



## ROWLANDS CASTLE HERITAGE CENTRE

### BUSINESS PLAN June 2022

#### INTRODUCTION

This is an updated Business Plan, derived from extensive work by the Committee and Trustees of the Rowlands Castle Heritage Centre – RCHC. This work was undertaken to ensure that the business plan accurately directs and reflects the current work of our Charity and how we want the Charity to develop in the future. It is submitted for discussion and if agreed, ratification by the Trustees.

#### BACKGROUND

The origins of the Rowlands Castle Heritage Centre date back to 2015. It was in response to an offer from Peter Goss to purchase the iconic model railway that he had researched, designed and built. It was set in the Village during military preparations for the D-Day Landings on the Normandy beaches in July 1944.

The initial purpose of the Organisation was to raise funds to purchase the model railway and to find a home to store and display it. Thoughts included housing the model in the Rowlands Castle Railway Station and there to develop a physical base for the preservation and display of all aspects of our Heritage.

Money was raised from donations by the villagers and the charity was created with some of the benefactors as Trustees. The model was purchased. It was then successfully displayed for three years during the Summer in Stansted House. This venue is unfortunately no longer available and for now the model is being stored centrally in the village and it is displayed, free to the public, on Village occasions, such as the Summer Fair.

It gradually became clear that the original aim of a physical base for the model is not feasible at present.

The work of the Charity has not just been about displaying the railway and searching for a base. An impressive Website was developed under the leadership of Alan Drinkwater with the aim of preserving and making available to the public, information about many aspects of the Heritage of our Community. In addition, other projects have been undertaken, aimed at the wider aspects of our Heritage.

Increasingly it has become evident to us that there was a mismatch between a Charity whose focus when set up, was a model railway train and base and the realities of a developing broad- ranging Charity aimed at recording, preserving and educating people about all aspects of the Heritage of our Community. It was for this reason that the Committee and Trustees undertook the work to align the business plan with the current realities and aspirations.



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### RCHC MISSION STATEMENT

“Protect and Record the Past and Present, for the Benefit of Future Generations.”

### RCHC FUNCTIONS AND ACTIVITIES

The Business Functions and Activities include those listed below. These are expanded into actions in the associated Action Plan which is used to monitor progress of each project:-

#### 1.0 HERITAGE

Rowlands Castle Heritage Centre *for village history, heritage, and community; online museum and information hub*

##### 1.1 Model Railway

The model railway is currently stored centrally in the village. There is a need to review its long-term storage, how and where it is displayed and how we can best use the model to illustrate its heritage aspects as opposed to simply presenting it as a remarkable model railway.

##### 1.2 Projects

We will work to further develop the Heritage Projects and recruit more volunteers

##### 1.3 Archive and Collection

We will develop a collections policy and develop a catalogue of what we possess and where it is currently stored.

#### 2.0 EDUCATION

We aim to reach out to the community, through the website and social media, to educate them about our heritage as opposed to simply being a resource that people may choose to access.

##### 2.1 Educational Activities

We will raise community awareness and understanding of the heritage of Rowlands Castle through a variety of educational initiatives.

##### 2.2 Website Maintenance and Development.

We will further develop the Website as a Virtual Museum.

It is planned that on the Website the name will be followed by a brief explanation of its meaning to avoid any confusion.

#### 3.0 COMMUNITY

##### 3.1 Community involvement – links with other functions

We will reach out to the younger generation to develop a “Village Identity” and reach out to other age groups to ascertain what aspects of our heritage interest them. Other community involvement will include recruiting more volunteers, working with other organisations, fundraising, and generally raising the profile of the RCHC.



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#### 3.2 Working alongside other organisations.

Make formal contact with other village and local organisations to explore opportunities for collaboration.

#### 3.3 Promotion to Increase the Visibility of our Charity and Heritage [including model railway, history projects, archive]

We will explore and make more use of opportunities to reach out to a wider range of local people including the further use of social media channels.

#### 3.4 People and Projects

We will work to further develop the Oral History Project and recruit more voices.

#### 3.5 Volunteers

We will develop a strategy for finding new recruits to assist with or drive our projects. There is a need to recruit more volunteers to help us implement as many of our plans as possible.

#### 3.6 Fundraising

Money is required to run the website, maintain our model railway and progress many of our other plans. We therefore need an active ongoing campaign to raise money through various mechanisms.

### OTHER FUNCTIONS

#### Research and Expertise leading to Accreditation - dormant

We will develop some mechanism whereby we can formally assess the extent to which we are achieving our goals.

#### Physical Base for the Heritage Centre including the Model Railway - dormant

This matter is dormant (no action at present) but to be reactivated if and when an opportunity arises.

#### Logo

It was decided that once we have agreed on all the functions of the RCHC, we should review the Logo so that it accurately reflects our purpose.

#### Management Committee Meetings

Meetings will follow a format so that matters are crisply reviewed, actions taken and targets set. These meetings will receive progress against the Action Plan [developed from this Business Plan] in a format suitable to record progress and enable the Trustees to monitor its effectiveness.

#### NOTE: Activism (Responding to Current Events)

The RCHC should not reflexively resist change but where intended changes may appear to be detrimental to our heritage, then it is legitimate that we might take an active role. This activism may be direct or by lobbying relevant organisations or people. This will be a standing item to be noted at committee meetings and action taken if considered appropriate.