



<b>Title of Report:</b>	<b>Ballycastle Museum National Lottery Heritage Fund Application Update</b>
<b>Committee Report Submitted To:</b>	The Leisure & Development Committee
<b>Date of Meeting:</b>	21 June 2022
<b>For Decision or For Information</b>	For decision

<b>Linkage to Council Strategy (2019-23)</b>	
Strategic Theme	Resilient, Healthy and Engaged Communities
Outcome	Council will work to develop and promote stable and cohesive communities across the Borough
Lead Officer	Head of Community & Culture Cultural Services Manager

<b>Budgetary Considerations</b>	
Cost of Proposal	Overall project cost approx. £1.432m with 10% match funding from Council at, approx. £144,000 from 2023 – 2026 (if application is successful); additional revenue of £48,900 pa subject to scheme
Included in Current Year Estimates	<b>YES/NO</b>
Capital/Revenue	Capital
Code	
Staffing Costs	

<b>Screening Requirements</b>	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

## **1.0 Purpose of Report**

**The purpose of this report is to seek permission to proceed with the submission of National Lottery Heritage Fund development phase application for Ballycastle Museum.**

## **2.0 Background**

The Cultural Strategy 2016-21 identified a requirement to carry out an analysis of need and options appraisal for museums facility provision within Causeway Coast and Glens Borough Council. In 2017, Council appointed Blueprint Development Consultancy and Associates to carry out this work.

The appraisal identified a range of issues and challenges in relation to Ballycastle Museum, specifically highlighting the poor state of the existing museum building/site and cited that investment decisions were required by council in order to sustain the collection, while considering the merits of investing in the 300 year old listed museum building itself.

A report with recommendations was brought to Council in May 2018 and subsequently approved. Recommendations included an agreement to complete an Outline Business Case for the Ballycastle museum to establish the feasibility of restoring the listed building, providing interpretative fit out, public toilets and a lift to ensure accessibility within the building.

Council subsequently appointed McGarry Consulting to prepare the Outline Business Case. This was completed and presented, alongside a series of recommendations to committee in November 2019. The business case report concluded that there is a need to preserve and promote local heritage, increase the tourist offering of Ballycastle and regenerate the town (address vacant and underused sites), in particular on Castle Street. The report affirmed that there was also a need to carry out works to ensure there was no further deterioration of the listed building, examine the sustainability, storage and marketing of Council's museums and place any potential development in the context of possible future civic or recreation investments in the town.

In December 2019, council agreed to proceed with option 2 with outline costs of circa £1,012,459 (costs have been updated, please see **Annex E**) as outlined in the business case. This included the development of the existing site with a two-storey block, disabled friendly toilets, a lift and additional storage, compliant with legislation surrounding listed buildings, and that officers bring further reports to Council for consideration in relation to the additional steps contained within the report recommendations prior to proceeding to stage 2 of Council's capital programme.

Following this decision, officers commenced exploring funding options including the National Lottery Heritage Fund (NLHF). NLHF have reopened their Main Grants Programme, closed due to the pandemic, in March 2021. Officers initially met with NHLF Public Engagement Team prior to developing the Expression of Interest. The stages and information required for Main Grants is included in **Annex A**.

The Expression of Interest prepared by Museum Services and submitted with support from Funding Unit in September 2021 as stage one of the application process has resulted in an invitation from NLHF to submit a **Development Phase application**.

## **3.0 National Lottery Heritage Fund Application – Project Deliverables**

The application, based on outcome of the outline business case, coupled with additional stakeholder engagement and discussions with the funder are proposing the following:

### **a. Improved Visitor Experience**

Improving accessibility and the visitor experience in creating visually appealing interpretation that showcases Ballycastle's vibrant museum collection. The upstairs

space, currently unused due to accessibility, will be utilised as temporary exhibition space, a workshop room, storytelling area and space for staff and volunteers.

There is limited space in the Museum so it would act as a heritage hub to encourage visitors to explore Ballycastle and the glens through self-guided trails developed with the local community.

#### **b. Greater Offering for the Local Community**

More opportunities for volunteers to become involved with the museum and develop heritage skills, for example Museum Services will be offering tour guide training and skills in collections management, documentation and preventative conservation.

Through the activity plan (forming part of the development of the museum and its offering moving forward) Museum Services will deliver approx. 15-20 different programmes which will engage with over 3000 local people and actively involve them in activities that will raise awareness of the museum and its collection as well as contribute to their well-being.

We also will see an increase in offsite participation and engagement with at least 500 local participants involved annually in programmes. Participants from the local community, special interest groups, schools and care homes.

The upstairs workshop space will provide a place for local community groups to hold meetings and events.

#### **c. Extended Opening Hours**

Current opening hours are full time July & Aug and weekends Apr, May, June and Sept. This would change to full time hours for 4 months and part time hours for 8 months of the year. This would require extension of agency staff and one part time member of staff on an ongoing basis.

#### **d. Increased Visitor Numbers**

Numbers for the last season (2019) were 2500. The increased target will be 10,000 visitors p.a.

### **4.0 National Lottery Heritage Fund Main Grants Programme Application Update**

Officers met with NLHF on site to progress with the stage 2 or development phase application. With Council's approval to proceed, it is anticipated that this application will be submitted in August 2022.

A key part of NLHF feedback was to increase the level of Activity Planning during the Development (stage 2) and Delivery (stage 3) Phases of the Project to engage with new audiences and to include new project staff costs to deliver same. *Their key funding criteria is to engage more people with their heritage.* The expression of interest (stage one application) allowed for approx. 10% of a total estimated project cost of £1.432 million.

Staff have prepared all work for the Development Phase application including the following actions to date:

- a. Digital Marketing strategy commissioned. **Annex B.**
- b. Interpretative designers have completed a concept interpretative design **Annex C.**
- c. Development Phase Activity Plan and interpretative plan.
- d. Key Collections Report completed.
- e. Key storylines identified through survey and Friends of Ballycastle Museum.
- f. Outline Conservation Management Plan has been completed through Capital Works team and Hamilton Architects.

- g. Capital works for listed building and interpretative fit-out prepared to RIBA Stage 2 Concept Design **Annex D**.
- h. Briefs or Terms of Reference for Services have been prepared including: interpretative design team; research elements; job description for Project Officer; facilitators/artists for delivery of Action Plan.
- i. Refined/updated construction costs and schedule for all elements of the Development Phase are required: capital works for listed building to tender ready stage, capital works for interpretative fit-out to tender ready stage and activity plan. **Annex E**.
- j. Outline costs and schedule for all elements of the Delivery Phase are required: implementation of capital works for listed building, capital works for interpretative fit-out and activity plan. **Annex E**.

## 5.0 **Estimated costs to Council**

Detailed estimated costs are provided in **Annex E**, however in summary:

- Construction, interpretive fit out & development costs associated with both development & delivery phase for scheme **£1,431,870 (gross)**.
- Anticipated council net contribution to the overall capital scheme costs above **£144,000**.
- Additional annual revenue costs to council post construction phase (*including increased energy costs, staffing and programming*) **£48,900 pa**. The current revenue budget attributed to the museum is £14,700, therefore the total estimated revenue costs attributed to the implement services post construction would be £63,600.

## 6.0 **Affordability – Finance Director’s Comments**

Members imposed a self-approved debt limit of £80M on Council. The Capital Finance Requirement (CFR) is the calculation used to accurately reflect Councils debt as CFR includes internally borrowed money, and therefore includes money that would have been borrowed on the external market if Council was unable to internally fund projects. Members are also reminded that Council may in the future need to seek external funding to cover future obligations, but our CFR position will allow for this.

Ballycastle Museum is included on the Finance Capital Expenditure plan at £144k council funded project (10% of £1.432M) and is forecasted to have the main costs spread over 2025/26 and 2026/27. There are risks attached to the affordability of this project as Council is close to the £80M debt limit as indicated in the below table.

<b>Affordability Analysis</b>	<b>2022/23</b>	<b>2023/24</b>	<b>2024/25</b>	<b>2025/26</b>	<b>2026/27</b>
	<b>£'m</b>	<b>£'m</b>	<b>£'m</b>	<b>£'m</b>	<b>£'m</b>
Closing CFR - includes non-committed projects	71.5	71.6	79.5	68.6	65.6
Maximun £80M Council Approved Debt Limit	80.0	80.0	80.0	80.0	80.0
<b>Headroom</b>	<b>8.50</b>	<b>8.40</b>	<b>0.47</b>	<b>11.39</b>	<b>14.45</b>

Taking into consideration the associated risks, the above CFR forecast and £80M debt limit, the Ballycastle Museum project is affordable based on the current data that is available to Finance.

## 7.0 **Options**

At this point the following 3 options have been identified:

- a. Do nothing – Museum remains as is.

- b. Approval to proceed with the submission of the NLHF development phase application to progress the scheme to the next phase. The current overall estimated cost for the capital scheme is £1.432 million, including a commitment from council (subject to securing funding bid submitted) of circa £144,000.

Additionally, subject to securing the necessary funding to complete the scheme, the allowance of an ongoing commitment of *additional revenue funding* post completion of circa £48,900 p.a. for Ballycastle museum. The current annual revenue budget for the museum is £14,700.

- c. Closure of the Museum.

Option	Benefits	Detriments
A. Do nothing	Museum is open part of the year and collection is accessible to visitors.	<p>Building doesn't meet statutory requirements in terms of accessibility.</p> <p>No public toilets are available for visitors.</p> <p>Building will require ongoing works with additional repair and maintenance costs to prevent its deterioration at a cost to Council.</p> <p>Collection is not displayed in an environment that will protect its longevity.</p> <p>Limited space which prohibits the opportunity to invite groups/schools in for workshops and events.</p> <p>Limited space prohibits any temporary exhibitions.</p> <p>Potential loss of support of Friends of Ballycastle Museum would result in the Museum only being open in July and August.</p>
B. Proceed with the submission of the NLHF development phase application.	<p>On the basis that the application would be successful, council would see an investment of £1,287,870 from NLHF</p> <p>Restoration of the 300 year old Grade B+ listed building, which would contribute to the regeneration of Castle Street. The building is an extremely important part of Ballycastle's heritage.</p> <p>The building would meet the statutory requirements in terms of accessibility. Disabled toilets would be included in the new extension as well as a lift which would provide access to the upstairs space.</p> <p>The collection would be displayed in appropriate environments which would ensure its longevity and ensure Accreditation standards continue to be met.</p>	<p>If the application is unsuccessful will have to manage community expectation and continue to seek alternative funding streams.</p> <p>Additional capital cost from council as match funding of circa £144,000 to match fund a total project cost of circa £1,431,870</p>




	<p>New interpretative fitout would ensure a better visitor experience and result in greater visitor numbers.</p> <p>Use of the upstairs space would enable greater community engagement and volunteering opportunities, access for school groups and a space for community groups to meet in Ballycastle as well as the space to host temporary exhibitions providing increased access to collections.</p> <p>An Action plan with over 15-20 activities would engage the local community with the development of the project, create a better understanding of the museum and its collection and contribute to wellbeing.</p> <p>+ in annual visitor nos from 2,500 to 10,000</p> <p>Outside garden space would be made accessible with appropriate activities which would contribute to well-being within the community and make a positive impact on the local environment.</p>	
<p>C. Close the Museum and sell the building.</p>	<p>No ongoing costs to Council in terms of building maintenance and programming/staff costs.</p>	<p>Loss of an important part of Ballycastle's heritage.</p> <p>Loss of community support and local community reaction –negative PR</p> <p>Locally and nationally important museum collection would not be as accessible.</p> <p>Increased storage requirement for Museum Services to store the collection.</p>

## 8.0 Recommendation

Proceed with Option B as contained within the report to submit the development phase application to the National Lottery Heritage Fund to progress the Ballycastle Museum scheme with a current overall estimated cost of circa £1.432 million including a commitment from council (subject to a successful bid) of circa £144,000 towards the capital scheme.

Additionally in principle and subject to securing the necessary external funding and completing the capital scheme, approval for commitment of *additional annual revenue budget* post completion of circa £48,900 for operation of Ballycastle museum.

**ANNEX A**  
**BALLYCASTLE MUSEUM CAPITAL PROJECT**  
**SUMMARY OF NATIONAL LOTTERY HERITAGE FUNDING PROCESS**

STEPS	PHASE	Details	Date								
FIRST STEP All expenditure at risk	<b>EXPRESSION OF INTEREST</b>	Initial plans for heritage, building, collections and activity to engage Updated OBC Consultation	Sept 2021								
											
SECOND STEP Following Invitation to submit All expenditure at risk	<b>PREPARE AND SUBMIT DEVELOPMENT PHASE APPLICATION PROCESS</b>	<table border="1"> <tr> <td>ACTIVITIES events, research, training, collections , consultation</td> <td rowspan="5">Invited to submit August 2022</td> </tr> <tr> <td>CAPITAL WORKS Incl building, interpretative fitout and conservation RIBA Concept design stage (1)</td> </tr> <tr> <td>PROJECT OUTCOMES</td> </tr> <tr> <td>PROJECT MANAGEMENT incl all briefs for consultants/contractors for develop phase</td> </tr> <tr> <td>AFTER THE PROJECT ENDS Incl Business Plan</td> </tr> <tr> <td>PROJECT COSTS</td> <td></td> </tr> </table>	ACTIVITIES events, research, training, collections , consultation	Invited to submit August 2022	CAPITAL WORKS Incl building, interpretative fitout and conservation RIBA Concept design stage (1)	PROJECT OUTCOMES	PROJECT MANAGEMENT incl all briefs for consultants/contractors for develop phase	AFTER THE PROJECT ENDS Incl Business Plan	PROJECT COSTS		
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AFTER THE PROJECT ENDS Incl Business Plan											
PROJECT COSTS											
<b>IF SUCCESSFUL</b> 											
THIRD STEP if successful Grant to cover agreed % costs	<b>DEVELOPMENT PHASE TO PREPARE AND SUBMIT DELIVERY PHASE APPLICATION Up to 2 years</b>	<table border="1"> <tr> <td>ACTIVITY PLAN</td> <td rowspan="6">Commence Jan 2023 for submission Jan 2024</td> </tr> <tr> <td>CAPITAL WORKS to shovel ready stage for building, conservation and interpretative fit out</td> </tr> <tr> <td>PROJECT OUTCOMES Updated</td> </tr> <tr> <td>PROJECT MANAGEMENT All terms of reference/contracts to deliver activity plan and capital works scheme</td> </tr> <tr> <td>AFTER THE PROJECT ENDS Updated Business Plan and risks</td> </tr> <tr> <td>PROJECT COSTS incl cash flow and Income and exp forecasts</td> </tr> </table>	ACTIVITY PLAN	Commence Jan 2023 for submission Jan 2024	CAPITAL WORKS to shovel ready stage for building, conservation and interpretative fit out	PROJECT OUTCOMES Updated	PROJECT MANAGEMENT All terms of reference/contracts to deliver activity plan and capital works scheme	AFTER THE PROJECT ENDS Updated Business Plan and risks	PROJECT COSTS incl cash flow and Income and exp forecasts		
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AFTER THE PROJECT ENDS Updated Business Plan and risks											
PROJECT COSTS incl cash flow and Income and exp forecasts											
<b>IF SUCCESSFUL</b> 											
FOURTH STEP if successful Grant to cover agreed % costs	<b>DELIVERY PHASE Up to 5 years</b>	On site	Commence mid 2024								



1.5 FIFTH STEP	<b>POST PROJECT COMPLETION</b>			Open to public late 2026/early 2027





# DIGITAL STRATEGY

## Ballycastle Museum Capital Project

November 2021

# Contents

## 1. About Ballycastle

- Objectives

## 2. Brand positioning

- Audience
- How to reach them

## 3. Digital strategy

- Our goals
- Our strategy
- Measuring success and KPIs

## 4. Channels

## 5. Content

- Recommendations for best practice

## 5. Summary and next steps



# 1. About Ballycastle



# About Ballycastle Museum

Ballycastle Museum is a council-run museum in the Glens borough. It is supported by a volunteer group, Friends of Ballycastle Museum.

## Current digital footprint

- One page on the Causeway Coast and Glens Borough Council website
- Ballycastle Museum Facebook page
- Friends of Ballycastle Museum page
- NI Archive ([niarchive.org](http://niarchive.org)) which is linked from the website and social media pages



# Objective

## Broad objective

To connect visitors to the people and places of Ballycastle and the area through the museum and its services it provides.

## Digital objectives

1. Support planning a visit to Ballycastle and Glens area
2. Promote the activities, resources and events to local people for the new museum development



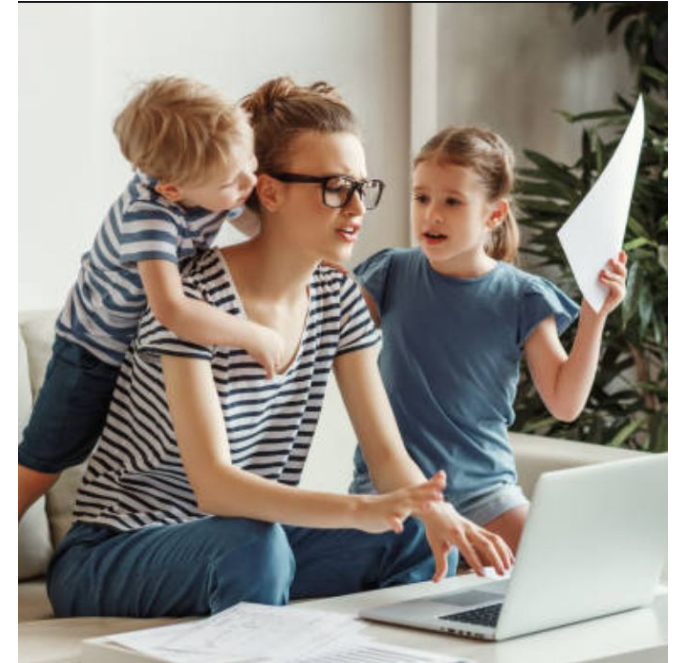
## 2. Brand positioning



# Who's the audience

## Sarah-Jane – The Busy mum

- Sarah is a graduate in the early stages of building her career after a break to have children. She has returned to work part time but the pressures of juggling both can sometimes be overwhelming
- She cares for her pre-school and nursery-aged children two days a week and likes to plan stimulating activities for them to get them away from screentime
- Amongst her friends, Sarah is seen as the organiser – someone who will find new things and invite others to come and experience them with her
- When she's not at work she enjoys outdoor activities with her family, going for walks and visiting relatives
- She is tech-savvy and well immersed in social networking and uses Whatsapp to connect with different groups of friends – fellow mums, school friends, family



Age: 30

Marital status: Married

Lives in: Glens area

Occupation: part-time office administrator



# Who's the audience

## Robert and Kellyanne – The travelling tourists

- Robert and Kellyanne have been married for 45 years and have always enjoyed travelling together
- They have booked their first visit to Ireland via their local travel agent. Robert is of Irish descent and can trace his distant relatives to Donegal so has always felt the pull of the Emerald Isle. They plan to stay in guest houses.
- They have a guidebook from which they have planned their trip. The itinerary includes the Giants Causeway, Dublin and an organised tour to Cork
- Kellyanne has a love of history and is well read. She particularly enjoys crafting and is a member of her local needlepoint group
- Both have mobile phones but only Kellyanne is engaged on social media groups. She has a facebook page to keep up with friends, and uses Whatsapp groups with her family
- Robert and Kellyanne love the ancient history that they have seen on their travels. They have been to Europe a number of times and always like to get a feel for the places they go, visiting museums and taking guided tours to expand their knowledge



Age: 67 and 73

Marital status: Married

Lives in: Missouri

Occupation: Retired





# Who's the audience

## Mrs Hagan – The school teacher

- Mrs Hagan works at St Olcan's Primary School in Armoy
- She is a member of the school's senior leadership team and the head of year 4. She has responsibility for meeting educational targets as well as shaping the syllabus to inspire the children's learning
- Teaching is her passion. On her days off she is always thinking of new ideas to bring topics to life
- She is tech-savvy and uses Google Classrooms to set weekly homework for her class and to communicate with parents



Age: 40

Marital status: Married

Lives in: Glens area

Occupation: Year 4 primary school teacher



# Who's the audience

## David – The history buff

- David lives alone in a bungalow on the outskirts of Dublin
- David enjoys hiking, history documentaries and watching sport in his local pub
- Since his wife died 15 years previously, David has joined local interest groups and is on the committee of his local Historical Society. He is always on the lookout for new events that his fellow members would enjoy
- He uses a desktop computer to check his email. He has a mobile phone but prefers to communicate via email



Age: 57

Marital status: Widowed

Lives in: Dublin

Occupation: Retired  
serviceman



# How will we reach them

Audience	How to reach them
Visitors and tourists all year round	Dedicated Ballycastle website, partnership marketing
Special interest groups	Email marketing, social media
Ballycastle diaspora	Local advertising, social media
Day trips	Partnership marketing, events listing, social media
Local people	Local advertising, social media
Families with young children	Social media and partnership marketing
Primary and secondary schools	Dedicated schools liaison with targeted schools educational programmes and partnerships
Young people 16- 25	Social media, local advertising, partnership marketing
People and groups with special needs.	Partnership marketing, social media, events listings
Homeschoolers	Dedicated educational programmes, partnership marketing



# 3. Digital Marketing strategy



# Our goals

## Brand awareness

- ✓ Increase in visitors to the museum and glens area

## Community building and education

- ✓ Content is liked and shared

## Converting clients

- ✓ Drive target audience from online interactions on social media or with the website to organising their next visit



# Our strategy

## Brand awareness and community building

- ✓ We will grow fans and engage followers by publishing content they want and need
- ✓ Build the community by creating bespoke content by audience and directly targeting key influencers within those groups

## Education

- ✓ By raising the museum's profile and being seen to be leading the conversations in their specialist area

## Converting to visitors

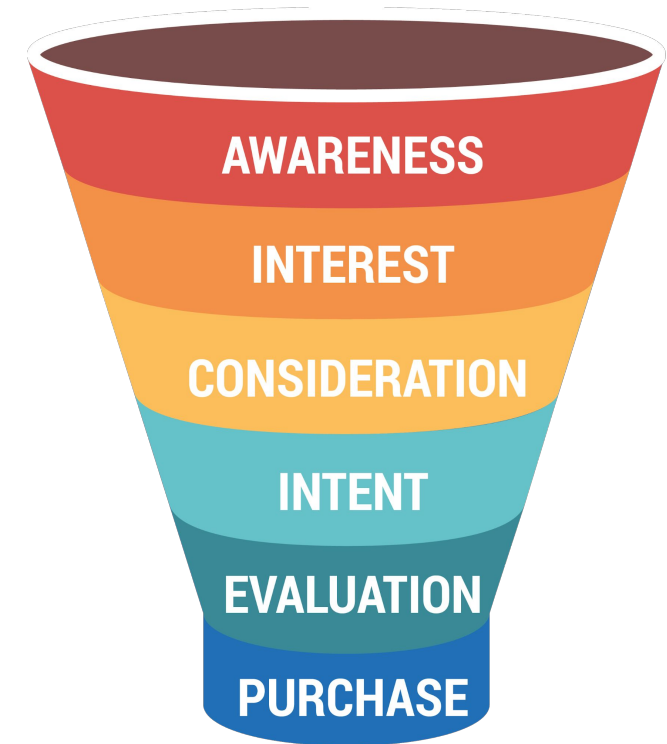
- ✓ We will drive visits to the museum and Glens area by offering experiences they want and need



# Measuring success: KPIs

Measure the success of the digital strategy via the following KPIs:

- ✓ Awareness: **followers increasing**
- ✓ Community Building: **engagement % - interactions/reach**
- ✓ Network: **Conversations between visitors e.g. reviews, questions**
- ✓ Education: **Number of visiting schools and special interest groups' bookings**



# 4. Channels





# Channel recommendation

## Owned

Ballycastle  
Museum  
Facebook page

NI archive website

Dedicated  
Ballycastle  
Museum website -  
NEW

Ballycastle  
Museum  
Instagram - NEW

Ballycastle  
Museum YouTube  
channel - NEW

Ballycastle  
Museum Twitter -  
NEW

## External channels

Friends of Ballycastle  
Museum Facebook  
page

Partnerships

Events listings, online  
and offline



# 3. Content strategy



# Content creation

Create regular content that can be used across the social channels and NI archive, including:

## **Posts**

Create a content calendar based on your themes e.g. Swans, Selkies and Sidh folk. Use images and start conversations

## **Video**

Use video to showcase the collections, new finds, interviews with volunteers or Glens area sites

## **Blogs**

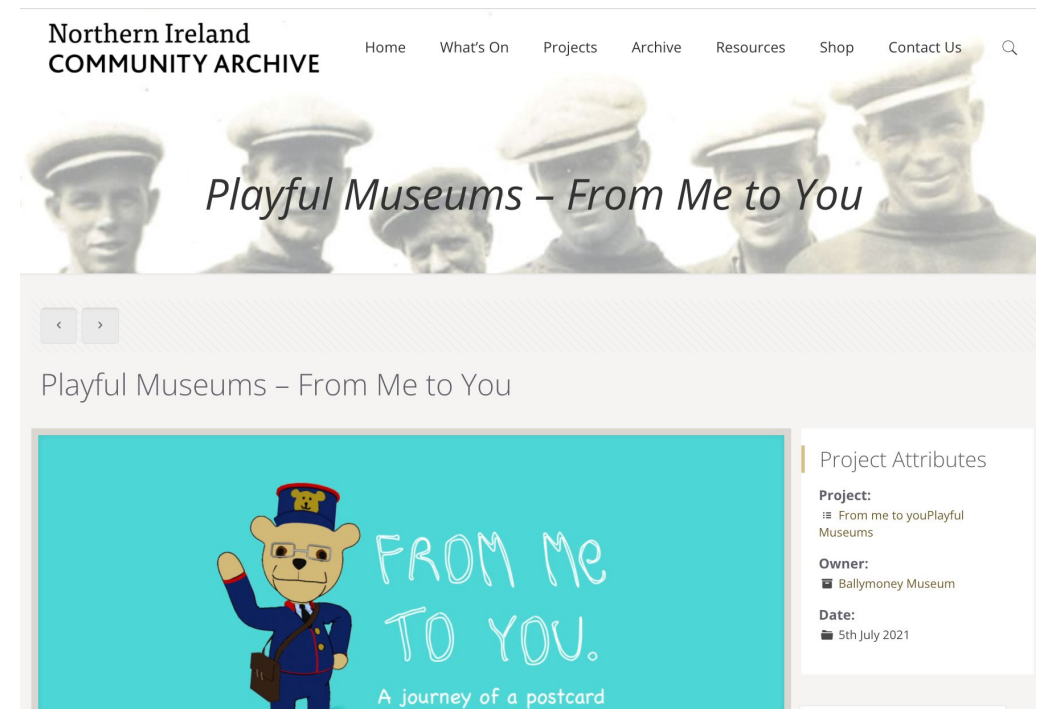
Write weekly blog posts connected to your themed topics. Use your social media channels to share and start conversations



# Content sharing

Continue to use content created on the ArchiveNI site to share back to your social media channels.

Tag partners (e.g. Ballymoney Museum) in any posts to increase engagement.



# I. Facebook content

## Actions to take

1. Use images with every post for higher engagement
2. Video posts are better still - even higher engagement rates than photo (video plays automatically in the news feed so it really catches attention)
3. Consider using Facebook Live for Q&As, behind-the-scenes tours, artefact studies etc
4. Facebook Stories are photo or short video posts in vertical format that disappear after 24 hours. Photos appear for five seconds, and videos can be up to 20 seconds long. They appear at the top of the news feed and thereby are immune to Facebook's algorithm
5. Use pinned posts to highlight key information or events at the top of the page
6. Try different types of posts and review their success in analytics
7. one-third of your content should share ideas and stories, one-third of your content should involve personal interactions with your followers and the rest of your content can promote your business.
8. The platform wants to prioritize meaningful, engaging content



# Page optimisation

- ✓ Respond to every post
- ✓ Keep content up to date
- ✓ Update the About section with latest opening times
- ✓ Comment on posts, or add posts, from Friends of Ballycastle Musuem page



# Engagement vs Selling

It's so important to strike the right balance when posting. Too much engagement won't drive the KPIs, too much selling will turn customers off.

Engagement:  
"Please like us"  
80% of posts

**We want our followers to...**

- ✓ Comment
- ✓ Heart/like
- ✓ Share
- ✓ Watch

Selling:  
"Please take action"  
**20% of posts**

**We want our followers to...**

- ✓ Visit our website
- ✓ Sign up for our email
- ✓ Apply for a course
- ✓ Register for a webinar



# Content posting

We recommend the following...

- **Posting Cadence:** Daily
- **Content Calendar:** Create a monthly calendar following a repeating schedule to allow you to plan your posts in advance and have creative ready to go. Suggest using the brand values as useful themes to work around





# Facebook: Sample schedule

Week number	Content	Theme	Design
1	2 x Links to useful articles with accompanying commentary/ opinion	Discover	Third party content
2	1 x Inspiring quote 1 x Testimonial post	New	Image overlay
3	1 x FAQ relating to theme of the month 1 x Link to current event / news article	Share	Designed graphic
4	1 x photograph linked to blog post 1 x post showing day in the life	Inspire	Designed graphic



# 5. Summary



# Summary

There's a **real opportunity** here to bring Ballycastle Museum and the Glens area to life and start demonstrating its value to prospective visitors in engaging ways.

**Engage with content** being shared in your ecosystem.

Go '**beyond the likes**': with richer content that encourages followers to engage more credibly by starting a conversation.

Using **content schedules and image editing** tools to plan ahead and keep messaging on track (don't forget the 80/20 rule) so that success can be measured and evaluated

Use the **comparison feature** on facebook to choose similar sized museums to watch. Consider their style of posts, timing, images etc for any learnings



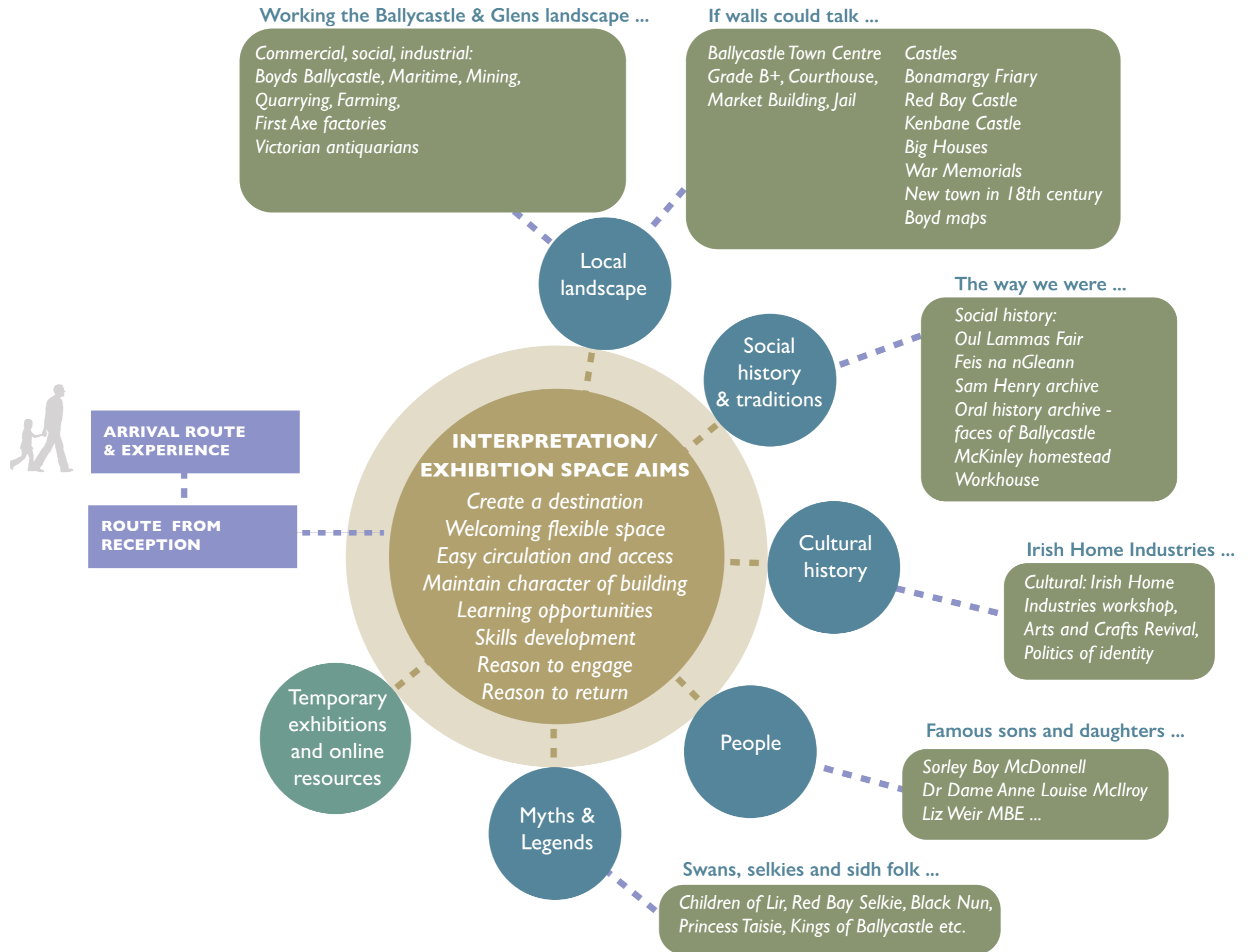
**BALLYCASTLE MUSEUM**

g2 design

May 2022

**INTERPRETATIVE DESIGN**

**AIMS & THEMES**

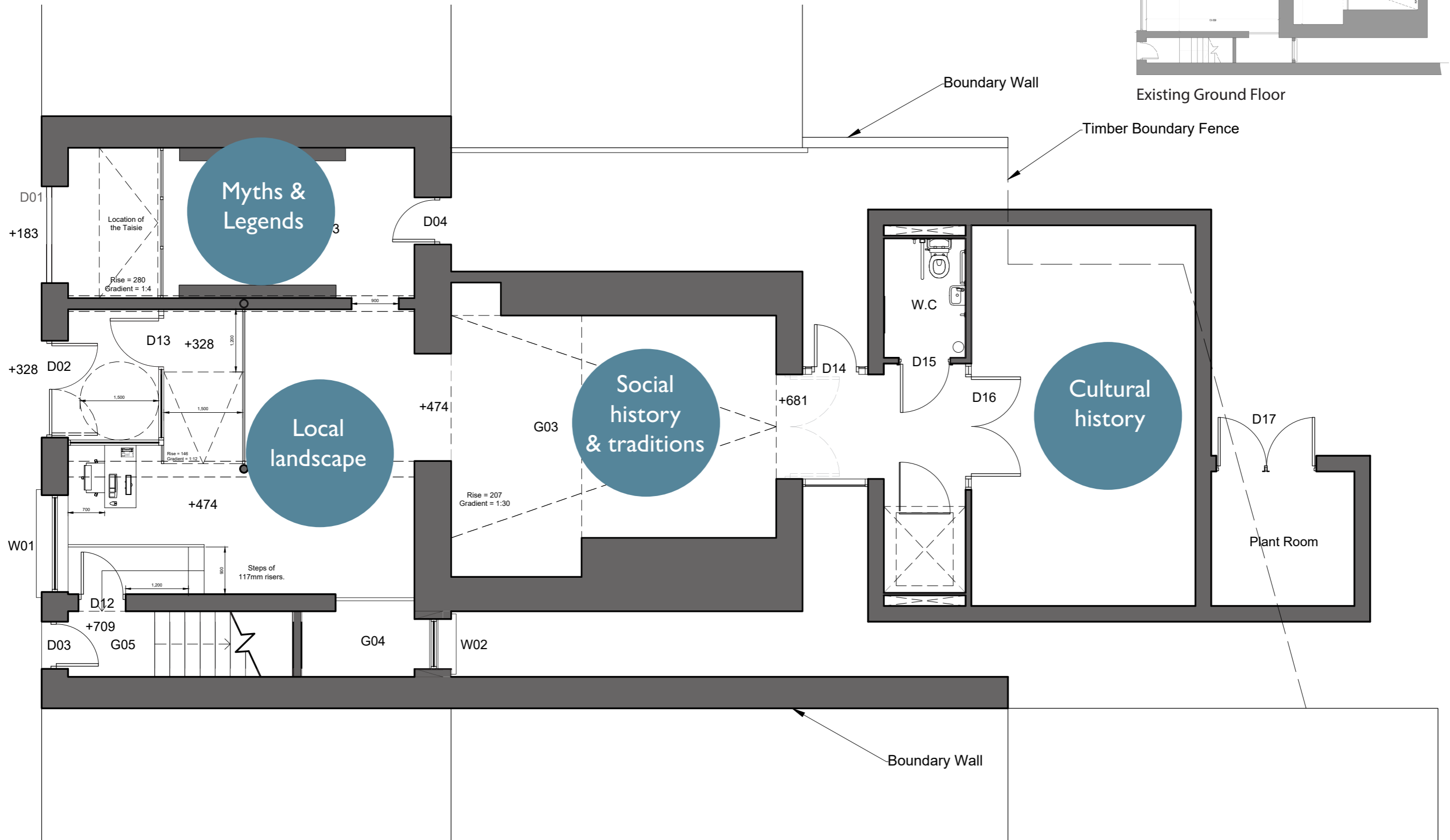


# BALLYCASTLE MUSEUM: GROUND FLOOR

g2 design

May 2022

## PROPOSED ZONES

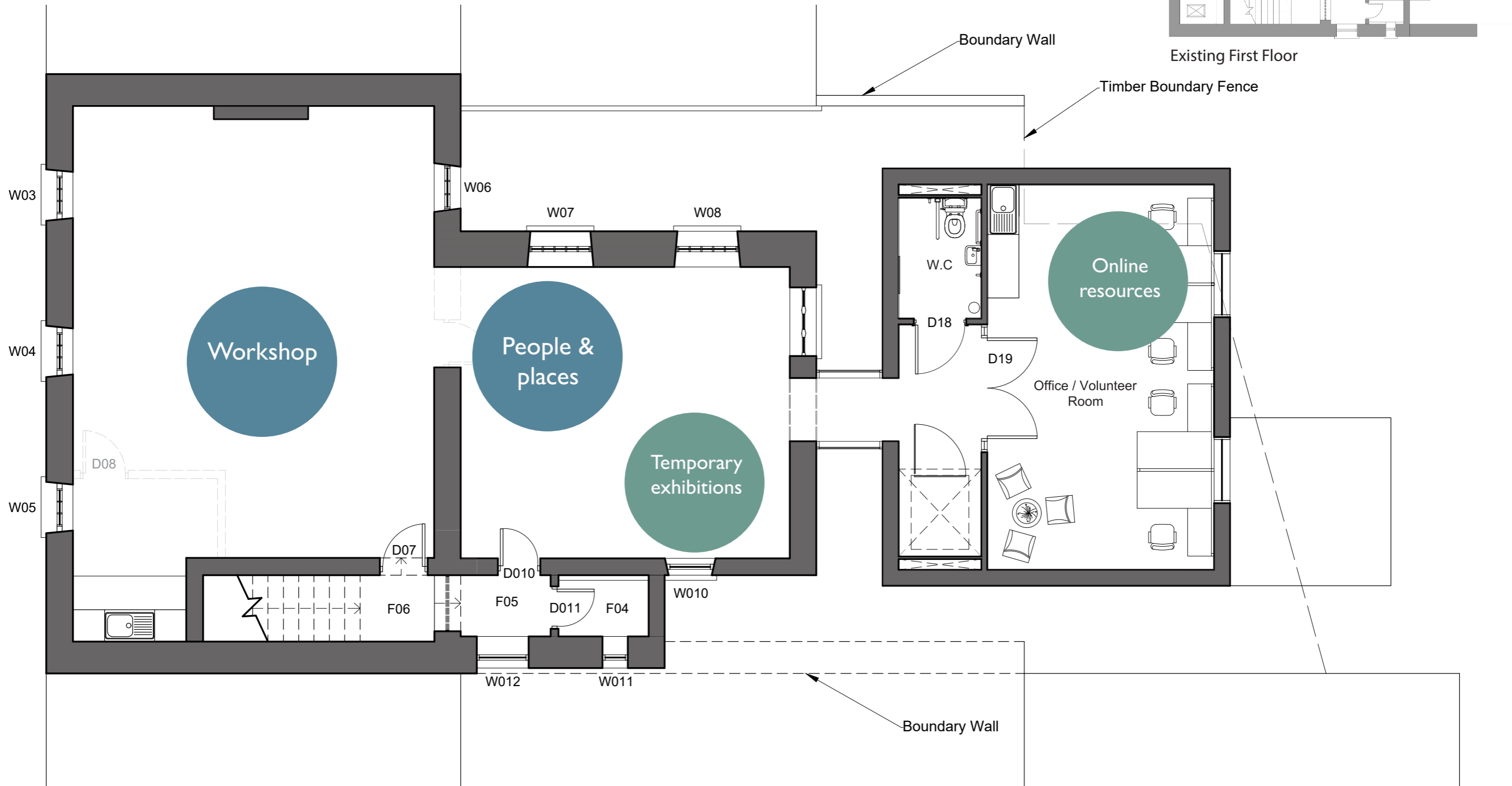


# BALLYCASTLE MUSEUM: FIRST FLOOR

g2 design

May 2022

## PROPOSED ZONES



# BALLYCASTLE MUSEUM: GROUND FLOOR

g2 design  
May 2022

## LOCAL LANDSCAPE: WORKING IN THE BALLYCASTLE & GLENS LANDSCAPE

Photographic panel

Setting the scene.

What was the building previously used for?  
Courthouse and marketplace.

Photographic panel of magistrate (Dan McLaughlin)  
with illustration of marketplace in 18th century.

Area dressed with appropriate items to recreate  
a market scene.

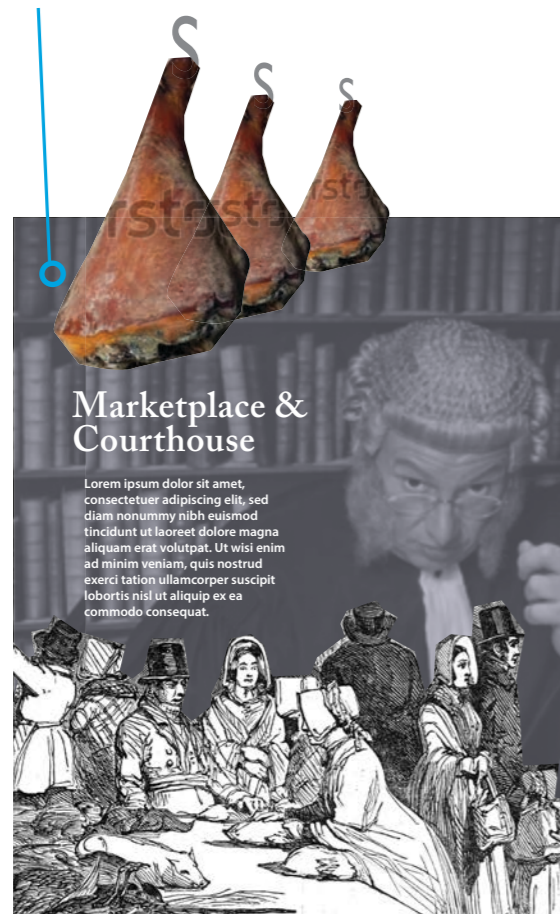
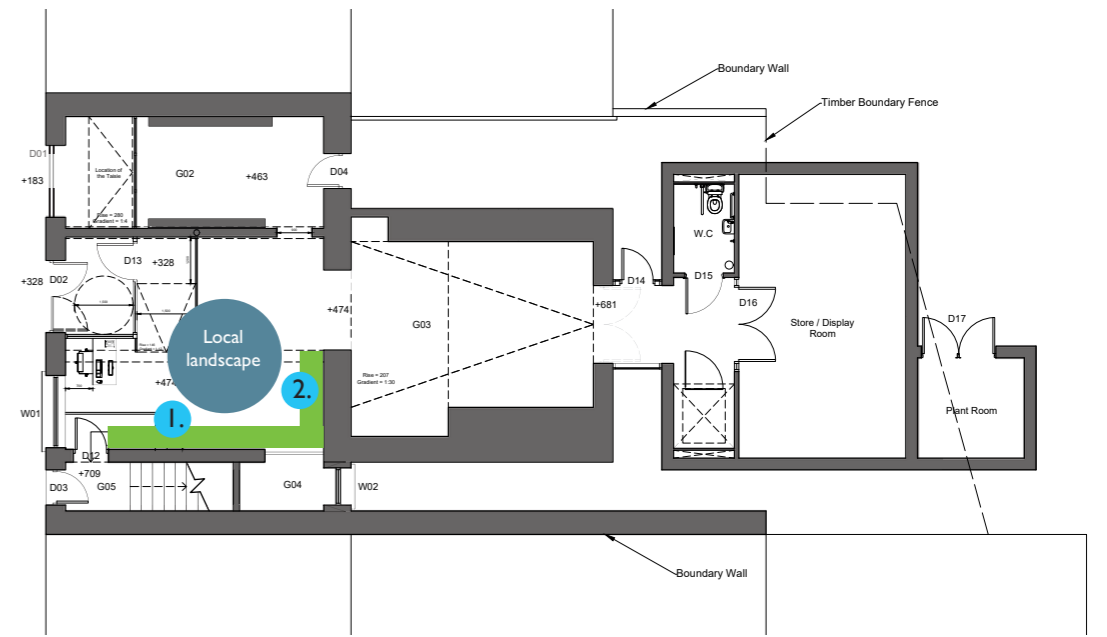
Display cabinet

Existing void used for  
display of artefacts  
Glass-fronted shelving.

Photographic panel with illustrated map  
1690 - 1765

Timeline of Boyd's Ballycastle

Illustrated map detailing the industries and where they  
were carried out in Ballycastle.



## LOCAL LANDSCAPE COMMERCIAL, SOCIAL & INDUSTRIAL HISTORY

Topics in Area 1:

- Boyd's Ballycastle
- Maritime
- Mining
- Quarrying
- Farming
- First axe factories
- Victorian antiquarians

Topics in Area 2:

- Courthouse
- Market Building

• All photographs and illustrations suggest the style  
of images which would be sourced or commissioned  
for the project.





# BALLYCASTLE MUSEUM: GROUND FLOOR

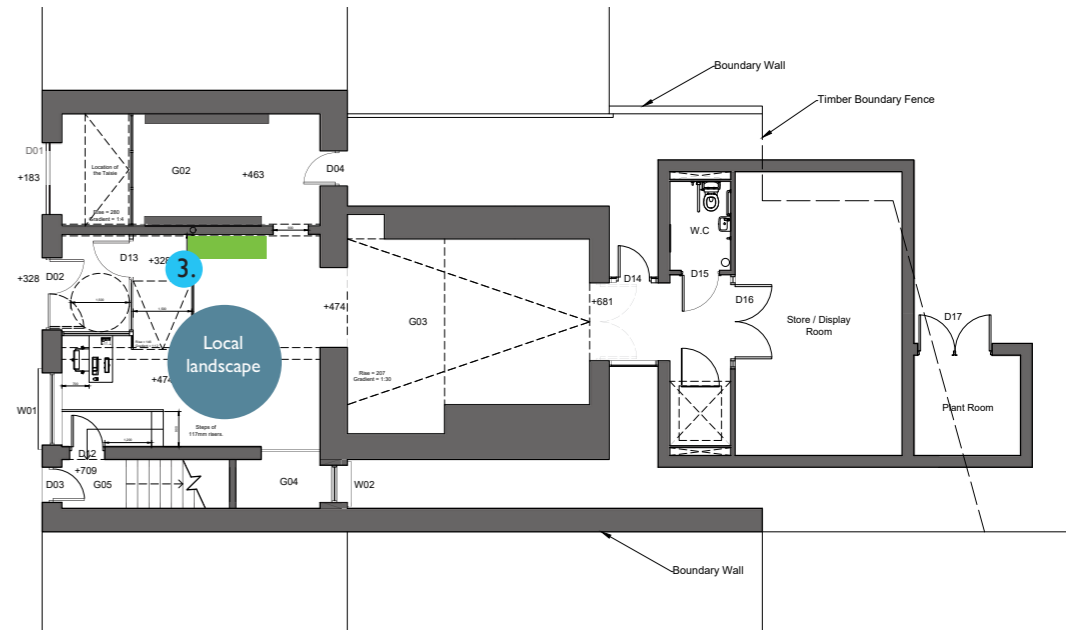
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## LOCAL LANDSCAPE: IF WALLS COULD TALK

### Photographic panel

Local landscape and interesting destinations - castles and historic sites  
Looped video of images showing coastline and buildings

Display case for Bronze Age archaeology: Liscolman pot  
Neolithic finds from Rathlin Island



## IF WALLS COULD TALK

- Topics in Area 3: If walls could talk: Part I
- Red Bay Castle
- Kenbane Castle
- Big Houses
  
- Bronze Age archaeology

**BALLYCASTLE MUSEUM: GROUND FLOOR**

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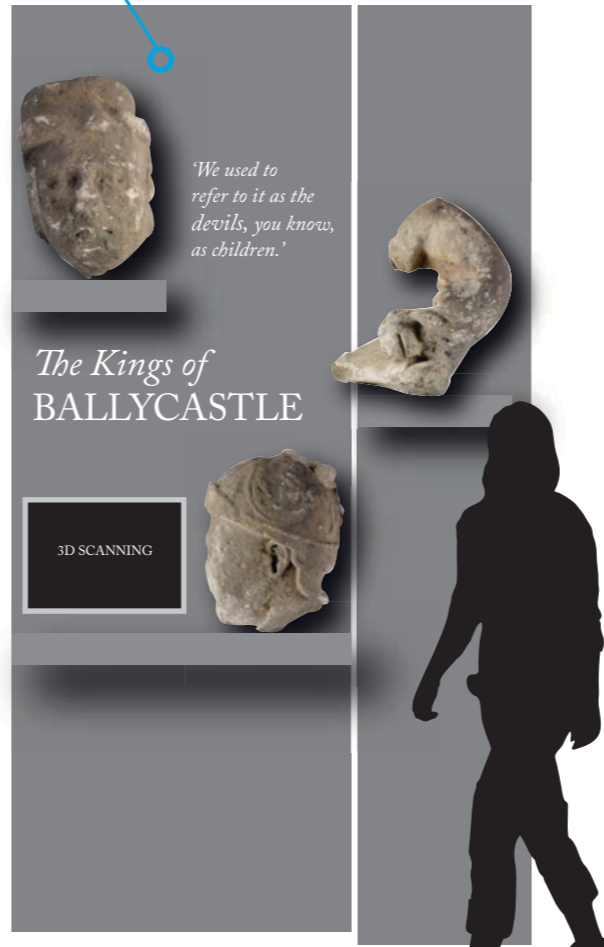
**MYTHS & LEGENDS: SWANS, SELKIES & SIDH FOLK**

Illustrated background  
Surface mounted photographs  
Text panels

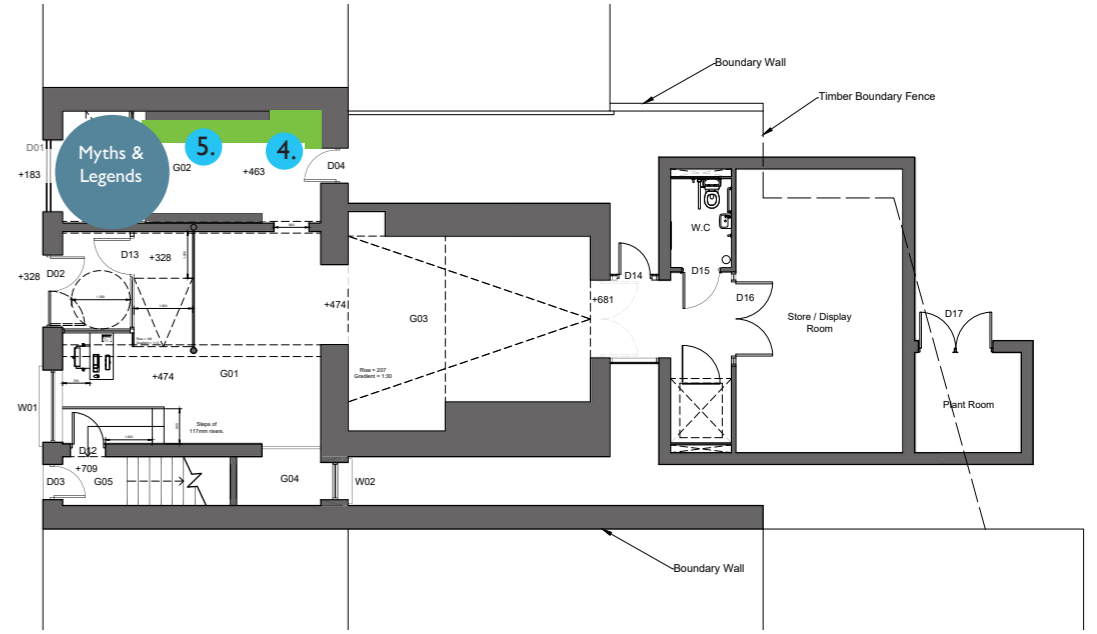


5.

Plain background and shelving  
Dedicated lighting to each piece of stone.  
ipad with looped film showing 3D scanning process and showing the stones in their original location.



4.



**MYTHS & LEGENDS**

Topics in Area 4:  
The Kings of Ballycastle

Topics in Area 5:  
Myths & Legends

# BALLYCASTLE MUSEUM: GROUND FLOOR

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## MYTHS & LEGENDS

Illustrated background  
Surface mounted photographs  
Text panels



7.

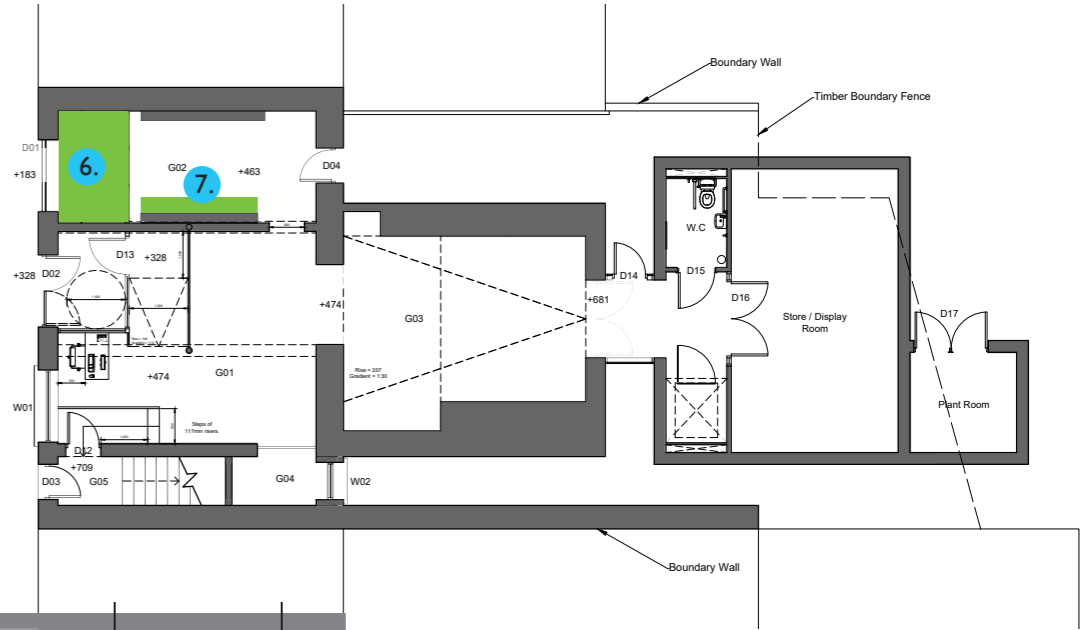
Climate controlled lightbox containing Taisie Banner  
General low lighting with spotlights on Taisie.

Interpretation panels the Taise banner and Feis na nGleann suspended on wire system.



TAISIE BANNER: 910mm x 2500mm

Myths & Legends



## MYTHS & LEGENDS

**Topics in Area 6:**  
Princess Taisie  
1904 Feis na nGleann

**Topics in Area 7:**  
Children of Lir  
Sidh folk  
Black Nun  
Red Bay Selkie

# BALLYCASTLE MUSEUM: GROUND FLOOR

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## SOCIAL HISTORY & TRADITIONS: THE WAY WE WERE



Recreation of McKinley homestead St Louis World's Fair 1904



**McKinley Homestead**  
Recreation of existing hearth & cooking pots etc  
Utensils displayed on wall  
Old photograph and text printed onto draped linen sheet.

Paintings and artefacts on walls.

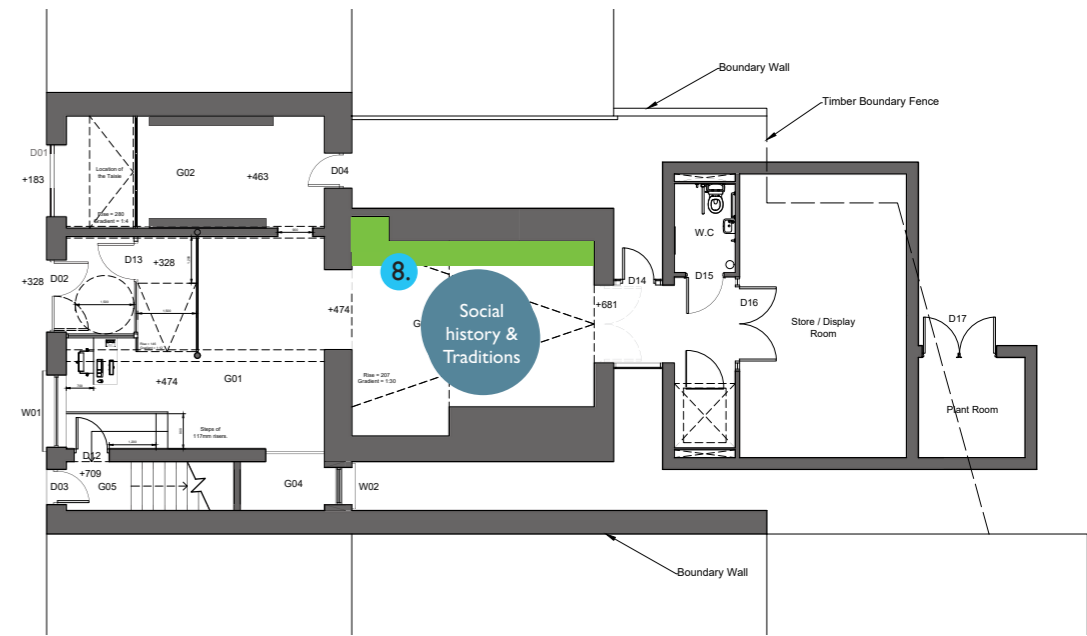
**Display Unit**  
Paintings  
Sam Henry archive  
Drawers with documents, postcards, photographs and artefacts.

**High days & fair days**  
Graphic panel with light box inserts with photographs, paintings and/or artefacts

## SOCIAL HISTORY & TRADITIONS

**Topics in Area 8:**  
McKinley Homestead

Paintings  
Artefacts  
Documents  
Ould Lammas Fair - origins of the fair 1904 Feis na nGleann

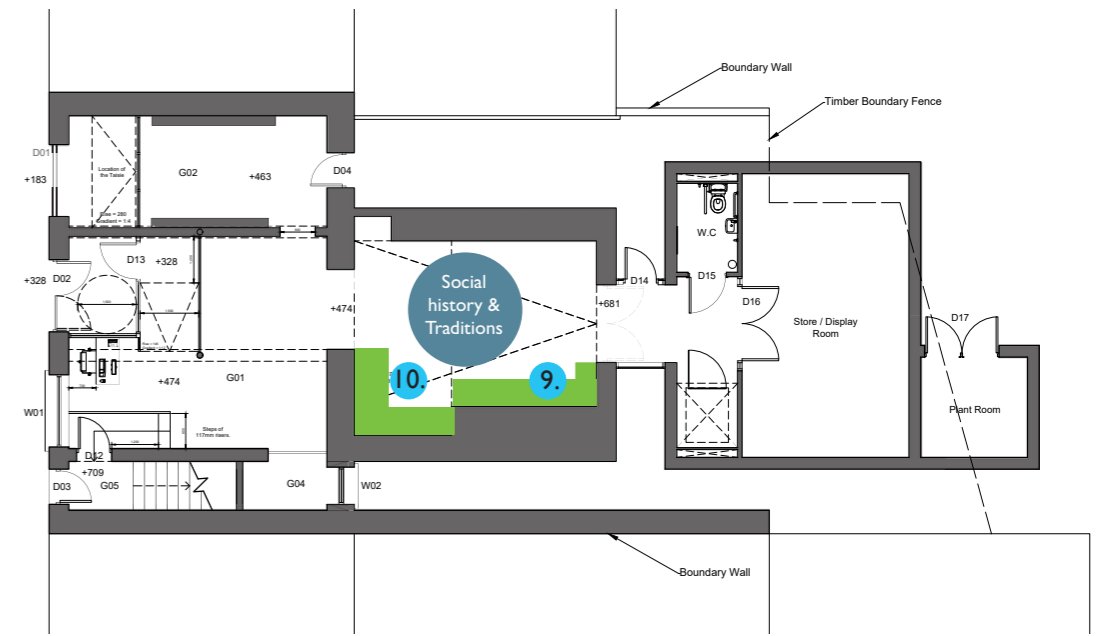


# BALLYCASTLE MUSEUM: GROUND FLOOR

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## SOCIAL HISTORY & TRADITIONS: THE WAY WE WERE



Text panel

Panel with photographs, illustrations and artefacts.

Panel with photographs, illustrations and artefacts.  
Donkey plough  
Lobster pot etc

Panel with photographs, illustrations and artefacts.  
Workhouse register  
Porridge pot / interactivity

### SOCIAL HISTORY & TRADITIONS

Topics in Area 9:  
Trades in Ballycastle in 1833  
Employment in the Area  
Building the Harbour

Topics in Area 10:  
General trades  
The Workhouse

### 1833

#### Trades & occupations in Ballycastle

Extract from the Ballycastle Museum website  
Architects 1, Magistrates 2  
Bakers 3, Masons 25  
Blacksmiths 6, Painters and Glaziers 3  
Barbers 1, Police 6  
Carpenters 2, Salt Merchant 1  
Clergymen 2, Saddlers 2  
Cheese-makers 1, Schoolmasters 4  
Cemeteries 2, Shoemakers 20  
Drapers 20, Drapers 6  
Flax Dressers 2, Tanners 2  
Fishermen 12, Tinkers 4  
Grocers 20, Weavers 1  
Hatters 13, Wheelwrights 7  
Hatters 2, Wheelwrights 2  
Huller Cooper 2, Wheelwrights 3  
Hatters 11, Watchmakers 1  
Leather Cutters 3, Watchmakers 1  
Milliners 1, Watchmakers 5,  
Milliners 8

### Bread for Work

In 1740 and 1741 the price of bread was excessively high ...

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Work on land & sea

...

### The Workhouse

...

How many bowls of porridge would this pot hold?



9.

10.

# BALLYCASTLE MUSEUM: GROUND FLOOR

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## CULTURAL HISTORY: IRISH HOME INDUSTRIES

### Photographic panels

Wooden game: animals or trains theme.  
Potential 'Men's Shed' project to design and create a puzzle.

Display cases: old and new

Home Industries artefacts

Irish paintings: J.W. Carey, John Campbell,  
Rosamund Praegar, A. Nicholl and John Nixon.

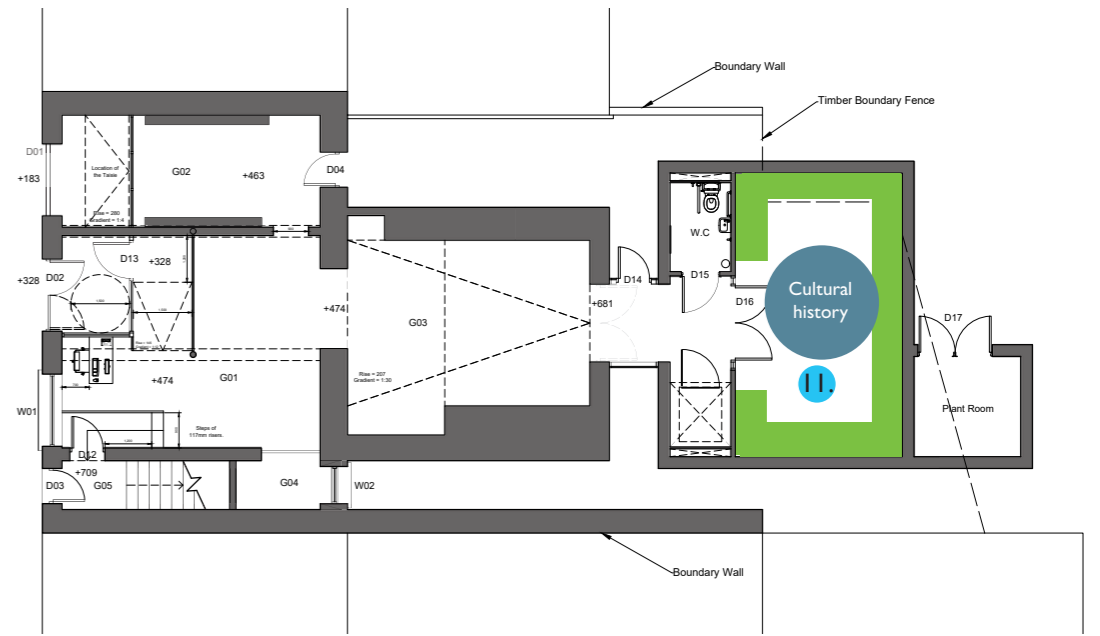
Postcard and photograph collection

Invite from President of  
USA to World's Fair  
Maps of St Louis Fair  
showing the Irish pavilion



Recreation of McKinley homestead St Louis World's Fair 1904

International recognition came for the Ballycastle Workshop at the St Louis exhibition of 1904. An exhibition in President William McKinlay's honour was held at the 1904 Exhibition. J.W. Carey was commissioned to paint three watercolours of Francis McKinlay. The frames for the paintings were made by the Irish Home Industries workshop and a model cottage and toys were also sent to the exhibition. The paintings are now also part of Ballycastle Museum's collections.



### CULTURAL HISTORY

Topics in Area I I:  
Irish Home Industries workshop  
Arts and Crafts Revival  
1904 St Louis World's Fair

Photographs of the Kelly sisters in the shop

**Irish Home Industries**

"To make boys more skilled with their hands and more accurate in their observations and so to fit them to better their position... and above all to help to stem the tide of emigration that is fast depopulating our land"

Can you complete the animal puzzle?

**3,865 miles** from Ballycastle to St. Louis, Missouri, USA

**1904 St Louis World's Fair**

'Meet me in St. Louis, Louis. Meet me at the Fair.'

**Go shopping...**

How many of these items can you find in the photographs on the wall?

Game to recognise items in the shop

**BALLYCASTLE MUSEUM: FIRST FLOOR**

g2 design

May 2022

**PEOPLE: FAMOUS SONS & DAUGHTERS  
& IF WALLS COULD TALK**

Illustrated panel  
Sorley Boy McDonnell



12.

Photo montage with raised images and personal letters/memorabilia set at different levels

Can be updated and added to

Letter on window blinds



13.

14.

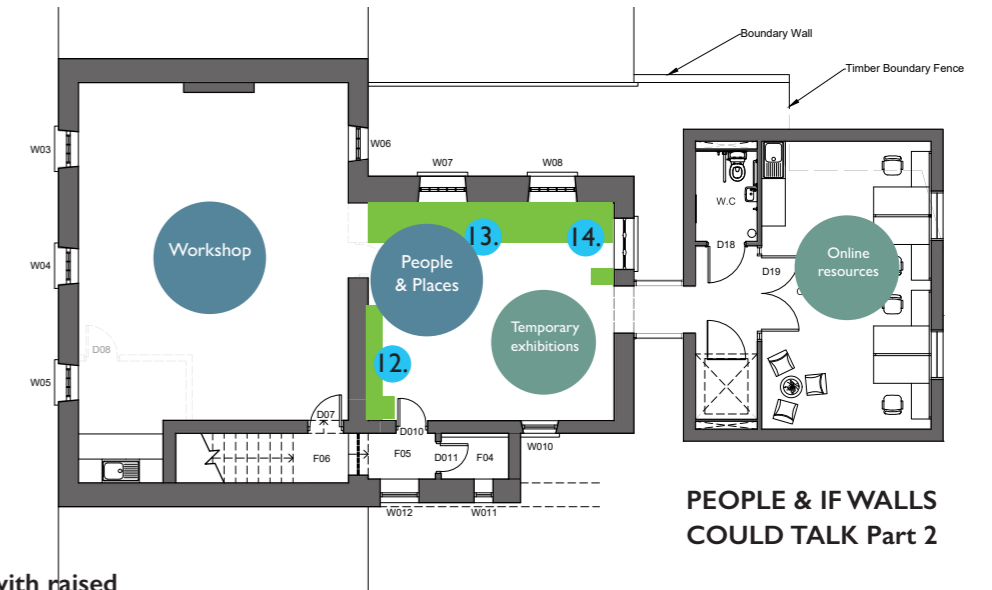
Photo montage with raised images set at different levels  
Oral history listening station - through monitor, personal phone download or headsets

Window  
Background illustration of building wrapping around wall to show Bonamargy Friarywindow in context.

Blind to allow for room black out

**PEOPLE & IF WALLS COULD TALK Part 2**

- Topics in Area 12:  
Famous sons & daughters:  
Sorley Boy McDonnell
- Topics in Area 13:  
Famous sons & daughters  
Dr Dame Anne Louise Mcllroy  
Liz Weir MBE etc  
Oral history
- Topics in Area 14:  
Bonamargy Friary window in context



# BALLYCASTLE MUSEUM: FIRST FLOOR

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## PEOPLE & PLACES

### Reading corner

Books and resources for quiet reading, afterschool clubs or storytelling evenings.

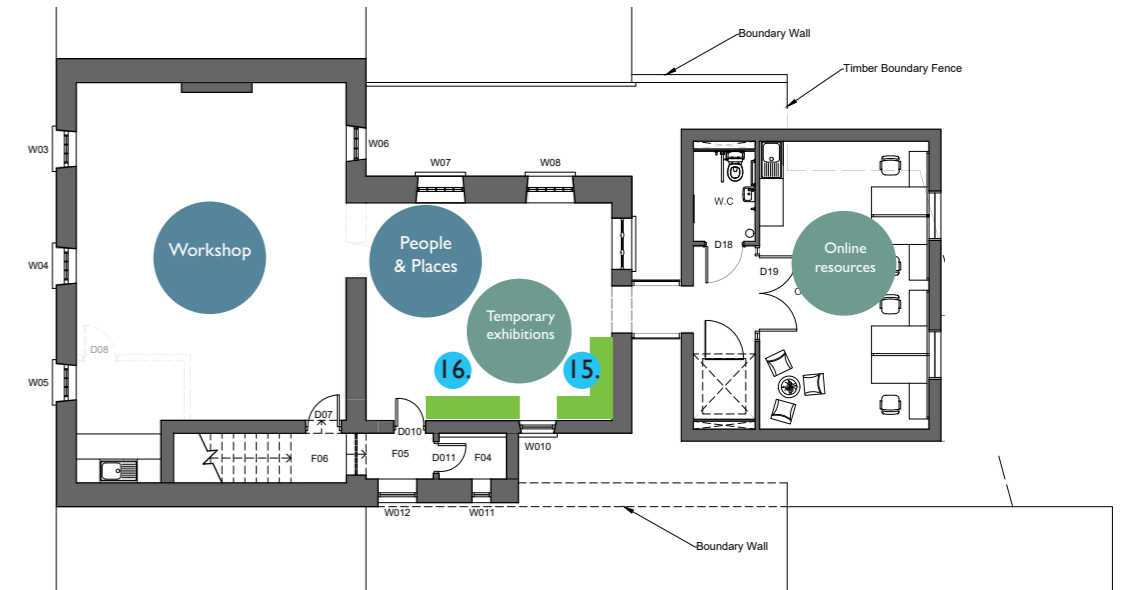
Bench seating with bean bags for small groups.

Decorative task lighting

### Illustrated map panel

Window blind with introductory text.

Illustrated map of the wider area to include railway history, key buildings, places of interest and landmarks.



## PEOPLE & PLACES

### Topics in Area 15:

Resource area for reading and reflection

### Topics in Area 16:

Ballycastle and the wider area to include:

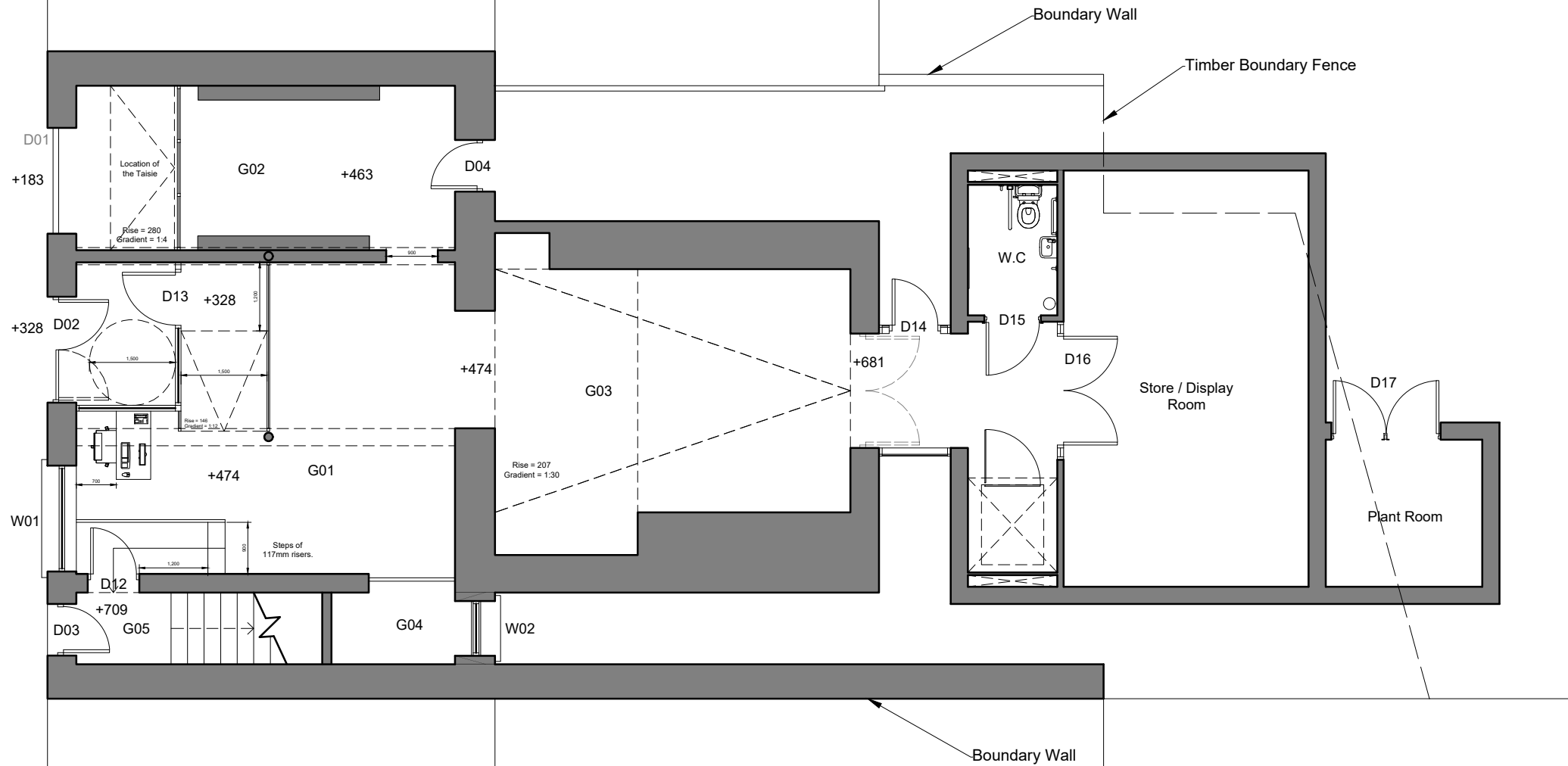
- Railway
- Big houses
- War memorials
- Portballintrae
- Bushmills
- Giant's Causeway
- Dunluce etc





ANNEX D Ground Floor

Locked doors:	Removed doors:	New doors:
D01	D05	D12
D02 (Right Side)	D06	D13
		D14
		D15
		D16
		D17



- Notes:
1. Do not scale.
  2. Contractor to check all dimensions and report omissions and errors to the Architect.
  3. Hamilton Architects LLP accepts no liability for use of this drawing by parties other than the party for whom it was prepared or for purposes other than those for which it was prepared.
  4. If this drawing is issued in dwg/dwg format as an uncontrolled version to enable the recipient to prepare their own documents/drawings/models for which they are solely responsible. This drawing is based on project information current at the time of issue. Hamilton Architects LLP accepts no liability for any alterations or additions to or discrepancies arising out of any change to such project information that occurs after it is issued by Hamilton Architects LLP.
  5. This drawing does not contain shared coordinates and is not issued for coordination purposes.

Ballycastle Museum  
59 Castle St, Ballycastle, BT54 6AS  
Proposed Ground Floor Plan

Preliminary	1:100@A3	10.03.21					
Project No	Originator	Zone	Level	Type	Role	Number	Rev
21100	HAM	XX	00	DR	A	1003	1

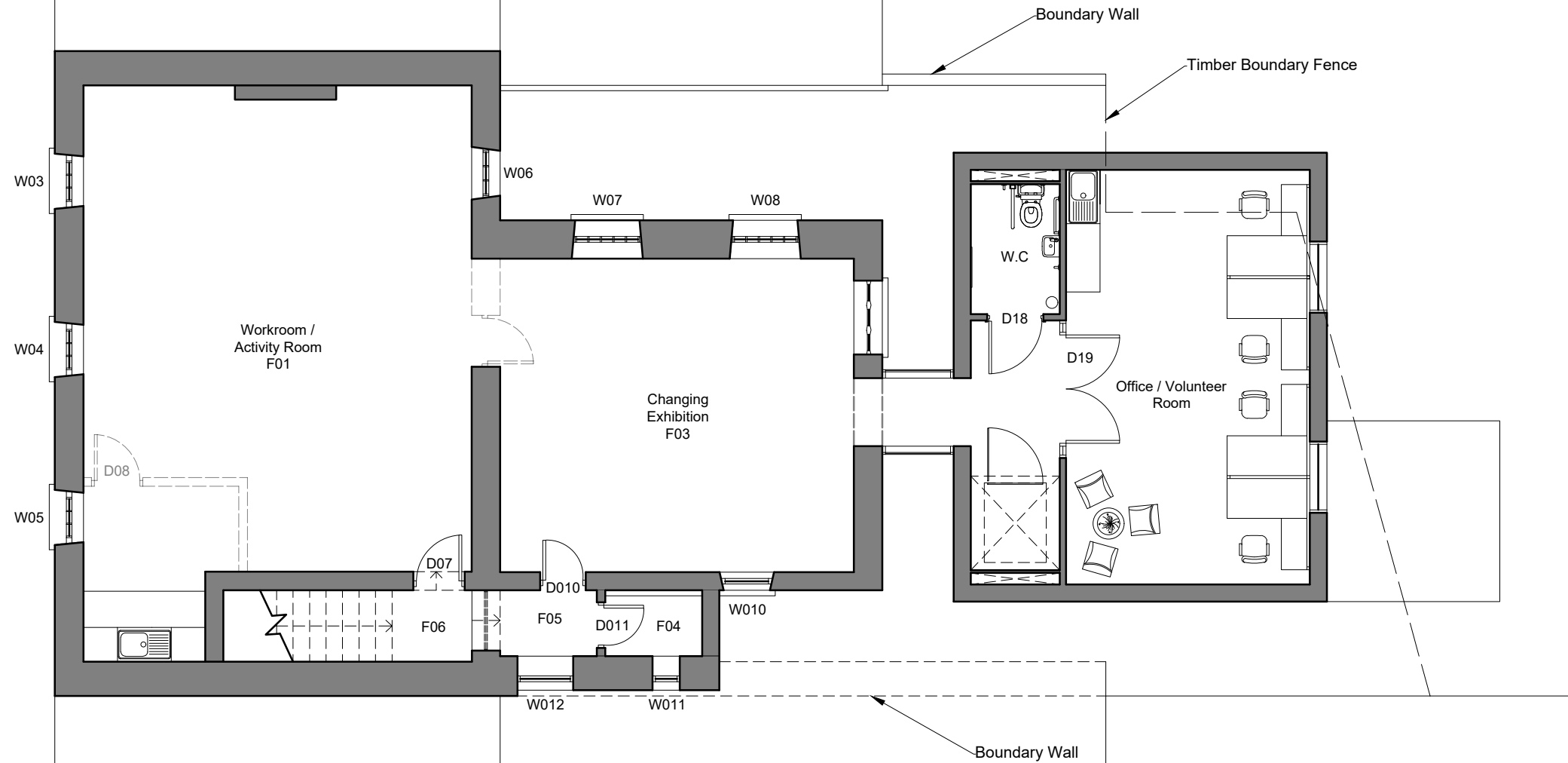
**hamilton**  
ARCHITECTS

W: www.hamiltonarchitects.co.uk E: design@hamiltonarchitects.co.uk

1	Initial Issue	10/03/22	RM	BA
No.	Description	Date	Initials	Chk'd

Annex D First Floor

Locked doors: None  
 Removed doors: D08, D09  
 New doors: D18, D19



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Ballycastle Museum  
 59 Castle St, Ballycastle, BT54 6AS  
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21100	HAM	XX	01	DR	A	1004	1

**hamilton**  
ARCHITECTS

W: www.hamiltonarchitects.co.uk E: design@hamiltonarchitects.co.uk

No.	Description	Date	Initials	Chk'd
1	Initial Issue	10/03/22	RM	BA

## ANNEX E

### Projects Costs

1. Professional Fees to prepare for the development phase application (these have already been spent):

Hamilton Architects (conservation architects – concept building design)	£8168
G2 Design (interpretative designers – concept interpretative design)	£4320
Wright & Partners (Quantity Surveyors)	£1470
Delap & Waller (M&E Engineer)	£780
<b>TOTAL</b>	<b>£14,738</b>

2. Ongoing **direct ‘enhanced’ costs** after the project has been completed: - this does not include existing resources/staff time etc which input into the service

Enhanced programming and staffing (extended agency hours over summer plus one additional PT officer post)	£45,600
Overheads and running costs	£18,000 ( <b>updated post OBC to reflect increased cost of living/energy costs etc</b> )
<b>TOTAL</b>	<b>£63,600</b>

### **Current Costs to Council**

Council Staff (non museum)	£888
Agency staff (summer)	£4328
Overheads and running costs	£9494
<b>TOTAL</b>	<b>£14,710</b>

3. Estimated Overall Project Costs as will be applied for through National Lottery Heritage Fund

Capital Work costs development and delivery phase (stage 2 &3) and including interpretative design costs	£1,222,125
Activity plan costs include. Project Officer cost development and delivery phase (stage 2 &3)	£209,745
<b>TOTAL (optimised cost at 25% allowance)</b>	<b>£1,431,870</b>

Council will be expected to contribute 10% of overall costs if the National Lottery Heritage Fund application is successful, approx. £144,000 between 2023 and 2026.

### 3.1 Capital Works Costs

Development Phase Costs	
Cost Heading	Cost exclud. VAT
Professional fees	£49,100.00
Opening-up works / Surveys	£14,000.00
TOTAL	£63,100.00
Contingency (optimum bias at 25%)	£15,775
TOTAL development phases costs (optimised cost at 25% allowance)	£78,875.00

Delivery Phase Costs	
Cost Heading	Cost exclud. VAT
Preliminary works (e.g scaffolding, preliminaries, pre-construction archaeology)	£91,000.00
Repair and conservation work	£252,800.00
New building work	£149,800.00
Mechanical & Electrical Services	£192,800.00
Equipment and materials (capital)	£150,000.00
Private Landowner Access Arrangements & Reinstatement, Temporary Exhibit Space Costs & Removal Services, Statutory fees	£45,500.00
Professional fees (capital)	£32,700.00
TOTAL	£914,600.00
Contingency (optimum bias at 25%)	£228,650.00
TOTAL delivery phase costs	£1,143,250.00
<b>TOTAL COST</b>	<b>£1,222,125.00</b>

### 3.2 Interpretative Design Costs (Equipment and materials as listed in capital works costs above)

GRAPHIC REQUIREMENT SUMMARY	SPECIFICATION	ESTIMATE
Interpretive Design to tender stage	Design of all graphic panels and content	7000
Final designs and build	Detailed design work and management of related third parties	18000

Artwork	Artwork of all graphic panels and content	5000
Copywriting	Copywriting all graphic panels and presentations	7500
Production	Production of all elements for the exhibition	81050
Contingency	Unforeseen costs	7000
Installation & fit out	Delivery, installation and completion	16700
Inflation	Market value increases, material costs	7750
TOTAL		150000