some parking spaces close to the building for disabled access and for gaining access with equipment eg for exhibitions/displays.

It may be some time before a new future is settled for the Priory building. In the interim, the curatorial staff could be isolated there particularly when one or more staff members are away from the building. It will be important to maintain adequate site officer or other support to ensure their safety.

When we met, you said that a Steering Group would be set up in connection with the HLF bid, and ODAS would be pleased to be involved in this if possible.

ODAS are very keen to support proposals which will secure the future of the Museum and improve the facilities there. We feel the HLF bid proposals outlined are imaginative and should enable the Museum to develop while offering a better service to visitors and supporting local regeneration.

Yours sincerely,

Janet

Janet Clayton (Miss)

Chairman, Orpington and District Archaeological Society

Colin Brand

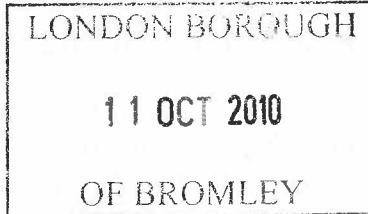
Assistant Director, Renewal & Recreation,

London Borough of Bromley,

Civic Centre,

Stockwell Close,

Bromley BR1 3UH



5th October 2010

Dear Mr Brand,

The re-development of the Library site at the Orpington Priory

The Friends of the Priory and Gardens, is very appreciative of your attending our meeting last evening, and wish to thank you for taking the trouble and making the time for your attendance.

The development, as you very ably explained, is both interesting and exciting and would, should it be carried out, add greatly to the facilities available to the visitors to the Priory.

I am certain that you will appreciate that our focus largely centres upon the existing Priory building, its gardens and its historical place in Orpington. The proposed development whilst exciting and interesting represents an addition to the ancient Priory.

You assured us that the proposed changes to the existing Priory structure were 'details'; however we tend to see them as fundamental to the whole plan of the development. Without the Priory the proposals would simply be a 'new build' park facility. We therefore have to fix the Priory in the centre of our consideration when viewing your proposed development.

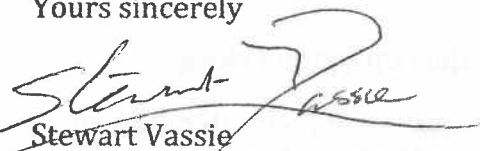
Essentially your proposal comprises changing the old library building to produce a new visitor centre and this being 'tacked' onto the existing Priory building. A difficulty here, for us, is that central to this plan is the mechanics of the aesthetic of this 'joining -on'. We wonder if the process of joining your new facility to a centuries old flint fascia can ever hope to be sympathetic. The Priory for good or ill was built at its period as a sort of manor house, it was then brutalised with the addition of a post-war library that more or less, destroyed the look of the original. It is proposed now to build something very modern - a glass and steel structure that is completely out of keeping with the original flint faced Priory. Whilst this, in itself, is not necessarily a bad thing, it does demote the Priory to the role of an adjunct, visually it would not be The Priory but would be just part of the new facility. Its relationship with the history of Orpington would thus be greatly diminished.

The solution to this possible problem would be to seek to blend the new building with the Priory, incorporating much of the architectural style of the Priory into the facia of the 'new build', producing an harmonious whole. Is this possible?

Naturally there are cost factors involved and no doubt these will act as constraints to the architectural unity of the proposed facility, however we do feel that they should be explored fully so that we are not - once again, left with an obvious and unhappy miss-match between the Priory and the new development.

I would repeat that we were delighted to have the opportunity of meeting you at this early stage of yours and the Council's proposals for the Priory buildings and sincerely hope we will continue to be consulted as the project progresses.

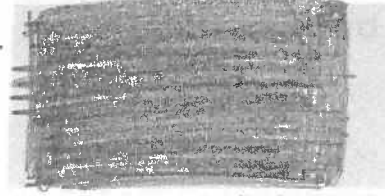
Yours sincerely



Stewart Vassie

Chairman of the Friends of the Priory and Gardens

Dr. E.C. Dawson,



26th August, 2010.

Colin Brand, Esq.,
Head of Culture,
The London Borough of Bromley,
Civic Centre,
Stockwell Close,
Bromley. BR1 3UH.

Dear Mr Brand,

Re : The Priory - Church Hill, Orpington.

Thank you for coming to see me, last Monday, to show your plans for the restoration and future use of The Priory.

As you know, I have felt for a long time that something should and could be done to preserve this historic building and to make it suitable for use as the museum.

You have my complete approval of your imaginative and practical ideas, for a building which will combine old and new architecture, with a visually pleasing result, and will also generate income to help with the cost.

I am sure that it will prove to be a great attraction and will be well used, and I wish you every success in your application for funds.

I only hope that I live to see it completed!

Yours sincerely,

Esmond C. Dawson

Esmond C. Dawson, KStJ., JP., MB., BS.

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8 October 2010

Our Ref: HG-10-03098

Colin Brand
Cultural Division
London Borough of Bromley
B43, Civic Centre
Stockwell Close
Bromley
Kent
BR1 3UH

Dear Mr Brand

The Priory, Orpington

Thank you for the helpful meeting last Friday and for a most enlightening tour of the building. I understand the Priory, the subject of your bid, is a Grade II* listed medieval hall house with surrounding gardens. The building is the oldest in the borough of Bromley, and one of the few pre-reformation rectories surviving. You seek a grant of £1.875 million (75%). At this time, you are unable to clearly identify which elements of the project you are seeking HLF funding, although it is likely that the project will involve HLF contributing to the capital costs of restoring the building, developing a new learning centre, and improving disability access to the building.

Below are a few notes to share with your colleagues. Our principle advice is that the elements you select for HLF to contribute to should show a balance between heritage skills and learning as well as conservation of this important building. Although HLF has in the past invested heavily in similar projects, such as the refurbishment of Hall Place in Bexley and Forty Hall in Enfield, projects must have a clear heritage focus to have a good chance of success. Due to the clear heritage importance of the building and the Bromley Museum collection, and your initial thoughts on audience development and learning, the project appears to be an attractive one which HLF would strongly encourage Bromley Council to pursue.

First Round Bid

As discussed when you submit your First Round Bid we are looking at the overall vision of the project and in particular are looking for evidence that you have looked at:

- What options have been considered and why, and whether you can demonstrated that the chosen option is reasonable.
- Whether you have taken appropriate advice, e.g. from professional organisations, stakeholders etc

You will get a feel for what we are looking for at First Round by examining as a team the First Round application form questions and corresponding help notes. It will be important for you to make suitable progress on the following issues ahead of a Round 1 application:



1. Understanding your long-term vision for the whole site and how the HLF Priory project fits within the conservation plan for the wider compound.
2. The project offers an excellent opportunity to increase the level of the collections on display from 10% to 50%. You should provide more information on:
 - The contents of the collection, including the numbers of items, the percentage of items in the collection that are currently on display and the percentage that the refurbished building will accommodate. You could also mention new capabilities, if any, to accommodate different/special/larger items than was previously possible.
 - Information on the state of the items, including any need for conservation work or cleaning in order to bring the items to display standard.
 - Information on new display techniques/technologies that will broaden access to collection to marginalised groups, such as new audio – visual systems, Braille, podcasts, etc.
 - Whether there will be re-interpretation and an updating of labelling to ensure that the language used is up to date and culturally appropriate.
3. Overall visitor numbers and anticipated change from current estimates.
4. Think about audience development - your project will score even higher if you set out to attract new audiences from specific priority groups that may not be currently accessing the heritage. It would help to know the demographic breakdown of people using the museum. You should then identify any groups that are under-represented as compared to the local and wider London area, and describe how the project will aim to encourage under-represented groups to engage more fully with the building.
5. Have a clear idea of which parts of the wider project you are approaching HLF to fund. During the visit, it was clear that more consideration was required on the level of restoration work that you were considering (for example removing unsympathetic rendering over the original walls in the Avebury Room), how the rooms were going to be used, and where the learning centre would be located. We also discussed your plans for car parking, which may not be a priority for HLF funding.
6. Learning is a key priority for HLF. To be successful with this project, you will need to propose a broad range of learning activities for both volunteers and the wider community. In the pre app you submitted, there are currently no costed activities or start up posts: you need to establish through consultation need and demand for learning at a variety of levels to broaden your vision for activities on site. As we discussed, you hadn't considered training at all so you need to explore training opportunities (e.g. building conservation, guiding, oral history, interpretation, archival research, horticulture etc). The inclusion of training is mandatory for a bid of over £1m. The following guidance on training may be useful, and are available on our website:
http://www.hlf.org.uk/HowToApply/furtherresources/Documents/Thinking_about_Training.pdf
7. Be realistic about fund-raising and think how you would go about raising the match funding required by HLF. Please note that partnership funding for First Round Development funding needs to be in place.
8. You should also consider the green aspects of this development. Will the physical re-development of the galleries offer opportunities for to improve the building's energy efficiency and reduce its carbon footprint?

9. Make sure you have double checked the First Round Check List and read all the various guidance on the website. N.B. You will need a Conservation Statement for the Building at First Round.

Thinking about the Development Grant/Second Round Requirement

This application will be the first major conservation project for the London Borough of Bromley under HLF's new procedures under our 3rd Strategic Plan. Development and delivery grants are considered together at Round 1. The development budget is firm, with no chance for an increase. If the development phase planning identifies significant additional costs, then you could request an increase for the delivery phase budget when you approach us at Round 2. It is up to your Quantity Surveyor to put forward a robust cost plan to ensure that no major changes between the Round 1 bid and the Round 2 application.

I can see that there are risks for such an historic building, in which case you need to cost your development work carefully and comprehensively, including a realistic level of contingency. We accept that changes in costs and content may change during the development stage and you are not being held to your figure (in fact you will be aware that you return to the competitive arena for the Second Round bid including the completion of a new application form).

You also need to ensure that the Development work can take you up to RIBA Stage D sign off. In costing your development phase please bear in mind that these are the sorts of things you will need to be working towards for the second round bid which we will want to see:

1. Conservation Management Plan for the building
2. Activity Action Plan (including mandatory training)
3. Volunteer Plan
4. Interpretation Plan
5. 10 Year Management and Maintenance Plan
6. Design Specification for all elements to RIBA Stage D
7. Business Plan
8. Project Management Structure and Staffing/Volunteer Structure Post Project including information about the various teams and skills and experience
9. Project Execution Plan inc interface with any other works
10. Project Costs, Cash flow, and Partnership funding inc Fund-raising Strategy
11. Risk Register

The following guidance notes may help you plan for your Development Phase costings, and are available on our website:

http://www.hlf.org.uk/HowToApply/furtherresources/Documents/Planning_activities_in_heritage_projects.pdf

http://www.hlf.org.uk/HowToApply/furtherresources/Documents/Conservation_management_planning.pdf

http://www.hlf.org.uk/HowToApply/furtherresources/Documents/Management_and_maintenance_planning.pdf

http://www.hlf.org.uk/HowToApply/furtherresources/Documents/Thinking_about_volunteering.pdf

I also offered to send you contract details for the William Morris Gallery team that recently was awarded their Round 2 grant by HLF. You should contact Lorna Lee, Head of Libraries, Museum and Gallery at LB Waltham Forest, at lorna.lee@walthamforest.gov.uk for advice on conserving an important heritage building and expanding access to collections.

Your application would go to our Board of Trustees for decision. Application forms and all supporting materials will need to have been received by HLF no later than the following dates:

- 14 December 2010 for the Board meeting on 22 March 2011
- 16 February 2011 for the Board meeting on 24 May 2011
- 11 April 2011 for the Board meeting on 19 July 2011

These are some very initial notes and please feel free to put further questions to me at any time as you move closer to an application. Once you have carried out further work on the bid I suggest we have a meeting prior to submitting your bid please.

I look forward to receiving further information about your project. If you have any questions, please do not hesitate to contact me.

Regards

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Development Manager
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Email: michaelm@hlf.org.uk



Sustaining and transforming our heritage

NB* Please note that the Development Team do their best to offer advice and additional information to applicants. The information provided is not exhaustive and there is a large amount of information available from other sources, for example about 'what makes a good application'. Meetings with and help from Development Staff do not guarantee groups a grant from HLF.

While we are happy to assist and give guidance to applicants, we cannot make commitments on behalf of our Board of Trustees. Applications are subject to a full assessment and only statements in writing which express the decision of the Board can be taken as a commitment by HLF.