

Bat & Ball Station Activity Plan Progress Report May 2023

Progress Report: 31/05/2023Monthly Summary1. Website

- Sourced a few designers for the website train logo animation but very expensive; Contacted a local animator called Dawn Donohoe who is interested, not confirmed on price. Contacted The Stag to their design department however I haven't heard back from them. Sevenoaks School as they have an Animation Club, but will most likely branch out to Sevenoaks broadly as a youth competition- this will be publicised with Youth Council & HitB. Vision ICT are very slow coming back to me regarding the logistics as the website can't naturally have video embedded into the page (normally outsourced to Youtube). Vision ICT have some ideas and will contact HEO end of May/ beginning of June.

Station <u>Website</u> Analytics:	➤ Visits 442 (up 15), Page views 1,182 (up 294), 78.28% New Visits. Most visits are coming from events put up on social media.
Bat & Ball Station <u>Facebook</u> Analytics, 185 followers, 125 likes.	➤ Page reach 5,300 (UP 95.2%), Page Visits 165 (up 17%), New likes 5
Café at the Station <u>Facebook</u> Analytics: 548 followers, 509 likes	➤ Post reach 998(up 176.5%), Page Visits 174 (up 52.6%), New like 0
Café at the Station <u>Instagram</u> Analytics: 353 followers.	➤ Instagram reach 109, Profile Visits 19, New followers 5
Bat & Ball Station <u>Twitter</u> Analytics, 85 followers.	➤ Profile Visits 283 (down 22.0%), Tweet impressions 7,045 (up 140.4%),

2. Social media; Continuing to post and re-share posts regularly on both Twitter and Facebook for Station.

- Timed posts during non-work hours for events for current Forget-Me-Not Café, Supper Club etc. Working very well, especially during weekends.
- Posting for Café at the Station working very well. Café Manager doesn't post anything during the week- it would be good to post weekly updates on Monday from the Café, as it will encourage people to visit at the beginning of the week when it's much quieter.

3. Volunteering;

- Continuing to advertise via social media, STC screens, and posters are still up.
 - Garden and Heritage Volunteering being promoted. InBloom volunteer clean up poster shared with volunteers also.
 - Volunteers; Forget-Me-Not Volunteer currently have 3 steady volunteers. Other Volunteers for Bat & Ball Station; 3 inactive ones.
4. Friends of Bat and Ball Station: New FOBB leaflet has been distributed at B&B Café, Community Centre, STC Offices. New FOBB poster has been created and is up on the Station platform.

5. Workshops;

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- Education online: Creating simple history & creative resources online. The worksheets for the creative side have been made, but not the history. Created a separate 'draft' section on Station website for uploads, currently in the process of working through this. The history resources and worksheets will need to be researched, and edited to allow web upload.
- Education workshop; Investigated CRP workshops. Thameslink and Network Rail have their own education resources. Trip to Battle CRP education workshops with DVCRP Rail Officer 28.6.23- Hilltop Crawley- station visit and train ride
- 6. Talks: 'All aboard talks...' List of speakers are being sourced. Restoration talk from Sevenoaks Camera Club can be included. Past talks were; Edwin Thompson on Heritage, David Killingray on Social History, and Mike Pease on Thomas Crampon. Same speakers would be good, with a refresher on new upcoming ones- list of potential speakers has been created. STC Responsible Finance Officer is processing how much funding there is for Station events.
- 7. King Coronation- Crown making workshop
 - Ran a Coronation workshop 13/04/2023 10am – 1pm with Youth Work Officer: It was successful, with over x30 children arriving and many buying at the café during/after. A few repeat attendees have been to previous workshops at the Station, which is great. The workshop was also featured on The Incidental Parent webpage article 'Things to do in Sevenoaks in Easter 2023 Holidays.
 - For the King Coronation weekend, HEO won't be there but will organise a crown making table for children to make on the day (free).
- 8. Sevenoaks Climate Fair- 29th April. To have a stall at the fair, promoting the Station.
 - SDC DVCRP money set aside for environmental impact. Looking into ways to utilize this; potentially with the Station garden volunteer.
 - DVLPS Rail Trails were distributed at the fair, which sold out (although free) very quickly!
- 9. Heritage Open Day- Made contact with Swanley and Go Coach to discuss Heritage Open Day 2023. From last years cancellation, we can reuse the event plan from 2022 as it was completed. Theme this year is 'Unwrapped' Event plan to be discuss with STC Town Clerk beginning of June. Steam engines and miniature railways to be part of the event.
- 10. CRP: 12/13th May New Views of the Darent Valley went very well with Saturday 12th being the busiest day. Sevenoaks Camera Club were impressed by the numbers of people attending compared to other exhibitions hosted at the Sevenoaks Library which is more off track. It helped that the Station café was open, however there were train strikes the weekend of which did hinder people from visiting.
 - Posters for Sale; selling very well- need to asses cafe selling point of view. Cards with graphic print of posters have been mocked up by Stuart Hillcock, finalizing with DVCRP Rail Officer, to be sold within Bat & Ball Station Café. Posters will also be for sale at the Station Christmas Market
 - DVCRP Posters are selling well, cards are up at the café for purchase. Swanley have their poster boards up at Swanley Station, and could have the potential to sell the posters and cards at one of their cafes or Information center.
 - Station Mural; Olga the muralist has completed both murals. First view of the murals were shown at STC staff meeting and feedback was very good- liking the colorfulness and how it will standout in the town. Town Team and CRP Steering Committee to be shown next before public consultations.
 - Education workshops: DVCRP Rail Officer has spoken with Educator Karen Bennet from Community Rail Network to discuss potential for Bat & Ball Station education program/ hub. Karen will look into Education Officer funding requesting for Southeastern Bid last year 2022.
 - Community Rail Week- promoted online, not event set up for it. Rail Trail packets are nearly sold out- these will be promoted still.
- 11. Forget-me-not café
 - Booked in Station Diary until December 2023 & speakers booked until November.
 - Marketing: **In your Area Campaign Advert £204 spent: Results;** In your area advert Times your GeoFlex advert was shown: 5,494, Times people saw your GeoFlex advert: 2,444, Times your GeoFlex advert has been clicked on: 21

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- Social media posts planned until June.
- Potential dementia friendly arts & crafts wellbeing workshop, run by a dementia friendly artist/leader. The volunteers are keen to help out with this and Elaine from Forget-Me-Not Café Group. Elaine has mentioned in the past of their being wellbeing workshops at Knole but no longer are viable, I have proposed that Bat & Ball Station can help with the restart of this.
Contacted: Creative Minds Art, Creativemojo, and Arts4Dementia
STC Town Clerk Helping Hands funding application has been approved, resulting in: 6 x Arts & Crafts activities at £80 = £480
12 x cakes at £30 = £360

12. Warm Spaces

- We've now completed Warm Spaces, with a big thank you our two brilliant volunteers Annie and Julie. As a thank you from me, Linda, and Bat & Ball Station we've given them a £5 voucher for the Café, a A4 DVCRP Bat & Ball Station Poster Print, and a thank you card.
- All of the left over coats went into the Rocking Horse Charity Donation bin at B&B Community Centre. Other coat donation enquiries, compiled a list of donation locations in Sevenoaks that take clothing and coats.

13. Heritage Trail- Working with the DVCRP Rail Officer on a Heritage trail around the Northern/Eastern/ St Johns areas of Sevenoaks. The trail would loop from Bat & Ball Station to Sevenoaks Station. This could include sites such as:

- Greatness Cemetery inc. The Kraftmeier Mausoleum
- The Mills at Greatness
- Greatness Mill Lane
- Bat and Ball Pub (now closed)

Rail Officer has provided me with The Sevenoaks Society Town Heritage Trail, which we can work from. Contacted Matthew Ball, local Kent Historian, is he might be able to pass on any more historical sites or features. Meeting with Rail Officer is planned mid March.

14. Awards and Nominations:

15. Signage:

- Investigate Reservoir signage from Kent Wildlife Trust, access from station side into the reserve. Discussed with STC Climate Officer as it would be part the green investment plan for Sevenoaks Town future.
Sign Scheme confirmed with Town Council for funding. STC Town Team Officer and Heritage Engagement Officer will need to discuss how Bat & Ball Station can benefit from this. This project is in it's final stages and costs are being formed, there is no due date.

16. Café:

- Social Media: Station café Manager runs Cafe in the Station Instagram account. Station café Manager has access to Café at the Station Facebook & Instagram account however isn't very active. Heritage Engagement Officer and Social Media & Events Officer have taken onboard both accounts to help post work. Station Café assistant Debbie is very good at photographing the food but isn't very confident about posting it on the official Facebook and Instagram page.
- Looking into advertising signs- Roadside advertising: Café can't be advised due to Sevenoaks District Council Regulations. Cafe sign will be part of the DVCRP Station mural. Contacted sign companies for 'Feather Flag' and other roadside advertising ideas which are sympathetic with the Heritage building.
- Green investment plan regulations- Vegan orientated events are being planned. Assessing gaining sponsorship from local produce companies. Microgreens are now selling their products in the café, bought through a Sale or Return Agreement.

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Fawkham Bee Company honey jar are now being sold at the Café.

➤ Supper Club

Posted on all social media and through Sevenoaks Mums website.

Sadly due to low numbers, the March and April Supper Club was cancelled. The next Supper Club is set for 10th June. Special leaflet with café advertising will be promoted at the Climate Fair on 29th April.

- More sites and businesses in Sevenoaks to link up with to promote and collaborate with to be researched. Such as Fiscal Yoga.
- Café Compliments 14/03/2023 “A hidden gem! I visited here whilst waiting for some work to be done on my car in the nearby industrial area. The ladies were really friendly, taking the time to have a chat with everyone who visited. Food was so good! Everything is made "proper" and homemade. I had a jacket potato and it was baked to perfection. Prices were good too! £5.95 for the jacket. It's really unusual for a station cafe to actually be decent! So I'm gutted I'm not local and can't visit more! But I'd highly recommend if you're in the area.”
- Pop up food vendor at Bat & Ball Café 1 evening a week being discussed. Advert is designed however STC Finance Officer needs to look into logistics/costs to establish a hire fee.
- Sandwich board sign put up at the Bat & Ball Centre during the week for advertising.

➤ Facilities

1. Sound limitations Sound acoustic conducted assessment, completed. The outcome was advised we obtain sound insulation improvements suggested by Able Acoustics: It is recommended that limits are set with the local authority and any amplification system locked in a tamper proof cabinet. It is also recommended that further controls in the form of a noise management plan, with a complaint procedure, be put in place.
2. Damaged poster Panel by Bat and Ball community center entrance side. Southeastern Facilities Team have the poster panel, the Station Manager at Sevenoaks is following up with a timeline.
3. Telephone- Heritage Engagement Officer to complete editing of sound recordings and reinstalled (takes a very long time and will be time constraint).
4. Damaged Bat and Ball Café window pane on 18/02/23, Station Facilities manager has reported it to BTP and order new window panes. HEO received quote from Sevenoaks Sign Lab for £114.89, rather than Yellow Ducks quote for £258.00.
5. Station bench- New revised quotes for both benches unpainted have been agreed with STC Finance Team. Work is now underway. Railway Heritage Trust to source grant funding £1000 new bench, damaged bench has an insurance payout of £1310. Interactive Hello lamppost scheme to be used for this new bench.
6. Garden plans from 2020 are going to be reviewed this March- May. The Station garden currently has a disused area; Gardener for Bat & Ball Station/Community Centre, STC Town Clerk, and Open Spaces Manager will meet to discuss. Empty space next to cycle racks could have a Inpost Locker for all parcels, there is currently one at Sevenoaks Station but no other in Sevenoaks- this will need to be agreed and assessed with STC Town Clerk.
7. Hall Hire; We get a lot of enquiries for hallhire however we don't tend to get people physically booking. As an experiment, we're going to put the HEO email on the hall hire info advertising, so they can show the space around and make it more personal. HEO has also looked into prices for the Station, as this could be putting off people and it's not quite price competitive to other similar hall hires locally. Notified STC Responsible Finance Officer and LL regarding this, awaiting to hear feedback. STC Hall Hire and HEO will look into the cliental who hire the hall to see what can be changed to fit their needs/price brackets .e.g. corporate meetings, family parties, local charity meetings etc.

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Events Calendar

Date	Event
March 23 rd 2023	English Tourism Week
April 13 th	Kings Coronation Workshop - Crown Making (before the Coronation)
April 29 th	Sevenoaks Climate Fair
May 6 th	Kings Coronation – Crown making craft table
May 13 th & 14 th	DVCRP x Sevenoaks Camera Club Exhibition
May 20 th	Sevenoaks Friends of Pontoise visit to Bat & Ball Station
June 10 – 18 th	The Big Green Week
June 14 th	Forget-me-not-café: The History of Train Masters and Sevenoaks Trains by Elliott Waters
June 28 th	DVCRP Community Rail Week Walk
TBC	Arts and Crafts Workshops
TBC	Short Talk event ‘All aboard for...’
July 3 rd 2023	Northern Sevenoaks Heritage Trail
July 12 th	Forget-me-not-café: ‘Do you remember’ dementia friendly quiz by Phil Raymond
August 11 th	Bat & Ball Station train arts & crafts
August 13 th	Forget-me-not-café: Elizabethan Ladies Layers Demonstrations
September 16 th	Heritage Open Day
September – July (school year)	School History Workshop
September – July (school year)	School Science Workshop
September 16/17 th	Heritage Open Day
September 23 rd	Vegan Market Sevenoaks (potentially for the Café)
October 11 th	Forget-me-not-café: The grand history of Sevenoaks Stag theatre by Andrew Eyre
November 8 th	Forget-me-not-café: Speaker to be confirmed
December 13 th	Forget-me-not-café: Arts with Creative Minds
TBC	Christmas Market
TBC	Christmas event; Santa meet and greet, Christmas tree, and crafts

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 Red= Priority Task

Yellow = Minor importance/keep an eye Task

■ Green = General Tasks

■ Blue = New Task Ideas

[illegible]

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	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Specific Actions and Progress
					<p>0</p> <p><u>Damaged Bench</u> £2,020.00 - £1,310 Insurance payout = £710</p> <p>£45 contract change</p> <p><u>Over STC payout</u> cost = £3,232.60</p>					
2	Formal Learning/ School & Children									
2.1	History Workshop History workshop relating to the station, station building, and significance to Sevenoaks.	Primary schools KS1 & KS2 Target 3 per year	<p>School children will have the opportunity to experience hands-on learning activity.</p> <p>-Young people to learn about local heritage/ Sevenoaks</p> <p>-Learn about the history of Victorians and what they bring to our English History</p> <p>Curriculum Based Lesson Plan for teachers.</p>	<p>Lesson Plan</p> <p>Site visit</p> <p>Information talk</p> <p>worksheets with Q & A</p> <p>potential for dressing up</p> <p>Risk Assessments</p>		<p>Review pupil/teacher evaluation.</p> <p>Feedback from new (hopefully) heritage explainers/art & craft volunteers and past ones.</p> <p>Repeat bookings by schools.</p>	-Insufficient interest or resources to enable take up by local schools. -H&S risk assessment for school children external visits.	HEO		<p>Design a lesson Plan (KS1 & 2); read through survey for teachers and children- make minor improvements</p> <ul style="list-style-type: none"> ➤ Make larger costumes/ most accessible. ➤ Maybe purchase chalk board, as a different form of engagement ➤ Currently recruiting volunteers ➤ Currently completing lesson plans ➤ Volunteer will assist with lesson plans ➤ Network Rail - women in rail talk and sourcing ➤ Historic days – e.g. Christmas and architecture (simple)
2.2	Science Project A science project with local schools looking at steam as form of power and linking back to steam engines.	Primary Schools KS2, KS3 1 – 2 per year	<p>Benefit for school children & teachers of linking a curriculum-based science activity with a local heritage project.</p> <p>Work sheets provided</p> <p>Research potential to combine with visit to station of a steam train.</p>	<p>Lesson plan</p> <p>Including site visit</p> <p>Information talk</p> <p>Worksheets with Q & A</p> <p>Risk Assessments</p>		<p>Pupil, teacher evaluation.</p> <p>Successful with combining with steam train visit.</p>	- Insufficient interest or resources to enable take up by local schools. - H&S risk assessment for school	HEO		<ul style="list-style-type: none"> ➤ Volunteers brought model steam engine to demonstrate how steam works to power engines (this was received well, if volunteers were to get back in contact/contacted.) <p>Other activity layout ideas:</p> <ul style="list-style-type: none"> ➤ Currently awaiting volunteer recruitment

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							children external visits. - Sourcing external teaching resources			<ul style="list-style-type: none"> ➤ Set up the main hall as train stops (similar to the arts & crafts layout) ➤ -Each stop has the different activity, and the final stop would be the seaside holiday? ➤ Layout the hall using sticky tape on the floor for train tracks (can change) ➤ Could use a conductor hat or wooden train whilst to keep engaged.
	Activity Description	Audience	Benefits for People	Resources	Cost	Methods of Evaluation	Risks	Resp.	Pred. Start Date	Progress
3	Informal Learning/ Inhouse Events									
3.1	Volunteer Lead: History Lectures and talks via interactive slide presentation and Q & A	-Community voluntary groups -General Public	-To be able to learn about the heritage of the Bat & Ball. -Engage into local knowledge and past stories	-Research information. -HEO -Heritage Explainers Volunteers -Promotional material e.g. short video / power point / information sheet.		Number of Events held Attendance numbers. Feedback sheets. Repeat requests.	Lack of interest of public. Unable to source speakers.	HEO	TBC	Past: 5 talks with Ed Thompson (Heritage Talk), David Killingray (History Talk), and Roger Johnson (Thomas Crampton Talk). Average attendance: 40 <ul style="list-style-type: none"> ➤ Awaiting volunteer recruitment ➤ Revisit past talks, utilising recruited volunteers. ➤ Source exterior speakers- used for schools/colleges and companies.
3.2	Children Arts & Crafts Workshops	Children and young people aged 4 – 14, parents and carers	Enabling children to participate in art activities at the same time learn about the heritage of the building. Pride in having artwork displayed. Evidence of community engagement in the projects. Free events for more vulnerable families Promote café.	Volunteers Recycled materials for artwork Marketing	£43.41	-Number of events held x3 -Amount of artwork produced. -Attendance number -Feedback.	-Lack of interest from public. -Expertise to assist with artistic element.	Youth Council Heritage Engagement officer	July Booked at B&B station 5th, 12th, 19th August 10-3pm.	Event Plan is complete. Event completed; worked very well. Can be shorter time periods during the day (3hr sessions).
3.5	Kings Coronation	General Public	Enabling children to participate in art activities at	Volunteers Recycled	TBC		Lack of interest	Youth Council	13 th April 2023	Crown making workshop with STC Youth Council Officer.

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			the same time learn about the heritage of the building. Pride in having artwork displayed. Evidence of community engagement in the projects. Free events for more vulnerable families Promote café. Promote Kings Coronation	Materials			Lack of volunteers	Heritage Engagement Officer		Crown Making table set up for Kings Coronation Big lunch 6 th May
	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Progress
4	Volunteer									
4.1	Volunteer researchers	Volunteers General public School children Future generations	Obtain research relating to and create historical records. <ul style="list-style-type: none"> Station building Station building history Significant events Railway heritage significance Memorabilia e.g. railway posters Impact on surrounding area, how it has changed, including social history Lives of previous employee at the station Develop of businesses in the area. 	-Recruitment - Person Spec./ JD -Support HEO -Volunteer Badge/Kit -Demonstrate appreciation; café discount, invitation to mayoral/civic events	Previous spend £1,000;	-Number of volunteer researchers involved. -Number of volunteering hours. -Quantity and quality of research achieved. -Future use of research. -Feedback from those involved.	Time and resources to collate and consider input from volunteers. Insufficient interest from volunteers. Ability to check accuracy of research.	Town Clerk & HEO		<ul style="list-style-type: none"> ➤ Develop new job description; to be posted on volunteer section of website ➤ Contact past volunteers ➤ Information was available at Open Days <ul style="list-style-type: none"> ○ Once groups is established, further events such as coffee mornings and groups meetings with be organised.
4.2	Volunteers (All)	Staff Volunteers General public	Volunteers will benefit through the act of volunteering and the new roles created. Volunteers will gain new skills and new knowledge. Volunteers will gain from work experience.	Recruitment Person Specification/ Job Description -Volunteer Badge -Demonstrate appreciation – café discount,	Past: Previous spend £500 £800 on corporate clothing Future: £TBC	-Number of volunteer researchers involved. -Number of volunteering hours. -Quantity and quality of research achieved. -Future use of research.	Number of interested applicants. H&S relating to volunteers. Ensuring consistent level of representation	HEO.		<ul style="list-style-type: none"> ➤ Contact past volunteers and recruit new. ➤ Design and create document to be send out, supporting headhunting ➤ Introduce volunteers to future events <ul style="list-style-type: none"> ○ Once groups is established, further events such as coffee mornings and groups

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			Volunteers will benefit through training opportunities and support to learn new skills. Volunteers to feel that their contribution is appreciated.	invitation to mayoral / civic events.		-Feedback from those involved.	n.			meetings with be organised. ➤ Working with Imago and attending their meetings.
4.4	Volunteer Open Evening	HEO and general public	-Gauge a feel for groups and different roles. -Reintroduce past volunteers and what events have changed.	-B&B station Café -B&B station Booking Hall	£13.99 for lanyards	-Email correspondence	-No interest	HEO		
4.5	Information Leaflets	General Public	The production of an information leaflet / postcard to be made generally available. To enable the general public to learn about the heritage and significance of the station and station building and the restoration project.	Production of copy, images and information for postcard.	N/A	Feedback from leaflet.		Town Clerk & HEO		<ul style="list-style-type: none"> ➤ Designed Flyer – posted out in town & socials ➤ Setting up Volunteer Opportunity Event in 20th October with Imago. ➤ Infopods aren't used anymore. Need to organise taking it out of the Station Café as it takes a lot of space.
4.6	Training including Customer Service Training	Staff Volunteers	Staff and volunteers to benefit from customer service training. General public to benefit from trained staff and volunteers. Volunteers to be invited to be included in all STC regular training events e.g. First Aid, Fire Safety. 1 every 6 months.	To arrange specific customer service training. Include invitation for volunteers in all STC training events	Past £1,000 (£500 each)	Number completing Customer Service Training. Number completing additional training. Feedback.		Town Clerk		<u>Training</u> First Aid Fire Safety Disability Awareness Basic customer Service Training <u>Class for Volunteers & Staff to Uptake</u> <ul style="list-style-type: none"> ➤ Sign Language ➤ + other classes that other volunteers might want to teach <ul style="list-style-type: none"> ○ This will enable a safe space for volunteers and make the station a comfortable space where they can learn and work. ➤ Network rail/ Good Samaritans suicide prevention training via DVCRP to be organised 09/2022
4.7	Friends of Bat & Ball Station	Friends of Bat & Ball Station	Awareness of Friends of scheme Quarterly updates and new events Enable the public to engage more the station and how	Newsletter Leaflet Meetings and agendas Friends of Sevenoaks	Royal size poster £20 + vat X40 Tri fold	Sign up's Website statistics Meetings		HEO Linda Larter Friends of Bat & Ball	Continuous.	Create New newsletter will be scheduled quarterly Posters have been made <u>Meetings</u> Friends of Sevenoaks and Friends of Pontoise

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			it's used		leaflets £39					meeting Saturday 20 th May 2023. Event plan has been formed.
4.7	Oral History Workshop		For volunteers to teach about history, and use recording equipment. -Could reuse these sessions for History Workshops	-Oral History Tutor -Volunteers		Feedback from volunteers	-Not enough volunteers -No available tutor	HEO		
	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Progress
5	Formal Outside Events									
5.2	Heritage Open Days 8 th – 18 th September	Staff Volunteers & General public	Open up the building on Heritage Open Days, manned by Heritage Explainers to provide information about heritage. -Promotion and publicity for the venue	Marketing Heritage Explainers Event Plan	£760	Event takes place as planned. Attendance Feedback and evaluation Via on line or printed surveys.		HEO	Event cancelled due to death of the Queen	Event plan is complete and costings spreadsheet. <ul style="list-style-type: none"> ➤ Crampton Museum volunteer talks ➤ Elliot Water from Southern Rail coming down to provide talk on Historic Station Masters. ➤ Vintage bus + other vehicles linking with Swanley Park. ➤ Swanley Park setting up vintage car show. ➤ Victorian afternoon tea with Young Queen Victoria Actor and Prince Albert ➤ Railway rides at Bat & Ball Centre ➤ Miniature railway display at the station. ➤ Detective trail for children around the station. ➤ Victorian Fire Brigade display TBC £1500 <u>Arts & Crafts Table</u> <ul style="list-style-type: none"> • Template Victorian Postcard (post into the letter box) • Victorian Holiday Scrap book; tea stained paper, lots of images of sev, add writing, and map into a book!
5.3	Halloween/ Station After Dark	-Staff -Volunteers -General public -Local businesses	-Promotion and publicity for the venue -Secrets of the Building/special access/ any old stories -Linking boarder Sevenoaks	-Marketing -Heritage -Explainers -Event Plan -Other Sevenoaks	The Creation Station £500.	-Views on website and engagement by social media. -Attendance at events		HEO	29 th October & 31 st October	Creative workshop for families around Halloween. Slime workshop, and paper crafts. Pumpkin Trail St Johns Hill Linked with Wealden Properties shops to use as shops within the trail

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		-Sevenoaks promoted.	Heritage Sites together	Heritage sites	£8.78 Hallowee n Décor Extra pumpkins £12.99 Leaf garland £10.99 Paper Cups £18.03					
5.4	Murder Mystery Supper Night	-Staff -Volunteers -General public -Local businesses -Sevenoaks promoted.	Promotion and publicity of the venue Promotion of Supper Club	-Event plan -Marketing -Liaising with Steam train provider -Actors		-Attendance at events		HEO Others TBC	TBC	Similar to Great Central Railway - £74 pp not inc. train ride. ➤ Incorporate Supper Club event. ➤ Could hire Youth Group to perform during meals featuring Railway Madmen (man men on steam trains, they used to be locked in train carriages).
5.5	Community Rail Partnership (CRP)	Stations & villages: Sevenoaks Otford Shoreham Eynsford Swanley	-Promoting local villages, tourism facilities thus growing the visitor economy -		£19.80 X3 = total £59.40 TBC £1,396.80 inc. 20 VAT Sevenoaks Camera Club x DVCRP exhibition: <u>Lealfets</u>					Promote the Station Promote DVCRP Work with local businesses and community <u>Samaritains Suicide Prevention Training</u> No date set. Will involve all volunteers and staff that are present on the railway. Rail Officer to organise as part of DVCRP.

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					£59 <u>Posters</u> £20					
5.6	Forget-me-not café	General Public Carers People with memory difficulties	Provide a space for companionship, peer support, entertaining activities for people living with memory loss and carers/family members. Public free space for people interested in join the memory cafe	TBC STC Staff member Friends of Bat & Ball Station	28 area advert: £240 Fabric Handrail x5 £150 inc. Tax Bunting £14.99 Leaflets £48 <u>Helping Hands Funding:</u> 6 x Arts & Crafts activities at £80 = £480/ 12 x cakes at £30 = £360	Visitor Count Demand for differing activities	Insufficient interest	HEO Friends of Bat & Ball Forget-me-not café SDC	December	Talks and speakers for event Official registration with Forget-me-not café Working with SDC 10 – 12pm Booked in Station Diary until December 2023
5.7	Warm Spaces	General Public	Provide a warm space for public Free talks to public Government> Councils initiative	Talks STC staff member Friends of Bat & Ball Station	Banner x2: taxo Clear Storage Box £21.99	Visit count		SDC	November	Talks and Speakers for event Free coffee/tea for public 2 nd hand coat rack Book Swap 9am – 12pm Might link up to local Food Banks
5.6	English Tourism Week This is link to Mike Reid- app heritage trail; however if	-General Public	Provide an opportunity to engage with local stakeholders (MP's), increase awareness amongst domestic/overseas visitors. through the use of a	TBC	TBC	-Feedback from the public - Working with other venues, seeing the overall outcome.	-Insufficient interest from general public and volunteers -		March Time 2023	<u>Update</u> ➤ Bat & Ball Station not part of trail ➤ Would be good to organise trail 2023 inc. Bat & Ball Station

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	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Specific Actions and Progress
	too late, could like to paper based trail		strapline for the event.			- Visit Kent 'English Tourism week' being cancelled.				
5.7	Heritage Trail	-General Public		-Volunteers -General Public	TBC				3 rd July 2022 through Sevenoaks Society	<ul style="list-style-type: none"> ➤ Promote Heritage ➤ Promote Station ➤ Engage local community ➤ Work with DVCRP
5.8	Christmas Event	General Public	Community Christmas celebration Victorian traditions of Christmas tree decoration	-Volunteers -General Public			-Sourcing Father Christmas -Source Christmas Tree Not Enough decorations made from Arts & Crafts Workshop Cracker Snaps £12	HEO	10 th December	<ul style="list-style-type: none"> ➤ Father Christmas meet and greet ➤ Station café will be open ➤ Decoration of Christmas tree.
5.9	Christmas Market	General Public	Local sellers and producers	Volunteers Liaising with Stall holders Liaising with Cafe	N/A	Stall holders Attendance	Not enough stall Not enough engagement			<ul style="list-style-type: none"> ➤ Promote local produce ➤ Promote Café ➤ Engage community ➤ Fees charged for stall holders
5.10	Awards and Nominations	Public	Public to learn about the heritage of the station and the restoration project Civic pride Gaining recognition of the project		N/A	Gaining an award	Competition from other projects	Town Clerk HEO		<ul style="list-style-type: none"> ➤ Loo of the Year Ward- completed ➤ Cycle Friendly Places Award completed – bike planter has been build- plants needed.
	Public Amenities / Activities	Audiences	Benefits for People	Resources	Cost	Methods of Evaluation	Risks	Resp.	Predicted Start Date	Progress
6	Café									
6.1	Provision of café to provide venue for social interaction and sustainable income./ Station Area in general	Volunteers Commuters General Public	-Refreshments whilst waiting for train and nearby residents and local businesses. -External Sevenoaks People meeting place. -Dog walkers (note from a puppy guid dog trainer uses café regularly).	Contract Management. Liaison with Station facilities manager Recruitment for new staff	% of total cost/ Profit Made. £14.99	-Employment of qualifies staff. -Award of 'Score on the Door' -Attendance numbers. -Sales & profit	-Unable to recruit staff. -Customer numbers and Spend per head	-HEO Café Manager		<u>Engaging in Trends</u> Using trends to steer the café; autumn pumpkin spice latte, Veganuary... Utilizing the coffee brand used for advertising. <u>Environmental</u> Inducing Meal of the Month, donating a particular percentage % of the meal to a charity of choice.

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	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Specific Actions and Progress
					Bud vases					
6.2	<u>Event:</u> Silver Sunday Event	Elderly Sevenoaks Residence	-Reminder of facilities provided by lottery. -Opportunity to use non-winning ticket to win coffee and cake.	-Café Staff hire for evening	Pippa = £70 ph		-Lack of tickets sold/interest in event.	-HEO -Café Manager -Others TBC	Nov	➤
6.3	<u>Event:</u> Produce/Farmers Market style Link B&B Merchandise	-Local Business' -General Public -Community Rail Project/DVCRP	-Supporting Local artisans/businesses -Only venue in Sevenoaks selling Kent Produce. -Help sustain local economy -Learn about British farming/agriculture.	-List of retailers/businesses -Risk Assessment -Café Staff Assistance		-No. of visits to the market -No. of retailers/producers -Feedback from Retailers/producers - Feedback from		-HEO -Café staff/manager -Others TBC	TBC	<ul style="list-style-type: none"> ➤ Discuss more clearly with Café manager what has/hasn't been selling. ➤ Promotion in Sevenoaks News Paper/Town Crier. ➤ Socials; B&B station Facebook, other Facebook market groups, website ➤ Approach local business within Kent ➤ DVCRP merchandise that DVCRP Rail Officer mentioned.
6.4	<u>Event:</u> Super Club (Continuing on)	-General Public -Healthy Eating - Local produce	-Supporting Local produce -Encourage Healthy eating. -Profit for B&B café -Open café & station as a meeting place for the community	-Risk Assessment -Alcohol License -Marketing plan	Leaflets £29 x60.	-Feedback from attendees -Feedback from Station Manager -Calculation of incoming/outgoing/profit	-Lack of interest from general public -No profit -Time efficiency	- Station café manager Station café staff	TBC	
6.8	<u>Sale of Kent produce</u> Within the café to enable local producers to advertise and sell products.	-Local producers -General Public	-Only venue in Sevenoaks selling Kent Produce. -Help to sustain local economy. -Healthy food options for local people.	-Marketing plan. -Ordering system		-Number of producers stock in place. -Number of repeat orders. - Lack of interest from local suppliers.		-Town Clerk & Café manager	-Continuous	Riverfood Café might be an interest. Corban Coffee was previously sold within the café, could be incorporated in future markets and events.
6.9	<u>Information</u> To provide access to local information and linked to national websites by the installation of an infopod, information screens and	-General public -Volunteers -Schools -Commuters -Tourists	-Access to information on or off site. -Ability to learn about heritage and activities.	-Branding -Creation of website -Infopod Information screen		-No. of visits to website -Literature distributed and read -Feedback		-HEO -Others TBC		Station interior South Eastern Heritage Posters delivered x6 A2 and hung.

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	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Specific Actions and Progress
	printed literature.									
6.10	<u>Public Toilets</u>	-Commuters -General Public -School children -Café Staff	Provide accessible and well maintained public toilets for use by commuters, school children and general public.		Emergency callout £474.00 inc. 20% VAT 2nd Maintenance £1,254.00 inc. 20% VAT January 2023 service £395.00 Emergency callout £ Replacement Pump: £556.80 inc. 20% VAT	Number of people using facilities. Comments to café staff about toilets				<ul style="list-style-type: none"> ➤ All works have been completed ➤ Contact set up with Haden Pumps.
6.11	<u>Public Rooms for Hire and community use</u>	-General public -Voluntary groups -School children	To provide two public rooms for hire and to hold activities as identified in the Activity Plan. Generate income for the B&B Station.	Architectural design Construction project	£N/A Advert in Sevenoaks Cinderella Entertainers programme Full page £100	Number of hires and events. Feedback from users	Planning: Planning Application: £116 27/09/22 Able Acoustics quote £1,280 Phone to speaker Aux. £8.65	TBC		<u>Update</u> <ul style="list-style-type: none"> ➤ Update hire T&C's

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	Activity Description	Audience (s)	Benefits for People	Resources	Cost	Methods of evaluation	Risks	Resp.	Pred. start Date	Specific Actions and Progress
6.1 2	<u>Wayfind Signage and/or cycle path</u>		-Better access for new and old residence - communising to London, schools, shopping, and leisure - awareness of heritage stations and railway links -Links to exterior greener spaces outside of Sevenoaks.		TBC					<p>No wayfinding signage</p> <ul style="list-style-type: none"> ➤ Link to STC Town Team Officer wayfinding signage proposal ➤ There also isn't a bike trail, Young Council mention bike trails being a priority, particularly as lots of schools use the station at peak times. <p>Green Community Investment Plan 2021:</p> <ul style="list-style-type: none"> ➤ Cycle path from Bat & Ball Station to Dunton Green Station within the Northern Sevenoaks Masterplan. ➤ STC will investigate & obtain costs for a professional feasibility study. ➤ STC will also lobby for the inclusion of the proposal in KCC/SDC Strategies/ Movement Strategy/ LC WIP/ Dunton Green parish council.