

Hungate Medieval Art - Stained Glass Trail - Alice Free

1) Hello and welcome to today's workshop on heritage trails

My name is Alice and I am the centre Manager of Hungate Medieval Art

Today's workshop will be a brief introduction into Heritage trails-

In this example stained glass is the example but the principles for producing trails are applicable

To many heritage mediums and I hope that you leave today inspired about creating similar trails in your localities.

Firstly I shall introduce myself and the charity 'Hungate Medieval Art' that I representing today. After that I hope you will all tell me a bit about yourselves. I will then Hand out a set of Hungate trails to you all and give you 5 or 10 minutes to familiarise yourself with the trail sets

And perhaps jot down a few questions should they arise

I have prepared an informal presentation but do feel free to but in along the way and ask as many q's as you like so that you get out as much as possible from this hour after the presentation I hope that we will have a discussion about heritage trails

SLIDE

2) As I said before my name is Alice and I am the centre manager of HUNGATE MEDIEVAL ART which is a charity that was founded a few years ago by Kate Weaver and Anthony Barnes in the centre of Medieval Norwich- Its vision is that it is a charity to promote Norfolk's MEDIEVAL heritage-

In particular, the charity is concerned with the medieval art that is hidden in the county's Parish churches.

We operate from the redundant church of St Peter Hungate and are committed to raising public awareness

Of the church, allowing public access to the building and forging links with the local community **SLIDE**

3) My role as centre manager is busy and varies.

I have a number of volunteers that help to keep the centre open on a daily basis

Which means I have time to commit myself to "back office duties" and outreach programmes we provide.

I am responsible for maintaining the church building itself which Hungate rents and I am responsible for managing Hungates

Property which is housed inside the church this includes a permanent exhibition on stained glass as well as changing temporary exhibitions,

Some examples of 'medieval wood carving'- In the form of the tottington pews-

And Hungates brass rubbing centre

These are some of the things that we offer visitors on a daily basis but our outreach services include The stained glass trails and days out,

Work with schools

Work with the elderly

Museums and galleries

Before we begin looking at Hungate Heritage trails I think it would be helpful to go round the group and for everyone to introduce themselves

Maybe give a bit of background as to why they are here and to mention if they have any experience with heritage trails or if there is anything specific

They would like to learn in this workshop **After intro TRAILS HANDOUT and give 5- 10 mins to familiarise w trails sets CHANGE SLIDE**

4) WHY HERITAGE TRAILS??

Heritage trails have been a successful resource for Hungate as they encourage visitors to search out and admire the medieval glass in our rural churches

Each trail in the 10 part set represents an enjoyable day out visiting beautiful churches, encountering stained glass and learning a

Little about both

Our trails feature over 35 churches in the county of Norfolk

Norfolk has something like the highest concentration of medieval churches per square mile in the world – most of which go

Undiscovered through a lack of public and visitor awareness

The trails are academic, well executed yet approachable

They are designed as an item interested parties would want to collect and keep

Trails can be used in a variety of ways by a number of different organisations

They can be built upon **SLIDE**

5) In our trail leaflets there is a minimum of 2 churches per trail

There is a max of 2 sides of text dedicated to each church

They strike a balance between simple digestible interpretive text and something more interesting and informative

You will find there is practical information

A postcode for sat nav

A Map

Opening of church or where the key can be collected from

This is the bare bones of each trail leaflet and takes a lot of research **SLIDE**

6) It is not enough to have an 'idea' for a heritage attraction,

what may be interesting to you may not be interesting to others-

or enough so that it is a viable project. **A good idea is to research.**

Research could take place within your parish/community or further afield.

At this very early stage research will be good practice for later on in the creation of heritage trails.

Your idea for a heritage attraction needs a common link,

in the case of Hungate Medieval Art our

common link that connects all the churches participating in the trails is stained glass but yours could be anything from Round Towers to Wood Carving

HOWEVER the heritage feature (Round Towers to Wood Carving)

needs to be supported by a number of examples so that a trail can be constructed.

(So, if for example you would like to create a trail of pre-reformation wall paintings in your county but you discover that there is only actually 2 that have survived then this is probably not the best way of drawing attention to pre-reformation wall paintings in your county!!) **SLIDE**

7) Hungate used Stained glass because there is enough stained glass in Norfolk to make this an option

What was also done in this early research stage was to identify future key players

Allying yourself with church wardens and reverends is key

Hungate Stained Glass trails would never have succeeded if it wasn't for the knowledge of the church wardens and also their want and desire for heritage tourism in the area.

What else you need to consider is if there is

- * A similar project in existence (so that you are not competing, perhaps if there is a similar project you can work together)

- * Interested parties (such as academics or museums or local guides)

- * Funding (Always keep your eye out for any funding on offer, HMA received funding from the HLF for our trails but always try to raise money in other ways)

These points are purely a guide to setting out the 'bones' of your project

SLIDE

8) As always funding is the most important part of the project and the most hard to come by! The trails were supported by HLF but as part of a larger project- Hungate Medieval Art (www.hungate.org.uk) and the trails were just one trajectory that supported their aims which is to promote Norfolk's medieval heritage.

Funding is really dependant on the individual project. The stained glass trails that we produced were funded by the heritage lottery fund

But our match funding had to come from other sources such as local charities.

Don't let the process of applying to one of the large grant awarding bodies put you off- trails can be produced within a tight budget- for example there doesn't need to be a fancy series of trails leaflets- an option to avoid costly hard copies is to produce your trails in so that they are accessible online, perhaps downloadable from a website

SLIDE

9) Must be prepared that a concept can become a product

Research will become a heritage resource will become almost 'owned' by the public- a transference from the private to the public domain

Heritage becomes heritage tourism and thus what is included on the trail may negatively be treated as a commodity

Therefore those involved must be prepared for visitors, higher footfall and tourist needs

SLIDE

10) As well as trails consider possible complimentary ideas such as a website, postcards and trails days out these can all help with sustaining your heritage project

On the back of the heritage trails our trails days out are becoming a huge success- they are organised coach trips that complete each trail in turn

Hungate hires a coach and organisers speakers in each church (usually a warden) they are often very happy to help, we stop

Off at a local pub for a prebooked lunch and complete the trail in the afternoon heading back to Norwich in time for tea

The days out have generated enough income to help sustain the project and now we have built up a 'bank' of regular trail goers

After doing a couple of trails days out yourself you come to see how best a trail works for example

Our trails days out are 'seasonal' because the churches are freezing and also the light in the winter is not good for inspecting stained glass

I also now know to take some binoculars with me to give trail goers the chance to have a close up look

SLIDE

11) In conclusion I hope you have seen the trails as something you can perhaps do in your own communities

To bring access to churches and unlock heritage trails are an ideal medium and in turn this aids the conservation of

Our ecclesiastical gems

The key is to develop partnerships before you embark on the production of your trails

For us it has aided our work with schools and rural parishes and now it is foundation for future trail sets- currently we are developing Medieval Panel Paintings

Now I am hoping you all have lots of questions and ideas for discussions..

Has anyone here been inspired

?

