



VISION FOR VICTORY

THE PATH TO VICTORY 2019-2023

Transition to the Living History Centre

1. AIM

The aim of the Transition Phase is to:

- Build upon and sustain what the Trust has achieved solely through volunteers and sessional staff since its inception in 2006.
- Build upon and address what the Trust has learned from the HLF Resilient Heritage project (and, in particular, from the External Audit, Tapestry Condition Reports and the Comparative Studies).
- Put the Trust in the position where it has both the resources and the staffing capacity & capability to 'open' the Living History Centre

The Transition Phase, the Path to Victory 2019-2023, moves the Trust from its current position towards a more sustainable, more resilient position as an organisation – helping to ensure the ongoing achievement of the Trust's objects:

“ The Charity is established for the purpose of advocacy on behalf of the preservation of the site of the Battle which took place near to Prestonpans on September 21st 1745, the honouring of those who fell, and for the advancement of heritage research and education leading to greater understanding and proper remembrance of the Battle, including studies facilitating the interpretation of all matters leading up to and consequent upon the Battle and the social, political and environmental context in which it was fought, and in so doing making use of all manner of literary, artistic and other representation to enable the widest possible appreciation of the heritage to be discerned. The Trust will seek to establish a Living History Centre to further its Objects and in doing so support the regeneration of the local area and promote human welfare including recreation and other leisure pursuits for the community at large.”

The Trust has, after detailed consideration and public consultation, reaffirmed its longstanding ambition that the achievement of these Objects and the strengthening of the resilience of the Trust is indeed best met through the establishment of a world class Living History Centre. The plans for this, and the supporting rationale, are set out in '**Our Vision for Victory**'.

The key action lines for the Trust arising from the HLF sponsored External Audit and the Comparative Studies were:

- Professionalisation of the staffing of the Trust to ensure its future resilience to achieve its Objects
- Clarification of the Purpose and Objectives of the Living History Centre and its endorsement from the community including broadening the body of Trustees
- Conservation and preparation of The Prestonpans and Scottish Diaspora Tapestries for display in the Living History Centre
- Ever closer engagement with the Friends of the Tapestries and of the Battle directly and increasingly integrated social media to achieve the Objects of the Trust
- Raising the requisite capital to build and launch the Living History Centre as a world class environmentally sustainable visitor experience at a proximate location

- Identifying the content and activities of the Living History Centre which will once opened assure its self-sustaining business model, with its discrete visitor profiles, and including café and bookstore services alongside its relativity to the battlefield and neighbouring community

2. OVERARCHING THEMES

There are three overarching themes of activity that the Trust proposes to carry out over the next 3 to 5 years...

1. Work to achieve the opening of the Living History Centre including permanent homes for both The Prestonpans and Scottish Diaspora Tapestries.
2. Continue to protect, preserve, commemorate and interpret the Battle of Prestonpans, its designated field of conflict and its exceptional cultural legacy
3. Continue to enhance the national and international appreciation of the Battle of Prestonpans in the context of the Jacobite Cause

3. CORE ACTIVITIES

In order to achieve the aim of the Transition Phase, a range of activities will be undertaken:

1. Work to achieve the opening of the Living History Centre

- Evaluate potential locations for Centre and make selection
- Revisit and update the Economic Feasibility Studies of the Centre
- Raise the necessary capital funding for the Centre, its installations and launch
- Work with architects to design the facilities
- Work with a sculptor to design an equestrian statue of The Prince
- Conduct a national competition to agree a name for the Centre
- Create the staffing structure, business planning, operational framework and financial and other systems for the Centre
- Schedule the 'Living History' Programme for the first two years after opening

2. Continue to protect, preserve, commemorate and interpret the Battle of Prestonpans

- Train guides in order to increase community and school visits and incoming tours of the battlefield including Bankton Doocot, and upgrade the APP in partnership with the 1722 Waggonway Heritage Group
- Seek to work with farmers to grow rye on the battlefield as in 1745
- Commemorate the 275th Anniversary of the Battle and 10th Anniversary of The Prestonpans Tapestry – in 2020
- Comprehensively Re-enact the battle with The Clans and residents in eponymous streets - in 2021
- Enhance the micro-museum and art display at The Prestoungrange Gothenburg
- Exhibit the Scottish Diaspora Tapestry nationally – in 2021
- Design the Immersive Experiences for the core exhibitions
- Restore and prepare the tapestries for display and upgrade the APPs – by April 2022

3. Continue to enhance the national and international appreciation of the Battle of Prestonpans

- Work in partnership with VisitScotland and the Travel Trade to design the Immersive Experience and the 'Living History' Programme
- Create and sustain 'Friends of The Prince' across the internet and social media
- Continue and develop relationships with Clan societies and ancestral tourism
- Work in partnership across Scotland, Ireland, England and France to create and sustain 'The Jacobite Trail' for cross marketing benefits
- Develop the work in partnership with Bord na Gaidhlig to encourage and support the Gaelic which was spoken by the Highland Clans at the battle
- Develop the work in partnership with the UK Battlefields Trust, the Scottish Battlefields Trust and NTS for cross marketing of visitors to Culloden.

3B. DELIVERING THE CORE ACTIVITIES

In order to deliver these activities, the **creation of a core staff team** will be required together with certain sessional staffing.

This will involve creating capacity to continue to deliver and enhance what the Trust has achieved since 2006 [i.e. themes 2 and 3 above]. This will require the **recruitment of staff able to manage and deliver the wide range of activities, events, programmes, and exhibitions** that the Trust has delivered, and seeks to continue to deliver throughout this Transition Phase.

This will also involve creating capacity to work towards the creation of the Living History Centre [i.e. theme 1 above]. This will require the **recruitment of staff able to develop and implement the fundraising campaign for the Living History Centre, design and plan the programming for the Centre, and establish the various plans, systems, procedures and processes** required to operate such a Centre.

More specifically, this will involve the establishment of the following professional staff posts to work with the Committee of High Sponsors, Trustees and sessional staff:

- Director Design in Use: Exhibitions, Events, Battlefield and Activities
- Capital Fund Raising Manager
- Convenor: Friends of the Prince, Social Media and The Jacobite Trail
- Community and Schools Engagement Officer; Gaelic language
- Travel Trade Relations and Promotional Officer

4A. WHAT WILL BE ACHIEVED

Work to achieve the opening of the Living History Centre

- Final decision made about location of Centre by June 2020
- Completion of updated Economic Feasibility Study by April 2020
- Achieve target level of fundraising for Centre - £7m
- Complete design of centre by April 2021
- Complete design of statue of The Prince December 2021
- New name confirmed for the Centre by June 2020

Continue to protect, preserve, commemorate and interpret the Battle of Prestonpans

- Number of guides trained - 20
- Number of community group visits – 20
- Number of Teacher Continuing Professional Development Days - 6
- Number of school visits - 40
- Number of tours of battlefield including Bankton Doocot - 30
- Gain leasehold on battlefield/ install Thorntree copse – December 2022
- Visitors to/people engaging with 275th Anniversary of the Battle – 1,000
- Number of visitors to/people engaging with and 10th Anniversary of The Prestonpans Tapestry – 5,000
- Number of visitors to/people engaging with 2021 Battle Re-enactment – 2,500
- Number of visitors to/people engaging with the micro-museum and art display at The Prestoungrange Gothenburg – 1,200
- Completion of design of immersive experiences for core exhibitions – April 2021
- Completion of restoration and preparation of the tapestries for display and upgrade the APPs - by April 2022
- Completion of agreed schedule for the 'Living History' Programme for the first two years after opening – ready by December 2021

Continue to enhance the national and international appreciation of the Battle of Prestonpans

- Number of members of the 'Friends of The Prince' group – 5,000 by December 2021
- Completion of 'Jacobite Trail' by April 2022
- Work in partnership with VisitScotland and the Travel Trade to design the Immersive Experience and the 'Living History' Programme – from April 2020
- Create and sustain 'Friends of The Prince' across the internet and social media - ongoing
- Work in partnership across Scotland, Ireland, England and France to create and sustain 'The Jacobite Trail' for cross marketing benefits – from January 2020
- Develop the work in partnership with Bord na Gaidhlig to encourage and support the Gaelic which was spoken by the Highland Clans at the battle – from 2021
- Develop the work in partnership with the UK Battlefields Trust, the Scottish Battlefields Trust and NTS for cross marketing of visitors to/from Culloden – from January 2020