**South Holland Industrial Heritage Vision Statement v2**

By 2023, South Holland Industrial Heritage is collectively seen as one of the key visitor destinations in South Holland, Lincolnshire.

As a cluster of heritage attractions (Chain Bridge Forge, Pinchbeck Pump Engine, and Moulton Windmill), we provide living, working, engaging and participatory experiences that conserve, celebrate and showcase how traditional agricultural industries shaped the land and people in the past, whilst sign-posting the relevance of that legacy today and into the future. Increasingly pertinent and high quality interpretation and presentation, coupled with exciting and innovative programming that build connections between all three places, and delivers places for visitors to enjoy, learn and be inspired.

With more of a focus on the cultural and social history of these unique buildings we will have more to offer the general interest visitor and families. We will collectively become a regular visit with at least a half day dwell time that offers value for money and quality experiences. Visitor numbers will grow as we take advantage of the headroom within existing core audiences, and new ones start to be attracted.

Whilst each attraction is locally rooted in its community, by working collaboratively we provide a diverse range of opportunities for engagement through volunteering and participation. Volunteers continue to be the life-blood of each organisation, but a consistent and shared approach to promotion, recruitment, placement, and training creates a more sustainable and diverse volunteer demographic, a greater variety of roles, and volunteers who are happy, confident and skilled in the work they deliver, supported by staff and trustees with the right skills to help them thrive.

We will be places that matter to our local community, are valued, help fulfil local needs and improve the quality of life, and contribute to a sense of local pride.

Our shared approach to marketing and communications presents a unified voice to potential and returning visitors and other customers, and helps us to plan and promote a coherent, relevant and complimentary programme for visitors, and give them a richer experience. At the same time, collective sharing of audience insight, best practice, peer to peer review, and collaborative problem solving helps to deepen and strengthen partnership working between the three heritage attractions.

Ultimately, by working together we build greater mutual financial sustainability, sharing risks and benefits where appropriate, and take opportunities to secure additional resources, funding and other financial support as these arise. Furthermore, networking and emerging partnerships with other organisations, both locally and further afield, has increased awareness of South Holland Industrial Heritage, and begun to add value to the businesses.