



Otford Palace Conservation Trust

Audience development plan

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The Archbishop's Palace Conservation
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1. Objective and scope

This document sets out the Audience Development Plan for the Archbishop's Palace in Otford, exploring the issues of:

- The audience that we are trying to reach, their location and their demographics
- How they can find out about the Palace, and be encouraged to visit
- How they will engage with this important heritage site and
- How they will be encouraged to make a commitment to visit again, spread the word about the Palace and, perhaps volunteer to support the project.

The first version of this Audience Development Plan was written while the project was in its very early stages. There is a detailed feasibility study that includes the first iteration of the architect's plans, but work as yet to start on the conservation work and development of the interpretation centre and educational study centre. The Trust views this as an evolving document that will be revised regularly as we discover more about our potential audience and develop new ideas about enhancing their experience of this important part of our heritage.

The previous version was issued in March 2020, just before the full impact of the Covid-19 pandemic. This version discusses the impact of the ongoing pandemic, together with the merger of the Trust and the Otford Heritage Centre. Both have significant consequences for our audience development.

2. Who and where is the audience?

2.1 Where will visitors come from?

The Trust has been clear since its formation, that the Archbishop's Palace should be an interpretation centre for the whole of the Darent Valley – not just for the Village of Otford. This not only increase the size of the audience, but also its diversity. Our understanding of our audience draws heavily on the study carried out by the Darent Valley Landscape Partnership Scheme (DVLPS, 2016)

Geographically, the audience includes:

- The residents of Otford
- The residents of the Darent Valley (from Westerham to Dartford),
- Visitors from the whole of South-East London.
- Visitors from further afield who are visiting Kent and
- International visitors.

The educational outreach programme, *Darent History Takeaway* (see §3.7 below) will play an important role in reaching younger people in South and East London, particularly in areas of high social deprivation.

We are working with the Sevenoaks Visitor Economy Forum and with Visit Kent to ensure that the Palace is publicised to a national and international audience.

We note that many Darent Valley residents (including those in Otford) have no knowledge of the Palace, or if they do, are not aware of its former scale or relevance. Cutting across these audiences there will be:

- Young people

- Older people (65+ years) who may be interested in visiting the site and attending its events
- Ethnic minorities,
- People with disabilities,
- Families with young children
- School groups on organised study trips
- Community groups – may be interested in visiting the site and attending its events
- Specialist interest groups – particularly those with an interest in history and archaeology
- Educators – those studying history disciplines

We have identified other audiences, specifically volunteers and potential sponsors. Their specific needs are discussed in Section 4 of this document.

The Darent Valley is an area enjoyed by many visitors. Because of the close proximity of London and the high population of North West Kent, the potential visitor audience to the Darent Valley is huge. 508,870 people live within 5km of the Valley boundary. The number increases to 1.3 million within 10km (the area includes some London suburbs) and to 3.2 million within a 16km radius. With proposed residential development in North-West Kent this number will increase significantly.

The proposed development of the London Resort on the Swanscombe Peninsula, between Gravesend and Dartford, is scheduled for 2024 – although this may be delayed. If and when it is built, this will bring a huge number of additional visitors to the area. These visitors may be encouraged to spend additional time in the Darent Valley and its attractions – including the Archbishop's Palace.

Figure 1, taken from the Darent Valley Landscape Partnership Scheme (DVLPS) audience development plan (DVLPS, 2016) shows the position of Otford in relation to South-East London. The position of the Palace is marked with a star. This map shows the 5km boundary from the DVLPS project area, within which there are over half a million potential visitors.

Increasingly this part of Kent is being promoted as a destination of international visitors travelling from the Channel ports to London.

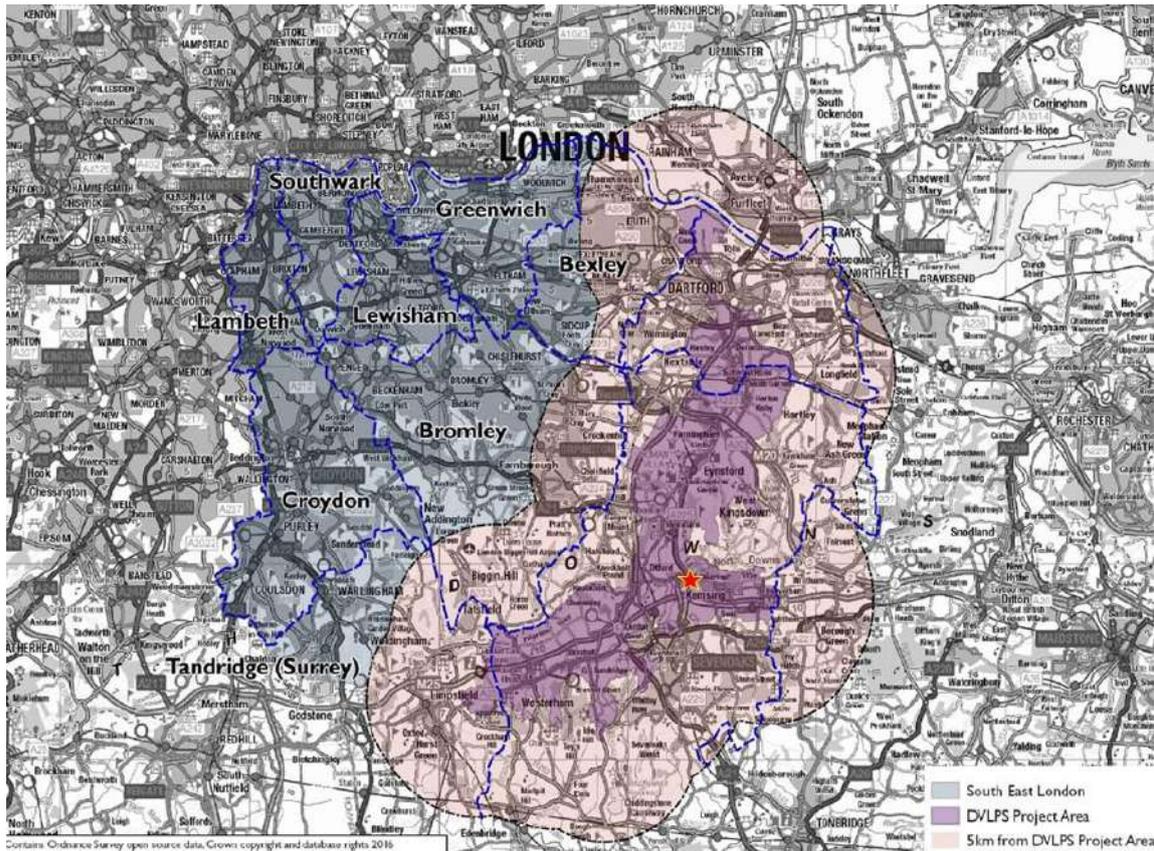


Figure 1: The Darent Valley in the context of South-East London. (DVLPS, 2016)

2.2 Diversity

While there are relatively few ethnic minorities in the Darent Valley, there is much greater diversity in South-East London and along the North Kent Coast.

While the Southern and Central areas of the Darent Valley are not significantly diverse, this wider area includes potential visitors of a range of ethnic minorities, together with deprived communities in Swanley, Lewisham and Dartford.

The trust is building on its existing contacts with councillors and officers in the councils in South-East London to explore ways of cooperation that will enable us to engage with this wider audience.

2.3 Removing (or reducing) barriers

Because we are at the start of the conservation project, the Trust has the advantage of being able to consider and address barriers to access in the planning stage, rather than dealing with them in an established site. We note that barriers to accessing and engaging with heritage can be numerous, interwoven and complex and can vary between and within audience groups.

Considering each of the six barriers to participation identified by NLHF

- a. Organisational. It is important that the Trust is approachable, accessible, inclusive and easy to find out about. In part this relies on the information that is provided in

the decision-making phase set out below in section 3.1. It includes such things as ensuring that the Otford Palace website is easy to use and accessible by those with disabilities. However, we believe that the key lies in the organisation culture. If all those involved in the project from the Trustees down, value being approachable, accessible and inclusive, then this will pervade the experience of those who interact with the Palace. Among other things it will lead to an awareness of potential barriers and proactive ways of overcoming them.

- b. Physical: The Palace is fortunate in being located within a few minutes' walk of the Otford Rail Station. We are encouraging visitors, where possible, to travel by rail, bus and bicycle, with the aim of promoting sustainable, car-free travel. The architects are aware of the need to eliminate any physical obstructions getting to and around the site. They are addressing the potential issue of access to the first floor of the North-West Tower by proposing a lift suitable for carrying a wheelchair. Ideally, the lift should also give access to the second floor but this would require major changes to the Tudor structure (creating new entrances in original walls) and would be in conflict with preserving the character of the building. For this reason, the second-floor room will be used as a library and archive, rather than for the use of general visitors.

The ground floor of the secure educational study centre in Gatehouse will have step-free access. It is considered impractical to provide disabled access to the mezzanine floor which will therefore be used by staff.

- c. Sensory: Catering for the needs of those with a visual or hearing impairment and using multiple senses to appreciate the heritage.

The Trust has noted the *Accessibility Guide for Hampton Court Palace* (Historic Royal Palaces, 2019) and, although this relates to a far larger heritage site, we propose to create a similar publication for the Archbishop's Palace

One member of the Trust's Advisory Group has severe visual and hearing impairment. We will be seeking his guidance, both in theory and in practice to maximise the possibilities for appreciation of the heritage for this group.

- d. Cultural: Given the historical and architectural significance of the Archbishop's Palace, it would be easy to fall into the trap of interpreting the site and buildings solely for the benefit of those with a particular interest in the subject. We recognise that our task is to engage with people from a range of backgrounds and interests and enthuse them with history and heritage of the Palace.
- e. Intellectual: There are many stories about the Palace and those who lived, worked and visited but these need to be told in way that enable a wide range of people to relate to them. This will require interpretation at different levels so that it is understandable and relevant to a range of audiences.
- f. Financial: The cost of transport to Otford is beyond the control of the Trust, although we are working with the Sevenoaks District Council, the Otford Parish Sustainable Tourism Working Group to encourage operators to provide more affordable public transport. The goal is to promote car-free tourism by promoting local rail and buses, walking and cycle hire.
- g. The costs of admission will be a balancing act. On the one hand, the Trust has the

goal of sustainability, so that it is not reliant on ongoing subsidies or fund-raising. On the other hand, high admission prices are self-defeating and will discourage visitor from deprived areas. The admission costs will be kept under continual review.

School groups will be supported by educational notes linked to the Key Stages of the National Curriculum, and risk assessment documents for the use of teachers organising study trips to the Village.

3. The visitor experience

We can divide the visitor's experience into five phases:

1. *Decision*: The visitor decides to visit the Palace, based on information that they have found about where to go in the Darent Valley. This is likely to be found through internet searching, leading ultimately to the Facebook site and the Otford Palace website.
2. *Entry*: This is the visitor's first connection with the Palace, approaching from the South West or the North (from Otford Pond).
3. *Connections*: The main part of the visitor's experience where they interact with the actual or virtual media.
4. *Exit*: As the visitors leave, they pass a sign thanking them for their visit, reinforcing the main interpretive message and a call for action (commitment)
5. *Commitment*: Follow up actions may include
 - A repeat visit
 - Recommendations to friends and family
 - Postings on social media

3.1 Decision phase

The Trust's approach, follows the initial steps of the established marketing model – Curiosity, Information, Confidence, followed by a Proposal. The first step is to pique the potential visitor's *curiosity*.

"Our rich and vital history upon which so much of our local, national and international heritage has been established, can be found all around us. Just so are the remains of an important but little-known part of the fabric of our Tudor history, here in Kent. This is the Hidden Palace of Otford.

"Dating back to 1514, once the residence of King Henry VIII, the building remains have changed ownership once more. Sevenoaks District Council has handed responsibility to a new dedicated local organisation; The Archbishop's Palace Conservation Trust.

"In its time it was a key centre of both Royal and Ecclesiastical power and intrigue in England. Built by Archbishop Warham on the site of earlier manor houses, it hosted critical meetings akin to those our country is experiencing now. It was built on a similar scale to the largest palaces in England such as Hampton Court. Again, with parallels to current events, Warham resigned as Lord Chancellor and the country saw Cardinal Thomas Wolsey assume power - and ownership of the building. Archbishop Cranmer wrote part of the Book of Common Prayer at the Palace. So much more than a remnant of a building, it is an icon of turbulent and history shaping events."

This is followed by *information*. The Darent Valley Landscape Partnership Scheme (DVLPS) commissioned fieldwork which resulted in a comprehensive Audience Development Plan (DVLPS, 2016). The study concluded that the preferred way of finding out about a site for all of the audience groups was through a website.

The Trust has recently set up a Facebook page for Otford Palace (@otfordpalace) and intends to set up an Instagram account. The aim of both of these social media is to generate greater awareness of the Palace and drive visitors to the website and the Palace. The Facebook page is expected to appeal to an older audience, while the Instagram account will cater for a younger demographic.

The website also aims to give potential visitors *confidence* that a visit will be rewarding, for themselves (and their family). There will be plenty to see and, importantly – to do. It will be designed to help them to engage with the history and heritage whatever their background. They will be able to access the heritage site by public transport and, if they must come by car, to park close to the site. There will be other things to enjoy in the area.

And finally, in this phase, there is the *proposal* that the potential visitor should decide to visit the Archbishop's Palace – either in person or virtually.

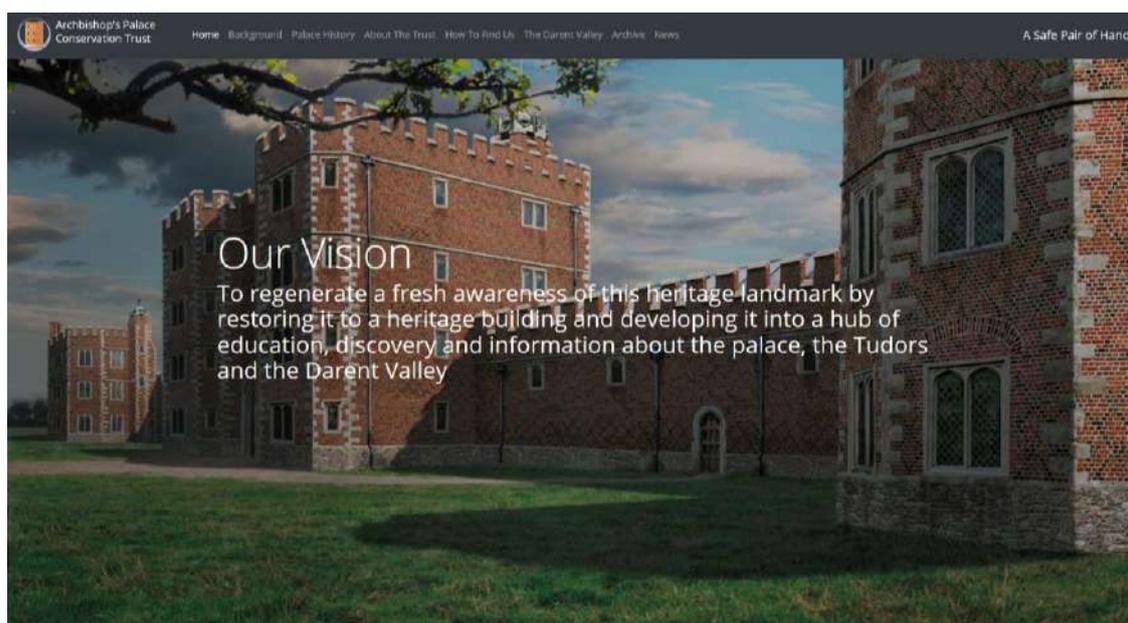


Figure 2: Otford Palace website homepage

3.1.1 The website

The Otford Palace website (<https://otfordpalace.org/>) makes available a wealth of information on the Archbishop's Palace including:

- Background to the Palace
- A historical timeline
- Information on the Trust including our sponsors
- Directions on how to find the Palace
- A digital archive
- Information about the Otford Heritage Collection, including resources for schools and families)

- News

There is a mailing list for *Friends of Otford Palace* with an online signup on the website. We propose to add an online museum catalogue to the website.

To help us make the website a positive place for everyone, the Trust has used the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#). These guidelines explain how to make web content more accessible for people with disabilities, and user friendly for everyone. The guidelines have three levels of accessibility (A, AA and AAA). Level AA has been chosen as the target for the Otford Palace website. The Trust believes that this goal has been achieved with the exception of descriptions for the embedded videos and these descriptions will be added over the coming months. Documents available through the website are checked using the Microsoft Accessibility function. The website is monitored regularly to maintain this and users are invited to contact the Trust if they encounter any problems.

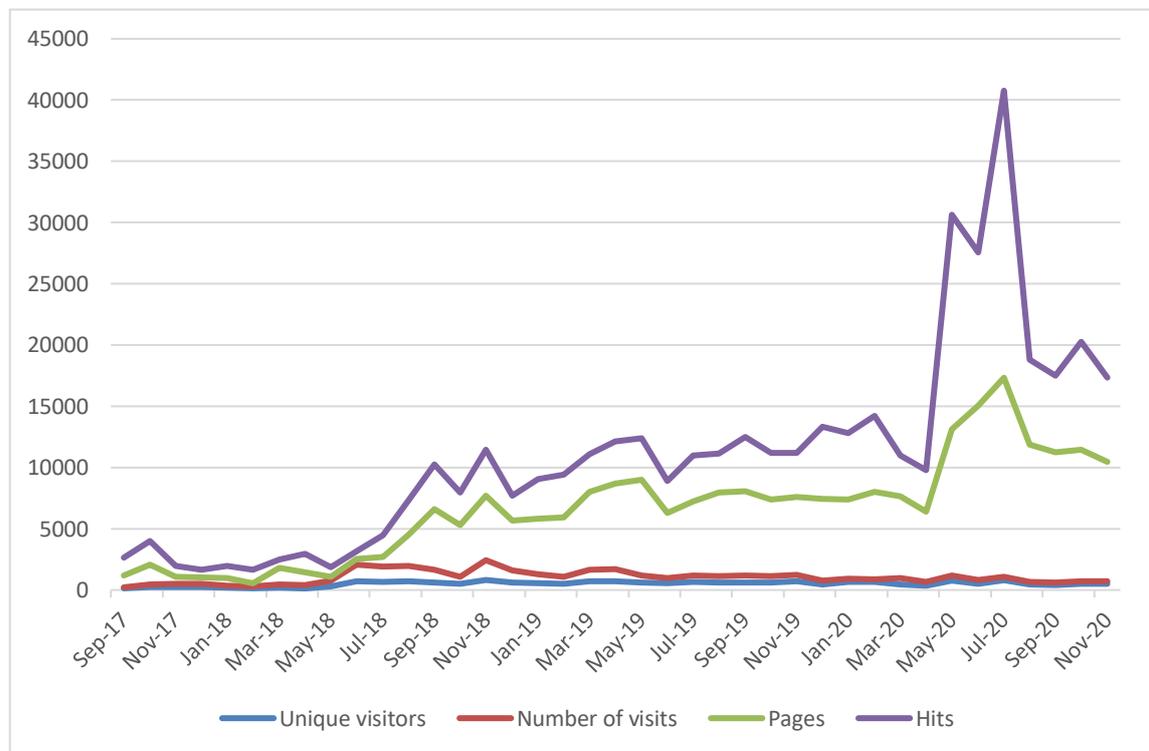


Figure 3: Otford Palace website metrics

The Otford Palace website has been live since September 2017, and the metrics (figure 3) indicate a steady increase in the monthly visitors (with predictable peaks in the summer months) and, particularly in the number of pages that they access.

There is also a link from the Visit Otford website (<https://visitotford.org/>)

Otford Palace is also registered as a Google 'business' so that users of Google Maps see a push pin at the location which provides them with basic details and a link to the website.

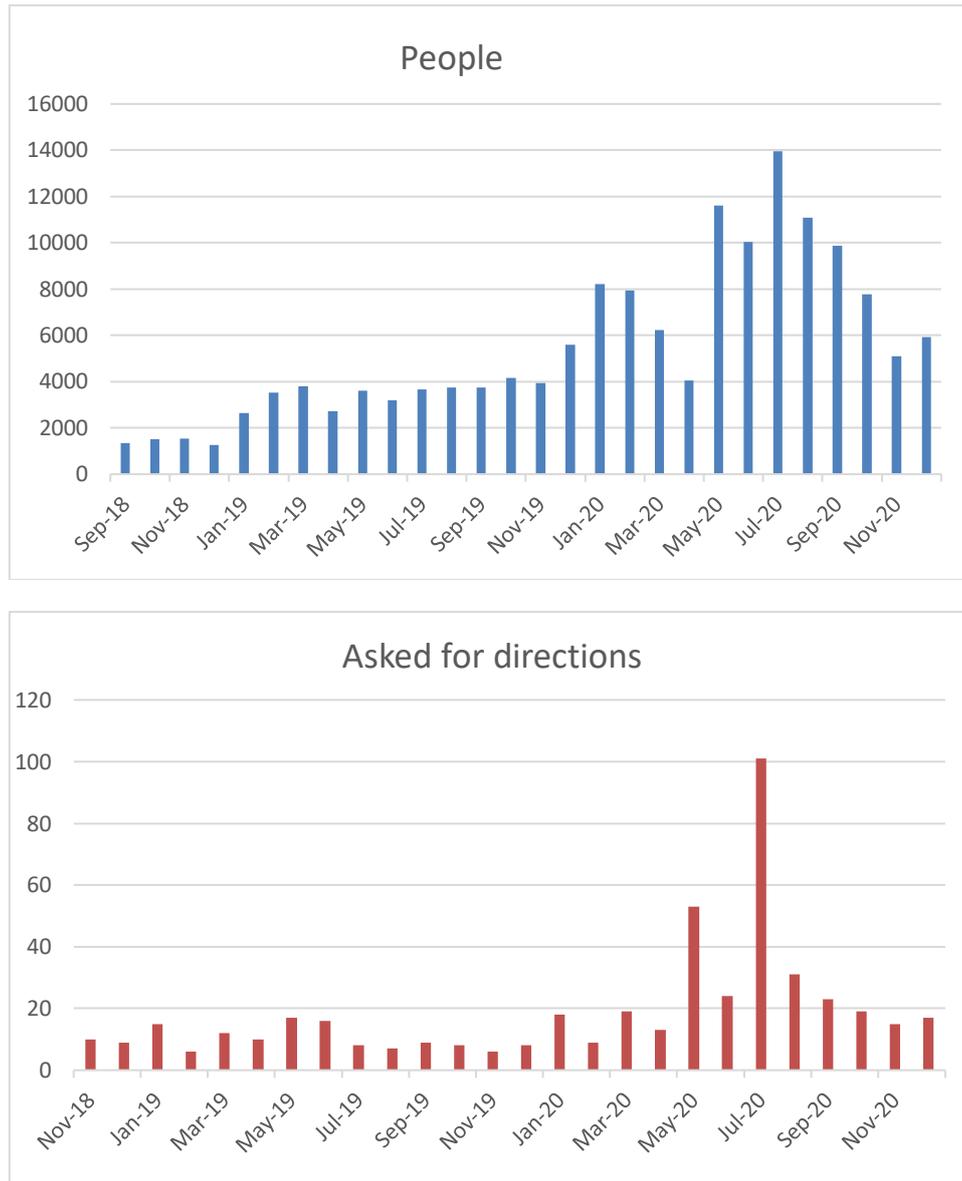


Figure 4: Google metrics for the numbers of people clicking on the pushpin and asking for directions to the Palace since September 2018

3.1.2 Videos

In 2017 The Otford & District Historical Society published *A guided walk round Otford Palace* written by Cliff Ward. The material in this book has been used as the basis for a series of short videos which are available on the Otford Palace website at <https://otfordpalace.org/background/>

A second series of videos tell the stories of objects in the Otford Heritage collection.

3.1.3 Exhibition stand

Part of the awareness campaign has been a travelling exhibition stand that has been on display in local libraries and is used to support presentations on the Archbishop's Palace and the project to conserve it and develop an interpretation centre.

3.2 The Physical entry phase

There are signs to the Palace from both the North and South approach routes, with two interpretation boards (see figure 6) on Palace Field. (The QR tag on the left-hand board links to the Otford Palace website) The first Heritage Trail board on Palace Approach describes the Palace.

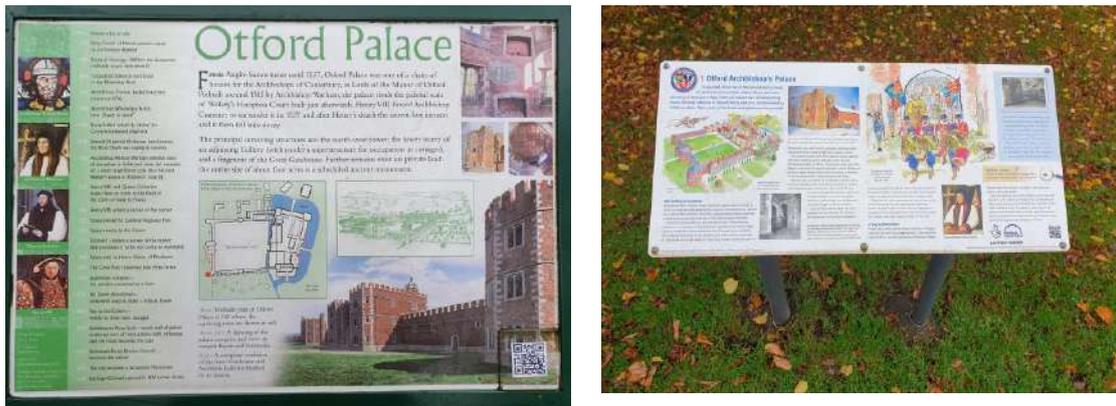


Figure 5: Interpretation boards in Palace Field and Palace Approach

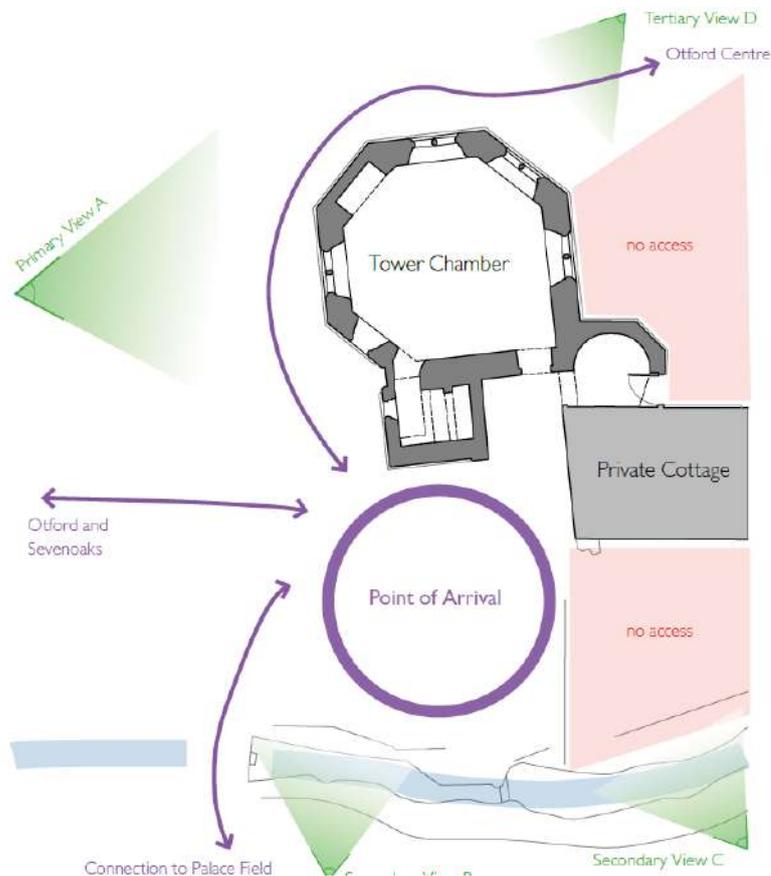
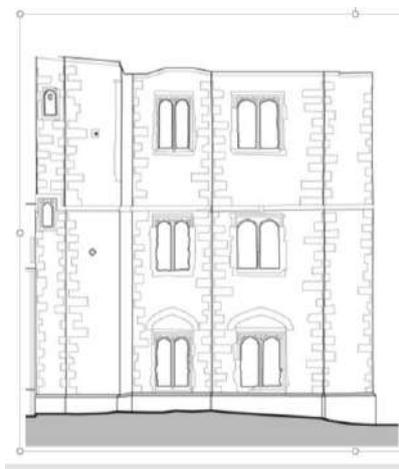


Figure 6: The entry to the Palace (Purcell Architects)

It is proposed that the entry to the Palace buildings will have signage that welcomes the visitor, and gives clear details of opening house, charges, etc.

3.3 Connections

On entering the interpretation centre through the shop, the visitor will find two floors of exhibition space. The ground floor will focus on interpretation of the Darent Valley with some of the museum exhibits, while the first floor will contain more of the museum. There will be a library and archive on the second floor, accessible to those with a particular interest in the history of the Valley, the Tudors and the Roman settlements in the area.



Top floor: Thomas Cranmer Room - library and archive

Second floor: Tudor Room – exhibition space

Ground floor: Entrance, shop and interpretation centre

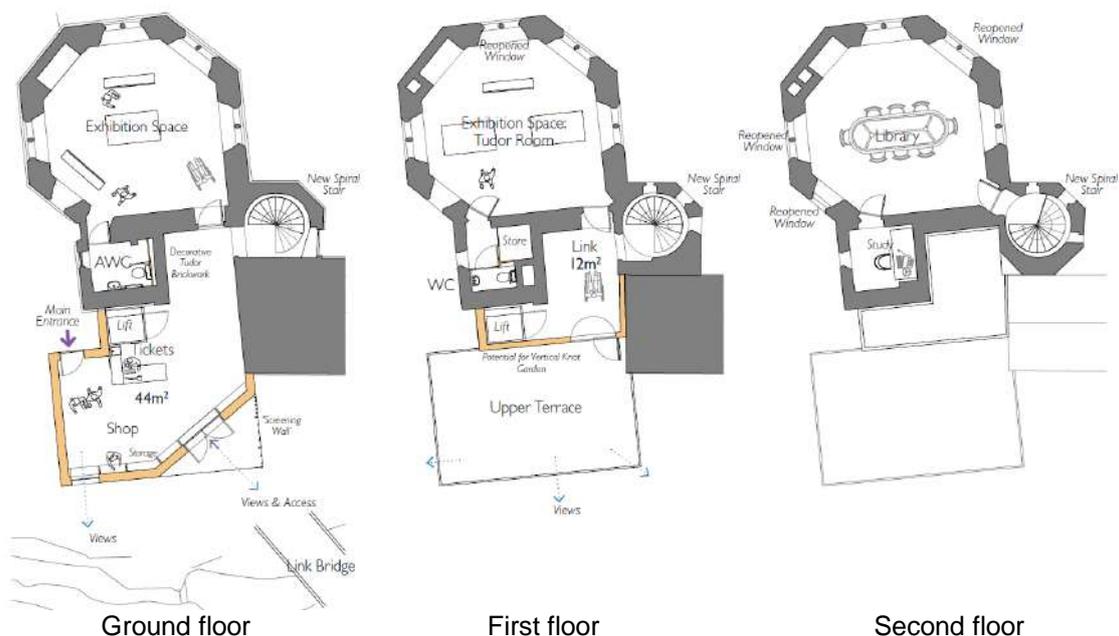


Figure 7: Proposals for the North-West Tower (Purcell Architects)

The Gatehouse at the East end of the buildings will become a secure educational study centre, meeting the needs of the numerous school groups that currently visit Oford to study its geography and history.

The Trust recognises that visitors are no longer content with looking at passive displays of exhibits and posters, but are seeking experiences that make it easier for them to engage with history and heritage.

An interactive museum catalogue is under development. This will be accessible to visitors both on site and remotely and will enable them to browse through the Otford Heritage Collection, see descriptions and images of the objects, and manipulate 3D computer images of the most important items.

There are many stories associated with the Palace (for example, the visit of Henry VIII and Catherine of Aragon on their way to the Field of the Cloth of Gold, visits by Erasmus and Holbein, and Princess (later Queen) Mary, and the writing of the English Book of Common Prayer by Archbishop Thomas Cranmer. Many of the entries in the website timeline (<https://otfordpalace.org/palace-history/>) will be developed into stories.

3.3.1 The museum

The Trust has merged with the Otford Heritage Centre (currently located in the High Street) to create the Otford Heritage Collection. The Trust has applied to the Arts Council for accredited museum status. The intention is that much of the 'Otford Heritage Collection' will be displayed in the Palace Tower once the conservation work is complete. The Heritage Collection is very eclectic and the joint project team is in the process of deciding on what items it wishes to retain and which could be disposed of. Those parts of greatest relevance to the Archbishop's Palace are the Romano-British and Tudor artefacts that have been discovered on local sites. Even this collection is far greater than can be displayed in the Tower (or indeed in the Heritage Centre's existing location in the High Street).

The Trust is therefore planning to make 2D and 3D images of the more important objects available online as part of the museum catalogue. Some fields of the catalogue will be visible to the public who will be able to browse and see details of the artefacts on interactive displays in the Palace or remotely. There will be an ongoing programme to photograph artefacts and to create, using photogrammetry, 3D models that can be manipulated. It is hoped that 3D models can also be made of some relevant artefacts that are in private ownership and on display in homes in Otford.

The interactive catalogue will be accessible through the Otford Palace website.

3.3.2 Guided walks

A volunteer group in Otford has created the *Otford Heritage Trail*. This comprises a series of ten display boards set at strategic points around the Village. Each board shows an artist's impression of the buildings at that site together with an explanatory text. Over the coming months, QR codes can be used by visitors with smart phones to access audio commentaries. The Trail will be supported by educational notes and risk assessment documents for the use of teachers organising study trips to the Village.

3.3.3 Augmented reality

Five hundred years ago, Otford's Archbishop's Palace was similar in size to Hampton Court. However, after the neglect of the past 400 years during which the Palace was robbed for building materials, the only parts remaining above ground are the North West Tower (reduced in height), the Western half of the Great Gatehouse (also missing

its upper floors), a section of the North Range (which has been converted into three cottages) and sections of the Southern wall which now form the garden walls of houses in Bubblestone Road. This presents a problem for the visitor trying to visualise what the Palace would have looked like in its heyday.

We propose to develop an augmented reality (AR) application for mobile phones (iPhone and Android) that will superimpose a computer-generated image of what the Palace may have looked like, on the user's view of the Palace site as it is now, thus providing a composite view. AR is now an established technology. The development costs and the project risks are falling rapidly.

Using the AR application, the visitor will be able to stand at various points on the site, point the camera of their phone towards parts of the Palace that no longer exist above ground, and see on the screen what they might have seen five hundred years ago. As they pan their phone around, the composite image will change to show different parts of the original buildings. An enhancement to the image could be the inclusion of moving images of characters from the Palace engaging in activities within the Great Court, for example, archery, walking around, talking among themselves.

Restricting the AR to specific points will simplify the application and thus reduce the development cost and eliminate the need for geo-location across the site. The application would be downloaded, either at home before the visit, or onsite using the Wi-Fi provision in the shop and museum. It is not proposed that the application would work outside the site.



Figure 8: Display model of the Palace (Rod Shelton)

The computer-generated image requires a 3D rendered model of the buildings. Generating this would normally be an expensive task but we are fortunate in having a large physical model. Using photogrammetry, we can use this to build a virtual model are significantly lower cost. Although the detail will be less sharp than with a model developed using a CAD system, it should be adequate for the purpose of displaying a composite image on a mobile phone screen.

3.3.4 Re-enactments

Palace Field is a space that lends itself to re-enactments against the backdrop of the Archbishop's Palace.

In June 1520 Henry VIII and Catherine of Aragon stayed at the Palace *en route* to the Field of Cloth of Gold. For two and a half weeks in June 1520, a meeting between Henry VIII and Francis I of France occurred at Guînes about 6km to the South of Calais that was to become known to history as the Field of Cloth of Gold. Unfortunately, the ban on all large gatherings in the Summer of 2020 forced the cancellation of the events but there are possibilities for resurrecting this in future years.

3.3.5 Other events

With its rich history since 791AD, there are few years that are not an anniversary of some event, providing an excuse for re-enactments on Palace Field or other events that support the celebration by the local community of the significance of an important piece of Britain's heritage. Over the next four years, the Trust will be holding a number of events, aimed at fund-raising and raising awareness of the Archbishop's Palace.

For example, the Trust is in discussion with Harry Christopher, conductor of the internationally acclaimed choral group, the *Sixteen*. It is planned that there will be a prestigious concert of Tudor music in the Parish Church of St Bartholomew's. While the event may not appeal to a very wide audience, it will attract media coverage and bring the Palace to the attention of potential visitors.

3.4 Exit phase

As physical visitors leave the Palace, they will pass a sign thanking them for their visit, reinforcing the main interpretive message, encouraging them to complete a questionnaire and then think of their future engagement with the Archbishop's Palace. The questionnaire will be available in both online and print format, and will follow a similar form to that in Appendix A.

For organised groups (such as school visits) feedback will also be sought from the group organiser.

3.5 The virtual visitor

3.5.1 Widening our audience

In common with other heritage sites and museums, the impact of the Covid-19 pandemic on the Trust has been profound. It quickly became clear that the building programme to create the interpretation centre which will eventually house the Otford Heritage collection would need to be put on hold for at least twelve months. The Heritage Centre in Otford High Street closed and, because of its layout, is unlikely to reopen until there is a comprehensive vaccination programme to protect the majority of the population.

Our response has been to accelerate the programme to create a virtual visitor experience to complete the physical experience. This will serve several of our key aims. It will enable us to:

- a. Maintain our connections with physical visitors to the Village and the Heritage Centre, for the time when they cannot look at the objects on display, and
- b. Reach a new, more diverse audience who might not initially think of visiting in person, but who can look at, and 'handle' objects in the collection through their PC, tablet or mobile phone.
- c. Encourage that new audience to visit the Archbishop's Palace in the future, when the Covid restrictions have been lifted.

3.5.2 Engaging with a virtual audience

The Otford Palace website will play a central role in the virtual engagement. It will provide user access to the public sections of the interactive museum catalogue which will include 2D and 3D images of the more important objects. Visitors will be able to browse and see details of the artefacts on their PC, tablet or mobile phone. These will be augmented with more detailed notes (that can be made available online through the database, but which would be difficult to include in a physical display cabinet) and with links for further study.

There will be an ongoing programme to photograph artefacts and to create, using photogrammetry, 3D models that can be manipulated. It is hoped that 3D models can also be made of some relevant artefacts that are in other museums, or private ownership and on display in homes in Otford.

3.6 Commitment

At the very least, the Trust wants visitors to come again in the future, and tell their friends and family that they enjoyed their visit.

Beyond that, they will be given information (in the feedback questionnaire and on the website) on the opportunities for volunteering and for donating to the work of the Trust.

Virtual visitors will be encouraged to revisit the website and then to visit the Palace in person.

3.7 Outreach

The Trust is developing an outreach programme for local school and libraries providing resources and speakers to support improved understanding of the heritage of the Darent Valley. The programme is branded as the *Darent History Takeaway*. Sections of the Otford Heritage Collection will be curated as stand-alone collections and made available on loan to schools and libraries in the Darent Valley and the neighbouring areas, with particular attention to the London Boroughs that would derive the most benefit for these resources. The materials on the Otford Palace website (particularly the forthcoming museum catalogue) will be a key part of this resource. They will be supported by printed materials and speakers drawn from the Trust's volunteers.

The initial aim is to identify and work with three schools, one from the Darent Valley, and two from London boroughs with significant levels of social deprivation (Lower-layer Super Output Areas – LSOAs), high levels of unemployment and of BAME groups. Examples of target areas include Tower Hamlet, Newham, and Barking & Dagenham. Three potential school partners have already been identified.

4. Sponsors and volunteers

4.1 Sponsors

Particularly during the initial years of the project to conserve the Archbishop's Palace, sponsors, both existing and potential, will be very important audience.

In return for their sponsorship, we offer public recognition (currently on the Otford Palace website but later on a board to be displayed prominently in the North West Tower. Sponsors can get guided hard-hat tours of the Gatehouse and Tower (which are not currently open to the public). They are also invited to bring staff and valued clients to events, such as the proposed concert by the Sixteen, with the opportunity to meet the performers at a private reception.

We aim to build and maintain ongoing relationships with our sponsors through the Friends of the APCT mailing list and through social media.

4.2 Volunteers

Throughout the project there is the concept of volunteers working in partnership with, or under the supervision of, experienced paid staff. The trustees themselves, of course, are volunteers, as are the members of the Sustainable Tourism working party. In Phase V, much of the day to day operation will be supported by volunteers, although we have allowed for paid staff in the shop.

There is a considerable amount of work to be done in the further exploration of Palace Field, research into the history of the Palace, and in the cataloguing and curation of the museum.

We anticipate that the volunteers will gain new skills which will not only be intrinsically rewarding but also helpful in their future activities. The impact on the volunteers will be assessed through interviews at the end of the project and they will be contacted again after six months to ascertain the longer-term benefits.

As with our sponsors, we aim to build and maintain ongoing relationships with our volunteers through the Friends of the APCT mailing list and through social media. Trustees will hold regular reviews with volunteers to determine whether their wants and needs are being met through their activities with the Trust.

5. Evaluation

The evaluation will consider the potential and actual audience for the Archbishop's Palace from Otford, The Darent Valley and further afield. The Trust has taken early advice from a specialist, independent evaluation organisation, to assist with the methodology and the identification of relevant data.

The Trust will work with the Sustainable Tourism working party established by Otford Parish Council in the Autumn of 2017. This working party is planning to conduct a baseline study of visitor numbers and their current perceptions, wants and needs. It will also collect demographic information. The proposed methodology is to count visitor numbers at the main points of entry to the Village – specifically the railway station and the High Street car park. This will be supplemented by questionnaires completed by a sample of visitors. Subsequent studies will then be carried out on an annual basis,

tracking perceptions of the Archbishop’s Palace. The survey will also be looking at repeat visits: what brings visitors back – or discourages them from returning. Much of the work on a baseline study will be undertaken by volunteers from the Otford Sustainable Tourism working party

The questionnaire which is available online and in print form (See Appendix) is being piloted in the Autumn of 2019 and will be rolled out in Spring 2021. The original intention was to start collecting data in the Spring of 2020 but this has been set back a year by the impact of the Covid-19 pandemic.

The Otford Palace website is instrumented to enable us to collect information on the numbers of visits to the site and we will use Google Analytics to determine the individual pages visited.

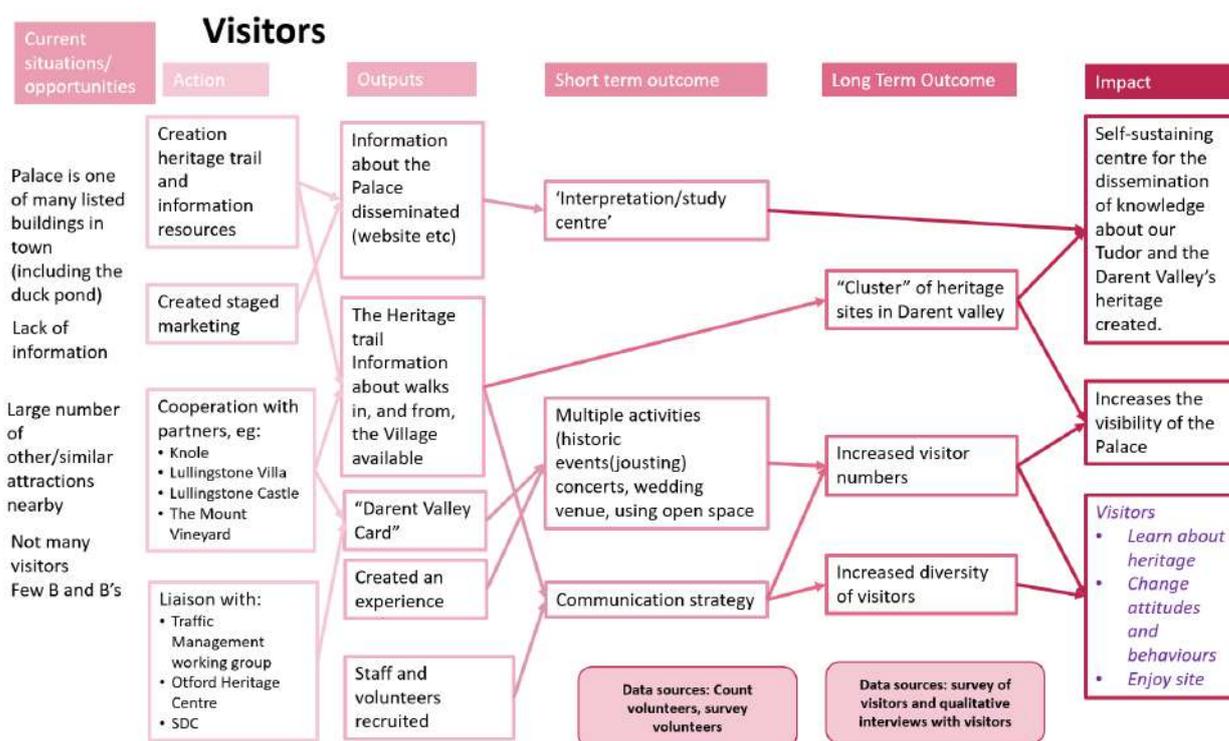


Figure 9: Theory of Change model for the Palace audience

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Historic Royal Palaces (2019) *Accessibility Guide for Hampton Court Palace*. London: Historic Royal Palaces.

Appendix A Visit Otford survey

Otford Visitor Survey - print version

We are collecting information about your reasons for visiting Otford

Although we ask you for your age and the postcode (or the country where you live) we are not collecting any information that could be used to identify you. All the responses will be completely anonymous

Thank you for your help.

**Nick Fothergill, Chair of the Otford Sustainable Tourism Working Group
(nick.fothergill1204@outlook.com)**

* 1. What is your postcode or your country of residence?

* 2. How old are you?

- Under 16 years old 25-50 years Prefer not to say
 16-24 years Over 50 years

3. How many people are in your group?

- I am on my own A family group
 I am visiting with a partner An organised group of 5 or more

4. How did you travel to Otford today?

- I live in Otford! Bicycle By train
 I walked here By car By bus

5. Why did you decide to visit Otford?

- Part of a walking/cycling tour I am visiting a specific shop
 I was just passing through and decided to stop I am attending a sporting event
 A friend or relative suggested the visit I am interested in heritage
 I researched places to visit before coming here

6. What have you visited (or plan to visit) here?

- St Bartholomews Church Otford Heritage Centre The Darent Valley path
 The Archbishop's Palace One of the pubs or cafes The Heritage Trail
 Otford Solar System One or more of the shops The Millenium Mosaic

Enjoyed your visit?

If you are visiting Otford for the first time or have been here before, we would like to know how you got here, what you did – and whether you enjoyed it.

Please give us your views using this online survey. It should take about 3 minutes.



<https://www.surveymonkey.co.uk/r/V3HF8SV>

Thank you very much for your help.

Otford Sustainable Tourism Working Group

Figure 10: Poster asking for visitor feedback