

Following the successful Staffordshire Hoard on Tour 2011, local and regional partners are committed to developing a permanent Mercian Trail across the region to help bring the story of ancient Mercia and the Staffordshire Hoard to life for residents, school children, students and tourists alike.

The proposed trail will take visitors on a voyage of Anglo-Saxon discovery by highlighting and elevating the region's existing Anglo Saxon treasures, stories, linked venues and specialities.

In the north, the Staffordshire Hoard Mercian Trail will uncover Staffordshire's Anglo-Saxon heritage and explore the history and politics of ancient Mercia at The Potteries Museum and Art Gallery in Stoke on Trent. Initially this will take the form of a Cultural Olympiad temporary gallery, and longer-term a newly developed Staffordshire Hoard Gallery, displaying the hoard alongside other Anglo Saxon Staffordshire treasures.

Then at Lichfield Cathedral, the Staffordshire Hoard's links to early Christendom, the Lichfield Angel and the St Chad Gospels will be explored. A display of hoard items and replicas will be housed in the Chapter House of the Cathedral, alongside the newly redisplayed Angel and Gospels and linked interpretation.

The trail will then move to Tamworth Castle, where the bloody battles and the history of the King's Seat will come to life. Tamworth's own geographical importance, on the border of Offa's Dyke, and the home of an Anglo Saxon mint will also be explored. Initially this will take the form of interpretation, replicas and a small display of hoard items. Longer-term a newly refurbished display in the top floor of the castle, with a larger display of hoard items, will be developed.

The trail's most southerly point will be in Birmingham, where Britain's international significance as an Anglo Saxon trading hub and early jewellery making will be examined at Birmingham Museum & Art Gallery. Initially this will be in Gallery 12 of the museum and longer-term in a newly developed Staffordshire Hoard Gallery.

The outreach ambitions of the permanent venues will be supported by a touring exhibition, led by Staffordshire County Council. Containing interpretation, replicas and handling items, along with a wealth of educational material, the exhibition will tell the story of the Staffordshire Hoard's discovery through the archaeologist's eye and help spread the story of ancient Mercia, across the region and further afield. It will be a modular system and will tour schools, colleges, community venues, smaller museums and more.



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Section 1

Why the Staffordshire Hoard Mercian Trail?

The Staffordshire Hoard has the potential to shine a light on our rich Mercian heritage and expose our regionally significant stories in a linked and meaningful way. The development of the Staffordshire Hoard Mercian Trail also honours donations by people across the region, and their desire to see aspects of the treasure close to home. It also underpins the partners' ambition to generate a wide sense of civic pride and maximise economic regeneration through the discovery of the Staffordshire Hoard.

The wider stories of Anglo Saxon Staffordshire, the international trade routes, and the craftsmanship involved in creating the hoard need to be told. The historical links with the find site and regionally important historic locations and treasures such as Lichfield Cathedral, the St Chad Gospels, the Lichfield Angel and Tamworth Castle also need to be elevated and strengthened as part of the trail.

Long-term the partnership is also keen to follow the story of the hoard where it leads, and potentially link into and elevate other regional stories, from the graves of Anglo Saxon kings in Repton to the stories of Wulfruna in Wolverhampton.

In terms of economic impact, the Staffordshire Hoard Mercian Trail will enable local sites to generate increased visitor levels and open up business opportunities through the presence of hoard displays, which will both have a direct impact on the local economy. In terms of community engagement and education, the wider spread of local sites will enable more members of the community to become involved, and therefore feel connected to the future of the hoard story and the region's Anglo Saxon heritage.

With the hoard now owned by our two regional museums (Birmingham Museum & Art Gallery and The Potteries Museum & Art Gallery), the partnership believes the visitor and community offer will be strengthened through the creation of the Staffordshire Hoard Mercian Trail, featuring four different displays, each focusing on different elements of the story, supported by a touring exhibition.

Section 2

Key aims of the trail

The Staffordshire Hoard Mercian Trail will work to tell the story of the region's rich Anglo Saxon history and, in particular, the histories of the venues on the trail by linking them to the story of the Staffordshire Hoard. The key aims of the partnership include:

- Position the region as 'the nation's home' of Anglo Saxon history.
- Raise the profile of the region, internationally, nationally and regionally through the story of the Staffordshire Hoard and our linked artefacts and history.
- Raise the profile and continually promote the Staffordshire Hoard and thereby underpin the fundraising efforts to conserve and research the treasure.
- To develop a wider understanding of the region's Anglo Saxon heritage through a programme of displays, exhibitions, academic study and debate.
- Drive visitors between the galleries and venues on the trail, and increase the visitor and economic impact of the Staffordshire Hoard.
- Spread the educational benefits of the Staffordshire Hoard and linked Mercian Trail heritage as wide as possible, through a displays, events, a touring exhibition and programme of outreach activities.
- To take the story of the hoard to as wide an audience as possible through a touring exhibition, living history events and programme of outreach activities.
- To have a positive community, economic and education impact in all the host cities and towns.

Section 3 Staffordshire Hoard Mercian Trail governance

In order to achieve the key aims of the partnership a more robust governance arrangement is necessary to underpin future activity. This will be achieved in two stages:

Priority one Memorandum of understanding

Delivery partner	All partners, according to local need
Timeframe	December 2011

In the short term a Memorandum of Understanding (MOU) will be created to confirm the commitment of the partners to the creation and development of the Staffordshire Hoard Mercian Trail.

The Memorandum of Understanding will detail:

- in principle commitment to loans to Staffordshire Hoard Mercian Trail Partnership venues – exact details of loans will be formalised in individual venue arrangements (see page 7)
- partners' joint commitment to developing the Staffordshire Hoard Mercian Trail
- agreed partnership activity – short term and long term
- immediate funding and management of funds
- governance arrangements – format of meetings and groups
- agreement on investigation into longer-term governance arrangements
- use and management of funds
- administrative support
- re-use of Staffordshire Hoard on Tour 2011 assets
- quality mark – and what venues need to achieve to be incorporated into the Staffordshire Hoard Mercian Trail

The memorandum of understanding will not detail the loans agreements between the Staffordshire Hoard owners (BMAG & PMAG) and the Mercian Trail venues. These will be drawn up and managed separately.

Priority two Governance structure development

Delivery partner	TBC
Funding	TBC
Timeframe	TBC

Long-term a more formal arrangement may be drawn up to support the ongoing development of the Staffordshire Hoard Mercian Trail Partnership. Legal advice and guidance will be sought by the partnership as to the most appropriate structure and benefits of different approaches.

The partnership will work together to drive any future development forwards through the governance arrangements agreed as part of the Memorandum of Understanding.

Section 4

Governance of Staffordshire Hoard Mercian Trail galleries/displays

The galleries/displays within the Staffordshire Hoard Mercian Trail will be managed and governed by the individual venues. In order to become a Staffordshire Hoard Mercian Trail gallery/display and retain this status, venues will agree to:

Deliver and maintain displays to an agreed quality measure

The displays at each venue will have to attain an agreed quality/ be approved by the partnership and detailed in the Memorandum of Understanding/ future governance arrangements.

As joint owners of the Staffordshire Hoard and lead bodies in the conservation and research programmes, displays at BMAG and PMAG will follow the Staffordshire Hoard guidelines and be approved by the museums according to the existing Joint Venture agreement.

As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be reviewed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

In addition, the displays within the Mercian Trail will be reviewed annually by the Staffordshire Hoard Mercian Trail Partnership governance structure to ensure they attain and promote the required quality of the Staffordshire Hoard Mercian Trail.

Staffordshire Hoard loans

The joint owners of the Staffordshire Hoard (BMAG and PMAG) will commit to providing Staffordshire Hoard Mercian Trail venues with a set number of types of items on a long-term basis. They will also commit to some rotation of 'star items' to ensure that each of the venues has the opportunity to promote visiting pieces and raise the impact of the displays. Due to the competing demands on the Staffordshire Hoard, they will not however commit to specific pieces remaining within the Mercian Trail displays on a long-term basis. This is so the museums can allow for flexibility/movement of items to support the ongoing conservation and research programme, as well as the demand on key items from other exhibitions

As the owners, BMAG & PMAG will devise and lead on loans rotation schedule. This schedule will be led by the research and conservation timetable, and also take into consideration the competing demands on the hoard from the Mercian Trail venues as well as other potential displays – both national and international.

Any changes to the loan items will be communicated directly to the Mercian Trail venues, giving adequate notice (where possible) of rotations and movements. The schedule will also be regularly presented to the Staffordshire Hoard Mercian Trail Partnership governance structure for information. This will be detailed in principle in the Memorandum of Understanding (see page 5) and any future governance arrangements. It will be formalised and set out in detail in individual loan arrangements between Staffordshire Hoard Mercian Trail venues and the joint owners (BMAG & PMAG). Loans will only be offered if the venues achieve the required security/insurance etc standards, as set out in the loan agreements.

Section 5

Staffordshire Hoard Mercian Trail Partnership action plan

The Staffordshire Hoard Mercian Trail partnership will deliver the following activities. Activities are listed as either Priority one or Priority two.

Priority one activities Pages 7 - 9

These activities are considered urgent and need to be progressed as soon as possible to ensure that the marketing momentum and awareness of the Staffordshire Hoard and the Mercian Trail generated as part of the Staffordshire Hoard on Tour 2011 exhibition is maintained and developed.

Priority two activities Pages 10 & 11

These activities will be considered for delivery when the governance arrangements and funding of Staffordshire Hoard Mercian Trail Partnership are better established.

Priority one Brand development

Delivery partner	Lichfield District Council
Funding	Lichfield District Council currently holds the required funds to complete the work on the development of the Staffordshire Hoard brand and guidelines.
Timeframe	December 11/January 12
Appendices	The Staffordshire Hoard Mercian Trail brand will be owned and governed by the Staffordshire Hoard Mercian Trail Partnership. The partnership will enter into an agreement with Lichfield Cathedral to use the St Chad Font as part of the Staffordshire Hoard Mercian Trail logo. For details see Appendix 1

The brand of the Staffordshire Hoard Mercian Trail has been partially developed as part of the development of its parent brand – the Staffordshire Hoard.

In order to develop the Staffordshire Hoard Mercian Trail brand and effectively market it to visitors, the brand development needs to be completed, together with the development of a style guide, brand management solution, and image and logo library.

This activity was delivered for the Staffordshire Hoard by Lichfield District Council, in partnership with the chosen design agency, and it is recommended that this format is replicated to take forward the development of the Staffordshire Hoard Mercian Trail brand.

Priority one Re-use of tour assets and immediate interpretation strategy

Delivery partner	TBC
Funding	TBC
Timeframe	TBC
Linked work	Section 6 – Venues actions – developing local displays
Appendices	TBC

A vast amount of work was invested in developing interpretation for the Staffordshire Hoard on Tour 2011. A wide range of assets were created – from physical items such as benches through to digital assets that can be reused in many ways.

A full inventory of assets will be drawn up. The physical assets will be shared to support forthcoming exhibitions, and agreed by the Staffordshire Hoard Mercian Trail Partnership. Digital assets will be distributed freely amongst the partners for re-use in the creation of venue displays.

As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be agreed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

Venues will be free to display other linked treasures and assets as part of Mercian Trail displays, however any direct references to the Staffordshire Hoard will need to be reviewed by the Staffordshire Hoard Mercian Trail Partnership to ensure they do not conflict with developing learning and study.

Priority one Short term marketing development and delivery

Delivery partner	Lichfield District Council
Funding	TBC
Timeframe	December 11/January 12
Appendices	Draft Mercian Trail leaflet – appendix 3

In order to protect the brand, whilst also achieve maximum exposure, it is propose that a suite of central marketing tools are developed, which can then be adapted and localised, in line with the brand guidelines, by each venue. This approach worked well for the Staffordshire Hoard and the Hoard on Tour 2011 exhibition, where the brand toolkit was distributed and updated through a shared web resource.

It is proposed this model is adopted in the immediate term to establish the following tools, in the short-term.

- A central leaflet (see appendix 3).
- A suite of adaptable adverts (suitable for local guides and publications).
- Monthly Mercian Trail website updates / e-newsletters.
- A suite of online adverts for websites.
- Agreed central texts.

Priority one Short term website development

Delivery partner	Lichfield District Council, in partnership with BMAG & PMAG
Timeframe	Lichfield District Council can deliver this work cost free, in partnership/agreement with the web master from Birmingham Museum & Art Gallery.
Funding	December 11/January 12

Lichfield District Council developed www.staffordshirehoard.org.uk on behalf of the hoard owners (BMAG & PMAG). In the short-term the website will be updated to include:

- A Staffordshire Hoard Mercian Trail section – linked from the top navigation bar
- Separate pages for each venue – linked to some hotel and restaurant offers in each location
- External links to other tourism sites

This work can be delivered within existing resources.

Priority one Academic research on the history of Mercia

Delivery partner	TBC
Funding	TBC
Timeframe	TBC

In order to succeed in positioning the Mercian region as ‘the nation’s home’ of Anglo Saxon history, the partnership needs to invest in building this profile through a programme of academic research and discovery.

A constant feed of news stories about the region’s rich Anglo Saxon heritage and emerging research/findings will help to further cement the credibility of the region’s place in the story of the Hoard and the story of Anglo Saxon Britain.

As a priority, the partnership will commission a programme of academic research centred on the history of the Mercian region, aligned to the work already being undertaken by the Research Advisory Panel and the Conservation Advisory Panel.

Approved priority two Long term website development

Delivery body	Lichfield District Council
Funding	Quote to be created. Bid to be put to Staffordshire Hoard Central Funds pot.
Timeframe	Mid – late 2012

Long term the partnership will develop a separate website for the Mercian Trail, which will offer wider scope for tourism related activities and independent development activity.

This will be delivered by Lichfield district Council and could include:

- Google mapping
- Twitter feed
- Facebook links and other social network plug-ins
- Newsletter sign-up functionality
- Academic research section
- Advertising opportunities for local businesses

The URLs www.themerciantrail.org (.co.uk and .com) and www.merciantrail.org (.co.uk and .com) have been acquired. These are temporarily in ownership of Lichfield District Council, but will pass to the Staffordshire Hoard Mercian Trail governance structure as part of the Memorandum of Understanding (page 5).

➡ The following activities will be considered for delivery when the governance arrangements and funding of Staffordshire Hoard Mercian Trail Partnership are better established.

Priority two for consideration **Centralised partnership fundraising**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will raise money to create their exhibitions/galleries, and their funding targets – see appendix 2

Long term, the partnership may want to raise funds to deliver core activity across all partners such as:

- academic research
- educational programme
- central marketing and website development

This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

Priority two for consideration **Centralised press and media**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how press and media will be handled in the short-term – see venue actions (pages 11 & 12)

Long term the partnership may want to review how the press activity is delivered, so that maximum results can be achieved – from securing articles in trade publications to targeting key travel trade and visitor publications both in the UK and overseas.

The service may also include a clipping and press monitoring service. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

Priority two for consideration **Centralised marketing**

Delivery partner	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how marketing will be handled in the short-term – see venue actions (pages 11 & 12)

Long term the partnership may want to review how the marketing activity is delivered. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

- Annual planned advertising campaign, underpinned by central budget – allows for strategic targeting internationally, nationally and locally.
- Annual updates to central Staffordshire Hoard Mercian Trail leaflet/guide.
- Direct marketing and customer database management.
- Group travel programme development and travel trade promotion – trade fairs etc
- Visitor initiatives – a Mercian Trail pass.
- Arrival signage and cross marketing signage – to promote other venues on the trail.
- Impact surveys and customer monitoring.

Priority two for consideration **Mercian Trail merchandising development**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will be able to stock/sell linked merchandise in the short-term – see venue actions (pages 11 & 12)

Long-term the partnership may want to consider creating a range of Mercian Trail merchandise. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

Priority two for consideration **Educational resource development**

Delivery body	TBC
Funding	TBC
Timeframe	TBC
Linked work	To see how venues will provide local educational resources – see venue actions (pages 11 & 12)

Long-term the partnership may want to consider creating centralised suite of Staffordshire Hoard Mercian Trail education resources. This could either be delivered through a more robust central arrangement underpinned by core funding, or by an appointed partner/agency. The decision will be influenced by funding levels.

Section 6

Venue actions

Venues on the Staffordshire Hoard Mercian Trail will come ‘on stream’ as Staffordshire Hoard venues at different times. In advance of this, they may be marketed as Mercian Trail venues. To develop displays, Staffordshire Hoard Mercian Trail partners will deliver some/all of the following activities, depending on local need.

Developing local displays

Delivery partner	All partners, as necessary
Funding	TBC
Timeframe	Varied, depending on venue targets
Linked work	Section 5 – Staffordshire Hoard Mercian Trail Partnership action plan - Re-use of tour assets and immediate interpretation strategy .
Appendices	Draft Mercian Trail leaflet – appendix 3

The timing of venues coming ‘on stream’ as Staffordshire Hoard venues will depend on a wide variety of factors – ranging from venues attaining the relevant funding and achieving the right security standards, through to purchasing the correct display cases and finalising loan documents with BMAG & PMAG. In advance of displaying hoard items, and in recognition of their historical and regional significance, venues will still be marketed as part of the developing Mercian Trail, provided they carry an element of Mercian Trail interpretation. Where a venue is displaying the Staffordshire Hoard, it will be clearly marketed as such. Where a venue does not contain the Staffordshire Hoard, but has linked Mercian Trail interpretation and treasures, the venue will be clearly marketed as such.

When developing displays venues will be able to access and reuse digital assets created as part of the Staffordshire Hoard on Tour 2011. Venues may also be able to access some physical assets as part of the re-use of the 2011 tour assets. The distribution of assets will be agreed by the Staffordshire Hoard Mercian Trail partnership. As local venues, the interpretation developed for Lichfield Cathedral, Tamworth Castle, the touring exhibition (and any sister venues – page 7) will follow the Staffordshire Hoard Mercian Trail style guidelines and be agreed by the Staffordshire Hoard Mercian Trail Partnership, through the governance arrangements in place at the time, and possibly linked bodies such as the Research Advisory Panel and Conservation Advisory Panel, at the guidance of the partnership.

Venue fundraising

Delivery partners	All partners, as necessary
Linked work	For central fundraising – see partnership action plan (pages 7 – 11)
Appendices	For details of the fundraising targets and plans at each venue, see appendix 2

In the short term venues will be continue to raise the funds they require to deliver their displays/set-ups in line with local need. The partners will commit to keeping each other informed of fundraising activity, so that approaches to core funders (such as the HLF) are streamlined and cross reference each other as appropriate. This activity will be documented as part of regular updates at Staffordshire Hoard Mercian Trail partnership meetings.

Replicas

Delivery partners	All venues, as necessary
Funding	TBC

Anglo Saxon replicas Each venue will be able to create its own Anglo Saxon replicas to complement their displays.

Exact Staffordshire Hoard replicas Each venue will also be able to work with PMAG and BMAG to commission replicas that are modelled on the Staffordshire Hoard, provided this work is approved on a case by case basis with the joint owners.

Educational resources

Delivery partners	All venues, as necessary
Funding	December 11/January 12
Linked work	For details of a centralised approach to educational resources – see partnership action plan (pages 7 – 11).

Each venue will be able to create its own education resources that are branded part of the Staffordshire Hoard Mercian Trail.

New material that references the Staffordshire Hoard needs to be reviewed by the Staffordshire Hoard Mercian Trail Partnership.

Merchandising purchasing

Delivery partners	All venues as necessary
Linked work	For details of centralised approach to Staffordshire Hoard Mercian Trail merchandise development – see partnership action plan (pages 7 – 11).

Short-term the partners will have access to the Staffordshire Hoard merchandising agreements arranged by the owners (BMAG and PMAG). Each venue will be responsible for stocking their own shops and purchasing directly from the approved suppliers.

Partners also have access to the Mercian Trail logo, and low-cost Staffordshire Hoard Mercian Trail merchandise could also be created by partners (e.g. rubbers, pencils, rulers etc) to sell locally.

Press and media

Delivery partners	All partners & Lichfield District Council as central reference
Funding	TBC
Linked work	For details of a centralised approach to press and media – see partnership action plan (pages 7 – 11).

In the short term, the press and media will continue to be delivered by local venues, with all press releases linked to the development of the Staffordshire Hoard Mercian Trail, being passed by Lichfield District Council's press team, for a quick message check.

Any strategic messages referencing the future of the hoard will need to be approved by PMAG and BMAGs press office functions, as per the existing protocol.

Gathering and recording statistics

Delivery partners	All partners & Lichfield District Council as central reference
Funding	TBC
Linked work	For details of a centralised approach to statistics gathering – see partnership action plan (pages 7 – 11).
Appendices	To see details of statistics gathered to date as part of the 2011 Staffordshire Hoard on tour, see appendix 4 – economic impact survey results

In order to assess the success of the Staffordshire Hoard Mercian Trail, and underpin future funding approaches, a series of key performance indicators will be agreed by the Mercian Trail governance structure in the short-term. Each partner venue will record the agreed statistics and provide to a central point to collate and distribute. The proposed statistics that will be collected are:

- Visitor numbers
- Consumer spend, via economic impact surveys
- Venue fundraising successes
- Website hits
- Merchandise sales
- Generic learning outcomes

Long term the partnership may want to review how the statistics are collated and distributed. This could either be delivered through a more robust central arrangement, underpinned by core funding, or by an appointed agency/body.

Linked loans

Delivery partners	All venues, as necessary
Funding	TBC

Venues may enter into supplementary loans with other organisations (British Museum for example) to enhance their displays with linked Anglo-Saxon material. Such loan agreements will be managed directly by the venue and loaning body.



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Section 7

Widening the Staffordshire Hoard Mercian Trail, with sister venues

Long-term, as the story of the Staffordshire Hoard Mercian Trail unfolds, it is possible that the option to develop additional Staffordshire Hoard Mercian Trail venues, or add sister venues may arise. Already St. Wystan's Church at Repton has expressed a desire to be marketed and included within the Mercian Trail.

Definition of a Mercian Trail sister venue A venue that has historical links to Anglo-Saxon history, or the hoard, and will benefit from promotion as part of the Mercian Trail ('If you are interested in the Staffordshire Hoard and Anglo Saxon history, why not also visit').

Sister venues will not house part of the collection, but may house some temporary or permanent Mercian Trail interpretation – from leaflets, to small information displays.

The Staffordshire Hoard Mercian Trail Partnership will assess the benefits of all proposals, and oversee the development of both additional Mercian Trail venues and sister venues.



Appendix 1 Governance and ownership of the Staffordshire Hoard & Staffordshire Hoard Brand

The Staffordshire Hoard and the Staffordshire Hoard brand is owned and managed by Birmingham Museum & Art Gallery and The Potteries Museum & Art Gallery in Stoke-on-Trent through a Joint Venture Agreement.

The proposed Memorandum of Understanding for the Staffordshire Hoard Mercian Trail Partnership sits below this Joint Venture Agreement.

<p>Use of Staffordshire Hoard Logo</p>	<p>The Memorandum of Understanding (see page 5) will detail that the venues carrying items from the Staffordshire Hoard will be allowed to use the Staffordshire Hoard logo within their displays and publicity, in line with design guidelines. It</p> <p>All use of the logo will be governed by the Staffordshire Hoard Brand guidelines and approved by the joint owners – BMAG & PMAG.</p>
<p>Ability to purchase Staffordshire Hoard Branded Merchandise to sell at venues.</p>	<p>Staffordshire Hoard Mercian Trail partners will be able to buy Staffordshire Hoard Mercian Trail merchandise to sell at their venues – through licensing agreements set up by the two museums with suppliers, or through sale or return agreements directly with the museums.</p> <p>Staffordshire Hoard Mercian Trail Partners may not produce Staffordshire Hoard branded items themselves.</p>
<p>Use of St Chad Font</p>	<p>The owners have entered into an agreement with Lichfield Cathedral to use the St Chad Font as part of the Staffordshire Hoard logo.</p>
<p>Loans of the Staffordshire Hoard artefacts</p>	<p>Any venue on the Mercian Trail wishing to borrow items of the Staffordshire Hoard will need to enter into a loan agreement with the two museums.</p> <p>The venues will need to meet certain criteria ranging from security and insurance to climate conditions.</p> <p>These individual loan agreements will be underpinned and guided by the Memorandum of Understanding between the two museums and the Staffordshire Hoard Mercian Trail Partnership. This will state that the museums will loan a set number of items across the entire partnership, for an agreed length of time.</p> <p>The agreement will specify categories and numbers of items, but not specific items. This is so the museums can allow for flexibility/movement of items to support the ongoing conservation and research programme, as well as the demand on key items from other exhibitions</p> <p>Loan conditions will be checked regularly, in line with the loan agreements, and loans may be recalled at any points should the required conditions not be maintained.</p>



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Appendix 2
**Venue plans, timelines and
fundraising targets**
Pages 16 - 22



Birmingham Museum & Art Gallery: regional gallery

The long-term ambition is to create a Staffordshire Hoard Gallery that includes a wide collection of hoard artefacts, handling items and interpretation. In particular Britain's international significance as an Anglo Saxon trading hub, international politics and the exquisite craftsmanship of the goldsmiths who fashioned the hoard, linked to the skills and learning at the Jewellery Quarter, will be examined.

A staged approach	The creation of the Staffordshire Hoard Gallery will be subject to considerable fundraising, as part of a Heritage Lottery Fund -Heritage Grant application. In advance of this, a new temporary gallery will be created, to ensure that items from the Staffordshire Hoard are permanently accessible to the public.
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Stage 1: Gallery 12 Display	This will be in Gallery 12 of the museum. The gallery is being launched in October/November 2011.
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Funding required	This will be delivered within existing museum funds.
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Stage 2: Staffordshire Hoard Gallery	This will be housed in a new purpose built gallery in Birmingham Museum & Art Gallery. It will cover approximately xx sq ft. It will include a wide range of hoard display cases, electronic and print interpretation, together with digitisation, replicas, handling items and linked artefacts.
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Funding required	£xxxx
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Fundraising strategy	Birmingham Museum & Art Gallery is leading on the fundraising efforts to secure this permanent Staffordshire Hoard Gallery. Primary funding is likely to come from the Heritage Lottery Fund – Heritage Grant. The first-round application has been submitted and approved and the team is working on the second-stage application. The team is hoping for confirmation of funding in xxx. Thereafter a development phase of xx weeks will be required, with a possible launch of the gallery in xxx.
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Conservation programme	The team at Birmingham Museum & Art Gallery is leading on the conservation programme and heading up the conservation advisory panel.
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Funding required	£xxxx
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Fundraising strategy	Birmingham Museum & Art Gallery, together with The Potteries Museum & Art Gallery, are leading on the fundraising efforts to support the conservation and research programme. In addition, the regional Mercian Trail venues will contribute to this programme (if the principle is agreed) as part of the loans agreement that will support the displays.
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Potteries Museum & Art Gallery, Stoke-on-Trent: regional gallery

The long-term ambition is to create a Staffordshire Hoard Gallery that includes a wide collection of Staffordshire Anglo Saxon artefacts and finds, handling items and interpretation. In particular the displays will uncover what Staffordshire's Anglo-Saxon life was like, as well as explore the history and politics of ancient Mercia.

A staged approach

The creation of the Staffordshire Hoard Gallery will be subject to considerable fundraising, as part of a Heritage Lottery Fund – Heritage Grant application. In advance of this, the existing hoard display will remain in place, until a temporary 2012 gallery is opened in spring 2012 to celebrate the Olympics.

Stage 1: 2012 exhibition

When the Staffordshire Hoard returns from America in March 2012, a temporary Staffordshire Hoard 2012 Gallery will be created at The Potteries Museum & Art Gallery. The display will re-use much of the materials created for the Staffordshire Hoard on Tour 2012 exhibition.

Funding required

It is hoped that this will be delivered within existing museum/council funds at The Potteries Museum & Art Gallery.

Stage 2: Staffordshire Hoard Gallery

This will be housed in The Potteries Museum & Art Gallery. It will cover approximately xx sq ft. It will include a wide range of hoard display cases, electronic and print interpretation, together with digitisation, replicas, handling items and linked artefacts.

Funding required

£xxxx

Fundraising strategy

The Potteries Museum & Art Gallery is leading on the fundraising efforts to secure this permanent Staffordshire Hoard Gallery. Primary funding is likely to come from the Heritage Lottery Fund. The process has not formally begun and timelines are not yet set.

Research programme

The team at The Potteries Museum & Art Gallery is leading on the research programme and heading up the research advisory panel.

Funding required

£xxxx

Fundraising strategy

The Potteries Museum & Art Gallery, together with Birmingham Museum & Art Gallery, are leading on the fundraising efforts to support the research and conservation programme. In addition, the regional Mercian Trail venues will contribute (if the principle is agreed) to this programme as part of the loans agreement that will support the displays.



Lichfield Cathedral: local destination

The short-term ambition is to create a Staffordshire Hoard display in the Chapter House that includes hoard items, replicas and interpretation, displayed and interpreted alongside the cathedral's own treasures – the Lichfield Angel and St Chad Gospels.

A staged approach

Lichfield Cathedral raised more than £50,000 to purchase cases and armatures for all venues on the Staffordshire Hoard on Tour exhibition, as well as additional funding to upgrade the Chapter House security. As part of the funding agreement with the Heritage Lottery Fund, the cases have returned to Lichfield Cathedral. Two of them are now already available within the Chapter House to display items of the hoard. Effectively Lichfield Cathedral is staged and ready to become the first local destination to open its doors as a fully functioning Mercian Trail venue.

Stage 1: Mercian Trail Display

This stage of work is already complete. The preparatory steps for the temporary exhibition have rendered the Cathedral fit for purpose as a venue of the Mercian Trail.

Funding required

No funding is required to create the display, other than confirmation of any contribution to the conservation and research costs for the number of items the cathedral hopes to display. Replicas and interpretation have already been funded through the HLF.

Loans required (see appendix 1)

The cathedral would like to borrow 20-25 items across a variety of categories including ecclesiastical items, craftwork, military items, and non-specific items. The cathedral recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 1. Since arrangements are now in place, the Cathedral would prefer to have such a display on site from 1 January 2012.

Contribution to conservation & research

Following the success of the donation-mechanism at the Cathedral during the temporary exhibition (at close to £1 a head), the Cathedral is ready to consider a similar scheme on a long-term basis, through which visitors to the Chapter House might be invited to contribute to the ongoing fundraising towards conservation and research. This represents the Cathedral's most convenient way to offset costs associated with its loan of hoard items.

Education and outreach

The cathedral team will include the hoard in their education and outreach programmes, and will develop a selection of education resources that can be shared across the venues.



Tamworth Castle: local destination

The long-term ambition is to create a Staffordshire Hoard display on the top floor of the castle. The display will explore Tamworth's position at the administrative and political heart of Mercia, the story of its kings, its warrior society and the battles that ensued. The displays will also highlight the arms and armour of the time, through both hoard items and quality replicas, as well as other warrior battle kit on display at and living history events.

A staged approach	As part of the Staffordshire Hoard on Tour exhibition, Tamworth upgraded its intruder alarm to European Grade 3 standards and improved its CCTV system. In the short-term, the castle would like to develop a small interim display of hoard items to display alongside their existing replicas, Anglo-Saxon artefacts and interpretation. Long-term the team at the castle will be staging a major fundraising campaign to improve access up to, and the internal layout of, the top floor of the castle, so that it can receive a more detailed Staffordshire Hoard display.
Stage 1: Temporary Mercian Trail Display	By April 2012, the team at Tamworth Castle is hoping to commission a single case (modelled on the Lichfield Cathedral cases) to house small number of Staffordshire Hoard items.
Funding required	Approximately £6,000 to cover the cost of the case. In addition, the team is keen to discuss the principle, and confirm any necessary financial contribution, to the conservation and research costs for the number of items it hopes to display as part of Stage 1. The costs of temporary related interpretation will be met by the castle.
Loans required (see appendix 2)	The castle would like to borrow 14 items across a variety of categories, with a heavy focus on military items. The castle recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 2 for full details.
Contribution to conservation & research	Given that the team at the castle will not be fundraising to deliver the stage 1 display, they are keen to understand whether the contribution towards the conservation/research costs (if the principle is agreed) of the temporary loaned hoard items could be covered as part of the Stage 2 permanent display works.

Stage 2: Mercian Trail Display	The display will build on the temporary exhibition and include up to four hoard cases, together with a more detailed exploration of Anglo Saxon life, royalty, battles and tribute, Aethelflaeda, as well as the decline of Mercia. This will be delivered through a mixture of information, hands-on activities and object collections, tailored for a family audience.
Funding required	The sum required for the planned gallery redevelopment is £300 – £350,000. In addition, the team is keen to understand the necessary financial contribution to the conservation & research costs for the number of items it hopes to display as part of Stage 2.
Fundraising strategy	The team at the castle will be applying to the Heritage Lottery Fund – Heritage Grant to realise the full refurbishment of the gallery. The current timescale for this includes pre-application submission in December 2011, first-round submission in March 2011, second-round submission in March 2012, with gallery development/ opening in summer July 2014.
Loans required (see appendix 3)	The castle would like to borrow up to 60/80 items across a variety of categories, with a heavy focus on military items. The castle recognises that the loans would be subject to rotation and replacement of pieces to support other tours and exhibitions. See appendix 3 for full details.
Contribution to conservation & research	If the principle is agreed, the team will include a sum to cover the contribution towards the conservation and research costs of in their bid.
Education and outreach	The castle team will include the hoard in their education and outreach programmes, and will develop a selection of education items that can be shared across the venues.



A touring exhibition: a regional resource

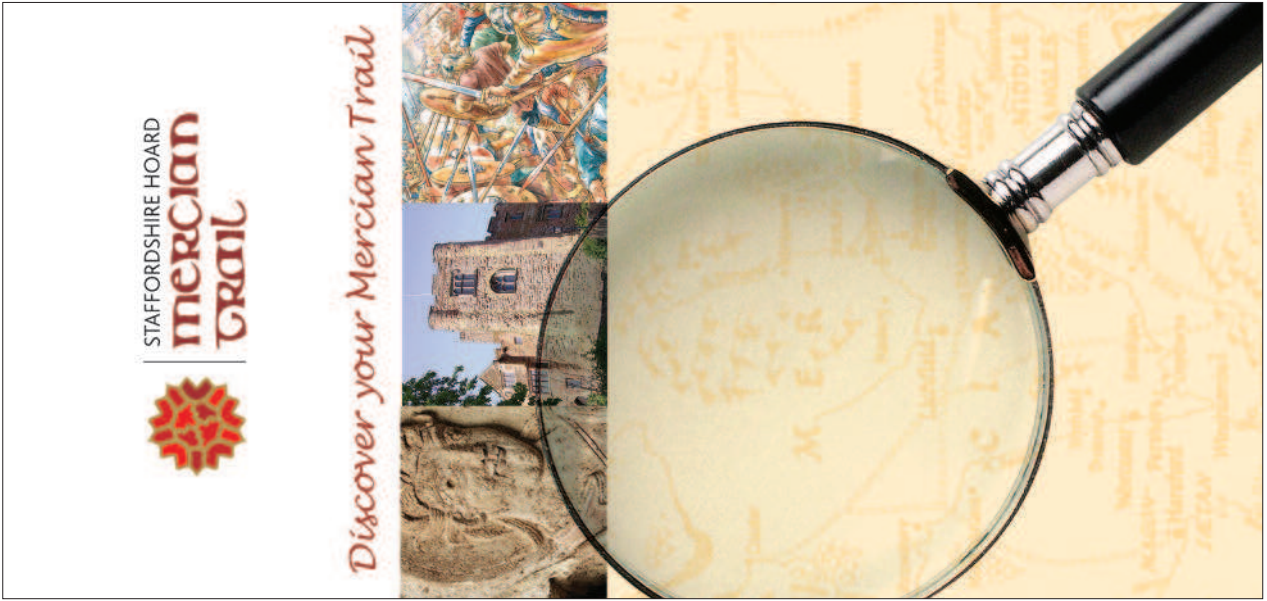
The long-term ambition is to create a modular touring exhibition containing interpretation, replica items, handling items, education resources and outreach materials that can be delivered through Staffordshire County Council's museums and education services. The exhibition would not include any items of the Staffordshire Hoard.

Stage 1: Touring exhibition	The team is keen to apply for funding to realise the touring exhibition during late 2011/early 2012, with the exhibition being developed and launched during 2012/early 2013.
Funding required	£xxx
Fundraising strategy	The team will be applying to the Your Heritage (under £50,000) Heritage Lottery Fund to deliver the modular display.

Education and outreach	<p>The county team will develop extensive educational resources as part of the touring exhibition that could be shared across the venues.</p> <p>In addition, the county council has an ambition to extend the story of the discovery of the hoard through a programme talks and events.</p> <p>The proceeds of these events will help to raise funds towards the development of the touring exhibition, and possibly the conservation and research works.</p>
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Temporary displays	<p>As the county council has no ambitions at the current time to permanently host items of the hoard collection, it is keen to explore the possibility of hosting temporary displays in the future, perhaps in conjunction with displays of the Anglo Saxon Charters which are housed in the William Salt Library.</p> <p>Funding for appropriate cases and interpretation would need to be identified as part of future works.</p>
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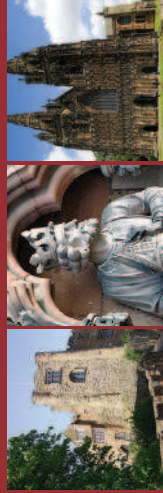






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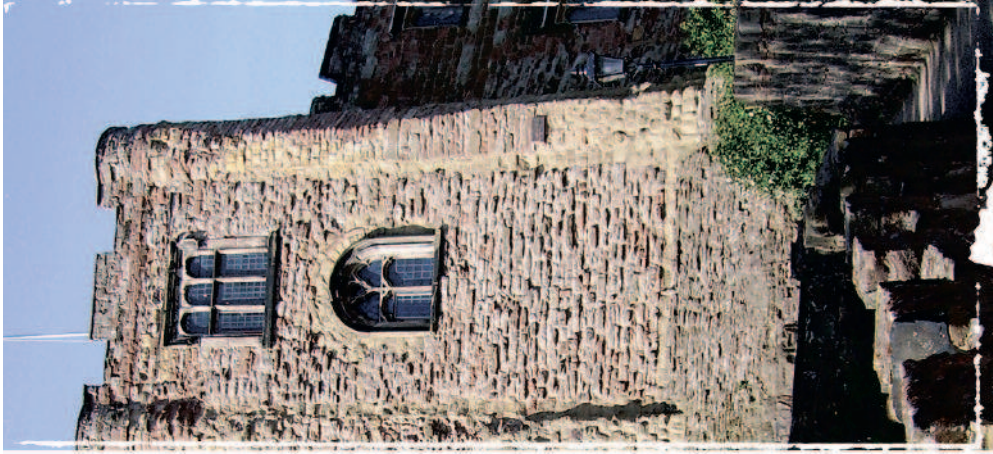
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Discover your Mercian Trail

This summer, discover the secrets of the largest collection of Anglo-Saxon gold ever found, at free exhibitions across Staffordshire. The touring exhibition, which will feature more than 40 star items from the Staffordshire Hoard, will transport you back 1,300 years on a voyage of Anglo-Saxon discovery...



Lichfield Cathedral

FREE entry

The origins of Lichfield Cathedral are rooted in the time scholars believe the hoard was buried. Discover the Lichfield Cathedral story and learn about the 'Christianisation' of Mercia and the heroic figure of St Chad. Marvel at the exquisite Anglo-Saxon treasures – the St Chad Gospels and the Lichfield Angel.

Call 01543 412121 to book guided and group tours.

Plan your visit at
www.visitlichfield.co.uk
or call **01543 412112**



Tamworth Castle

FREE entry

As the ancient capital of Mercia, and once home to the King of Mercia's palace, Tamworth's history is crammed with stories of intrigue and warfare. Explore the power struggles of the Anglo-Saxon era, the battles, the blows and the bloodshed.

Call 01827 709581 or 01827 709618 to book tickets, exclusive guided, group and school tours.

Plan your visit at www.whatsontamworth.co.uk
or call **01827 709581**



Shire Hall Gallery, Stafford

FREE entry

Find out how the hoard was found, what archaeological methods were used, and how the soil revealed untold mysteries and stories.

Plan your visit at
www.enjoystaffordshire.com
or call **01785 619619**

