

# HERITAGE LEARNING *and* IMPACT FRAMEWORK

Below are the detailed planned activities and outcomes for Phase One of the East Cloister Project taking place from January 2026 to June 2027. Community activities as part of the South Walk phase will continue in the same vein, engaging visitors and local groups in the conservation process while celebrating the Cathedral's heritage.

Schools and Young People					
Objective	Activity	Outcome	Success Criteria	Target	Measurement
Inspire and introduce future generations to heritage	School tours and Cathedral RE and history syllabus offer with emphasis on artisan crafts and career pathways	Pupils gain understanding of heritage careers	More children exposed to artisan crafts	30 school groups per year (c. 900 children over the year) with 90% teacher satisfaction	Teacher evaluations, post-visit forms
	Lego Cathedral and Cloister building workshops	Engagement with families and younger audiences to the Cathedral and Cloister	Number of families/children attending a workshop	Six per year reaching 250 children each day	Attendance and qualitative feedback from families



Families and Community					
Objective	Activity	Outcome	Success Criteria	Target	Measurement
Inspire and introduce future generations to heritage	Two "Monks and Mayhem" family days	Increased attendance and exposure to artisan crafts at a monastic craft and artisan craft related activities days	Increased attendance at family days focused on artisan trades	Four days with a reach of 600 attendees.	Attendance numbers, family feedback
	Two Cathedral Crafts focus days for families		Families engaged with stonemasonry, glazing, carving		

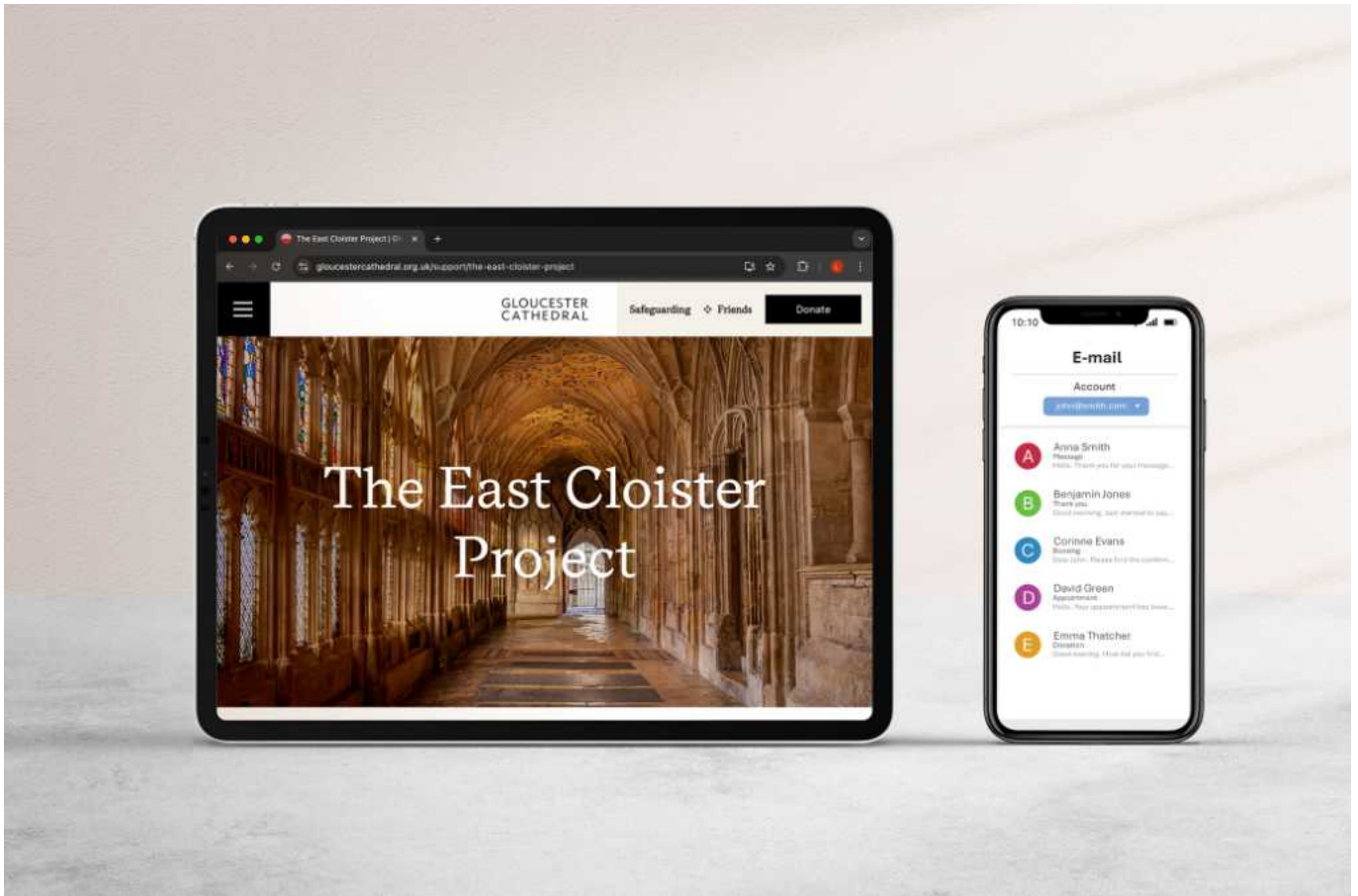
Visitor and Tourism					
Objective	Activity	Outcome	Success Criteria	Target	Measurement
Enrich visitor experience through storytelling and interaction with artisan crafts	<p>One semi-permanent interpretive digital installation in the Cloister/Cathedral about artisan crafts</p> <p>One semi-permanent digital interpretation explaining the Cloister Project and signposting to other information about artisan crafts elsewhere in the Cathedral.</p>	Visitors gain understanding of medieval crafts and conservation, as well as the project aims, including calls to action for support.	Number of uses/ clicks on the QR codes to find out more/donate	<p>At least 25% visitors engage with installations annually</p> <p>400,000 visitors annually</p>	<p>QR code usage, digital engagement analytics; insights from visitor comments</p> <p>Visitor numbers to the Cathedral, visitor comments and feedback and any other analytics that may be able to be measured depending on the format of the interpretation (eg. QR code clicks)</p>
	Artisan-led talk/ demo on location	Artisan-led/ meet the stonemason events specifically linked to the Cloister project and led by stonemasons, and artisan craft people	Visitor engagement	18 workshops (one pcm) with a target of +200 to attend. 80% positive feedback from attendees	Numbers attending and visitor feedback
	Cloister Tours for general public	Volunteer led Cloister tours which cover the history and architecture of the Cloister, Harry Potter and the Cloister Project	Visitor engagement with the Cloister and project	45 tours annually with a capacity of 540 places	Numbers attending and visitor feedback
	Enhanced volunteer training	Enhanced volunteer and guide engagement and understanding	Creation of a volunteer briefing pack	Share Cloister materials (crafts, narratives, history) with 100% of front-of-house volunteers and provide in-person training to the 10–15 guides designated to lead Cloister tours	Training completion records
	New trail/map/leaflet with interactive elements for families	Increased comprehension of the trades/crafts that built the Cathedral	Numbers of visitors visiting part in the trail	4000 number of trail leaflets handed out. Positive feedback from attendees - Trip Advisor/ Feedback forms	Number of trail leaflets handed out/attendance numbers; TripAdvisor/ feedback forms
	QR code on a takeaway pre-paid postcard for visitors	Visitors engage with the QR and digital resources linked	Engagement with the digital artisan resources	1000 postcards handed out, 20% QR scan rate	QR code scans; analytics

Skills and Apprenticeships					
Objective	Activity	Outcome	Success Criteria	Target	Measurement
Support youth skills and training	Work with FE/HE colleges providing construction and architecture courses on workshop familiarisation with artisan trades in the form of demonstrations from the Stonemasons along with have- a-go sessions and discussion on how interested students can enter the Heritage Stonemasonry industry	Young people introduced to heritage crafts and careers	Number of youths attending a workshop familiarisation	4 workshops (one per quarter) with a target of 120 to attend. 80% positive feedback from attendees.	Numbers of youths attended
Support apprenticeships in heritage crafts	Stonemasonry apprentices embedded in conservation	Preservation of rare skills and career pathways	Completion of Foundation Degrees through the Cultural Heritage Foundation (CWF)	12 apprentices gain Foundation Degrees through CWF	Apprenticeship progress monitoring, degree completion rates
Support artisan skills and training	Host emerging carvers and craftspeople at a Carving Festival	Preservation of rare skills	A successful carving festival held	20 carvers participating and 3000 attendees	Number of Carvers in Attendance Qualitative Feedback from Participants and Public Attendees



Digital Storytelling and Audience Outreach					
Objective	Activity	Outcome	Success Criteria	Target	Measurement
Share the story of the conservation of the Cloisters with more people - sparking interest in craftsmanship, reaching new audiences, keeping supporters and followers engaged, and documenting the project every step of the way	Digital storytelling via social media campaigns, to include: video content across all platforms + engaging imagery  Examples include: Piece-to-cameras, timelapses of key moments in the project, mini-explainers, profile pieces, behind-the-scenes clips and architectural storytelling	Increased understanding of Cathedral craftsmanship  Increased engagement in project  Raise project profile	Engagement and reach of content	Bi-monthly content totalling 10,000+ views across platforms	Track views, likes, shares, comments, and follower numbers via platform insights  Track click-through rates to Cathedral project webpage
	Marketing monthly newsletter	Regular updates keeping a variety of Cathedral audiences informed and connected to the Cloisters' conservation work  Place to share and distribute the events and activities related to the Cloister project	Content is clear, engaging and relevant  Readers open and engage with emails consistently	Aim for high click-through rates on Cloister-related content  Aim for max-capacity of attendance at Cloister activities and events	Currently the subscribers stand at 8,000 for this newsletter with a 60% open rate and varied click-through rate of between 7%-12%  We get new subscribers every month – varying around 100 a month
	Bi-monthly digital news update for those interested in Cloister campaign	Regular updates keeping specific Cloister audiences informed and connected to the conservation work	Content is clear, engaging and relevant  Readers open and engage with emails consistently	Target 500 subscribers across the campaign  60% open rate  8% click-through rate	Use email platform analytics to track open and click rates.  Monitor subscriber numbers and unsubscribes
	Journal and News page updates	Central hub for the storytelling of the project: a place to store all content in one place. Linked to from QR code resource mentioned above	Page views	100 page views per month	Page views
	Influencer and journalist engagement	Local, regional, national and international reach	Social media  Press engagement	50,000 views of influencer content	Viewing figures of influencer content  Press news stories  Click-throughs; engagement and viewing stats of influencer content





Combined Following:  
**51,000**



Monthly Combined  
Reach  
**184,650**



Average Monthly  
Website Views:  
**12,250**



Monthly marketing  
email newsletter:  
**8,012 subscribers**



with an open rate of  
**60%**



average click-through  
rate of  
**7%**

