



Proposal for closer collaboration between Rowlands Castle Heritage Centre and Historical Society

ROWLANDS
CASTLE
HISTORICAL
SOCIETY

Purpose

This document sets out a proposal for the two organisations to work together to maximise the potential for an exciting and comprehensive approach to the Heritage and History of Rowlands Castle.

There are obvious areas of duplication, where collaboration would be beneficial, and areas where each society has its own unique aims, but could equally be supported in these by the other.

This proposal will be submitted to both societies to obtain approval to proceed with the activities set out below.

Comparison of our Aims and Strategies

RC Heritage Centre

The Heritage Centre's mission statement is to 'Protect and Record the Past and Present, for the Benefit of Future Generations'. The strategy to achieve this is split into these main areas of focus:

- Increasing community involvement, recruiting more volunteers, promoting what we do and raising funds
- Developing the website as an online museum and creating an archive as a resource for future generations
- Using the website and the model railway for education
- Undertaking research and special projects (such as the census project), and responding to current events

RC Historical Society

The Historical Society was started in 1988 and currently has 82 fee-paying members. The society is structured around these streams of activity:

- To provide a winter season of talks on historical themes relevant to the history of the village and the surrounding area
- To organise a limited number of walks and visits, linked to the talks programme and to the history of Rowlands Castle.
- To maintain a source of historical information on the village, providing a resource for residents of the village and those from further afield, through the society website
- To improve integration with the wider local history network, including the local archive services
- To provide a focal point within the village for local history research, including the recording of oral history

Proposal

Following a meeting of appointed representatives of both societies on 19th July, the following proposals were made:

Organisational Structure

The two organisations will maintain their separate organisational structures, but will adopt a common public identity in order to avoid confusion. They will aim to have one name sitting above the separate organisations with a common logo, by the end of January 2023. The suggested name should include the words 'History' and 'Heritage'. Once there has been an agreement by the respective organisations, there should be a discrete piece of work to agree the new logo. Prior to a new logo being created, the Heritage Centre website will display a tile for the Historical Talk Programme and the Historical Society will amend their logo on lecture material to read 'Rowlands Castle History and Heritage'.

Website

The Heritage Centre website will continue with the same domain name but it will appear to the user as a joint website for the newly named organisation. Thus the content from both societies will be visible in this joint website. The Heritage Centre will take the main responsibility for the maintenance and development of the website. If agreed, then detailed work will be required to enable this to happen along with ultimately creating a new joint web domain and discussions about cost sharing. Representatives of the Historical Society will join the Heritage Centre website group to pursue these aims.

Model Railway

The Heritage Centre will continue to have sole responsibility for the Model Railway including its storage and display.

History Lectures

The Historical Society will continue to have the responsibility for running a programme of lectures and visits but the Heritage Centre will upon request, provide some of the talks free of charge. Materials from and supporting the talks will be stored on the website, where copyright allows. Primarily this will consist of a summary of the talks given (300-500 words with 1 or 2 images) and a blog post, illustrating visits.

Publicity

Each society will actively promote each other's activities, such as Historical Society lectures and Heritage Centre model railway displays. The lectures and visits will be promoted on the Heritage Centre website and social media, for which the Historical Society will provide a poster graphic, and Historical Society will publicise the combined societies' URL on publications such as the talks programme.

Joint Projects

There are a number of current projects being undertaken by both societies and these should be seen as joint as opposed to 'owned' by either organisation. These projects may involve members from both organisations with agreement to be reached on who will be appointed as project lead and from which organisation. Ongoing projects include:-

- ≈ Oral History
- ≈ Census Project
- ≈ Virtual Museum
- ≈ Archive
- ≈ Heritage Trail
- ≈ Research
- ≈ Newsletter
- ≈ Developing activities for young people

New projects may emanate from either organisation but it should be discussed with the other organisation to ensure that there is no unnecessary overlap.

Joint Working and Communications

The Historical Talks and Visits will become a new workstream, with a member of the Historical Society joining the management committee.

Use of social media and possibly a newsletter (as mentioned in Joint Projects) will be used to promote the work of both societies and to attract more volunteers.

Fundraising

The Historical Society currently operates a membership model and the Heritage Centre relies on donations. The two societies will continue their separate fundraising but will work together to maximise the potential of both societies' fundraising activities.

Next steps

This proposal will be presented at both organisations' 2022 AGMs for ratification.