



National Mills Weekend 13th – 14th May 2017

Support Pack

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Contact

Sophie Martin, Mills Section Administrator
020 7456 0909 or millsinfo@spab.org.uk



National Mills Weekend

Mill Support Pack 20176

I. General Information

National Mills Weekend 2017 is taking place over the weekend of **13 & 14 May**. This year's theme is ***Engineers and Engineering***.

There is no charge for participating, and taking part is a great way of helping to increase awareness and support for your mill, both within the local community and further afield. To participate, all you need do is to open your doors to visitors over that weekend – for either day or both.

Many mills open for free, some ask for donations (eg. for mill repairs or for a charity) and others charge an entrance fee - the choice is yours. In order to make the best of the weekend we recommend that you:

1. Make sure your entry on our website (www.nationalmillsweekend.co.uk) is up-to-date and accurate. Contact the webmaster at jim@woodward-nutt.co.uk and/or the Mills Section with any changes or information for new entries
2. Plan any special events or joint work with other mills or local partners
3. Promote your National Mills Weekend event
4. Give us your feedback after the event: visitor numbers, photographs, ideas and suggestions – to help us share your success and plan for next year

How we can help

Promotion

As well as managing the National Mills Weekend website and providing information to our members, the Section will promote National Mills Weekend through press releases to national and regional media, and through social media. Last year we achieved over 100 mentions of National Mills Weekend in the press, including coverage in major national outlets, and in 2017 we aim to do even better.

Support pack

This support pack includes:

- A guide to planning events
- A guide to promoting your open day(s)
- A template press release (in Word format)
- A branded poster that you can customise (in Word format)

Other resources

- Printed posters
- Branded balloons

Available on request.

In addition to the information in the pack, we are here to help with any questions about the weekend, further advice on promoting your open day or help with designing and printing posters.

Who to contact

In certain areas we have a volunteer Regional Co-ordinator who has kindly offered to help with:

- Identifying other mills interested in joint events
- Advising first-time participants
- Co-ordinating publicity with other participating mills
- Questions or suggestions about National Mills Weekend in the region

Regional co-ordinators are in place for the following areas (the list may be updated if additional co-ordinators are confirmed).

North-West England	Stuart Hobbs stuart@heronmill.org or 01539 564271
North-East England	Duncan Hutt duncan.hutt@btinternet.com or 01661 886442
Norfolk	Alison Yardy alisonyardy@aol.com or 07917 775576
Cambridgeshire, Suffolk	Bob Paterson windmillbob@hotmail.com
Sussex	Philip Hicks philipinbrighton@yahoo.co.uk or 01273 503747
Wessex	Stephen Bartlett stevieb106@gmail.com or 07974 125785
Wales	Andrew Findon welshmills@fsmail.net or 01974 251231

For other regions or further information, please contact Sophie.

Contact us:

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2. Events & Activities

All you need to do to take part in National Mills Weekend is to open your doors to visitors on 13 and/or 14 May this year. For those mills that are anyway open at that time, organising special activities over that weekend can help attract more people.

While there is no obligation to follow any theme, we recommend that you consider running activities or events to fit either with our **Engineers and Engineering** theme or with Real Bread Week. Your feedback tells us that others do value the theme and it helps to make the day more memorable for all concerned.

Engineers and Engineering

The millwrights who built the mills of this country were some of the earliest engineers literally using their ingenuity to harness natural power. Later, well known engineers such as John Smeaton (who built the Eddystone Lighthouse) also developed ideas on the use of windmill sails and waterwheels. On a more local level, each mill has an engineering story to tell and below are some ideas which may help to communicate this. Feel free to use these ideas if you wish or to develop your own ideas around this year's theme. The examples used below are from Wicken Village Corn Windmill in Cambridgeshire.

Celebrate your mill's engineering history

If you know who built your mill or when it was built, celebrate this. Display early images of the mill sales particulars, details of who built the mill and maybe other mills in the area (many images are available from the Mills Archive www.millsarchive.org).

TO be SOLD by AUCTION,
By W. SIZER,
On MONDAY the 22d of September, 1823, between
the hours of three and six o'clock in the afternoon, at
the *Maid's Head Inn, WICKEN, Cambridgeshire*:
A substantial CORN WINDMILL, and One Acre
and a Half of capital FREEHOLD LAND; the
Mill is 20 feet in diameter at the base, 14 feet at the
curve, has 4 excellent floors, 2 pair of capital French
stones (one pair being 4 feet 6 inches, the other 4 feet
4 inches,) a meal bin over the machine which will
hold 50 sacks, with flour mill and going gears com-
plete, all of which are in excellent repair; the corn
floor will contain 10 score; she clothes on a stage,
draws 9 yards of cloth, and winds herself.
Also, a capital brick & tiled DWELLING-HOUSE,
with Orchard and Garden, containing half an acre,
well planted with choice fruit trees.—*The above is*
Freehold, and Land-Tax Redeemed.
Possession may be had on completing the purchase,
and half the money may remain on the Premises
if required.
For particulars enquire of Mr. JOHN MARTIN, the
proprietor, of Wicken aforesaid, who will shew the
premises.



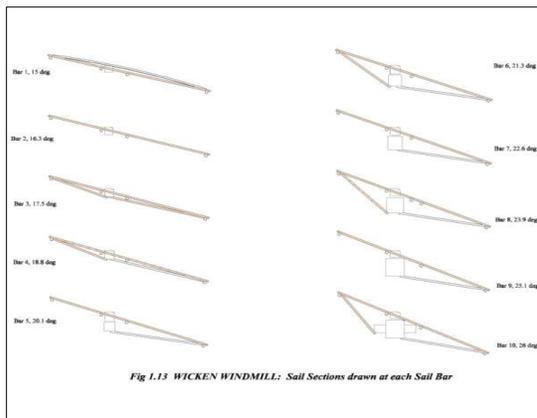
Celebrate the repair history

Display images of the mill under repair, use images of the mill before and after. Tell the stories of those involved.



Celebrate the future

Are there plans for future works on the mill? Use drawings or plans of future works and any photographs of work in progress, for example: ‘At Wicken this year we are replacing a sail!’



All images © Wicken Windmill Partnership

Don't forget to make sure you have the copyright permission to publish any images you are using and ensure they are accurately attributed.

Real Bread Week

National Mills Weekend marks the start of Real Bread Week. For general information about the event and further ideas and guidelines on taking part, see the website of the Real Bread Campaign at <http://realbreadcampaign.org>

Possible events include:

- **Milling** demonstrations
- Hands-on **milling** using a hand quern
- **Baking** demonstrations, perhaps working with a local bakery, and bread **tasting!**

- Baking **workshops** if you have the facilities – again you could work with a bakery in your area to offer these
- **Displays** explaining the milling process and the journey from grain to bread
- A bread making **competition** – get people to bring their loaves for judging on your open day.

Resources

For general information and guidance on running events, please see:

- Cabinet Office: <https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events> for guidance on organising voluntary events
- Health & Safety Executive: <http://www.hse.gov.uk/risk/index.htm> for information on risk assessments and <http://www.hse.gov.uk/event-safety/> for guidance on running events
- Food Standards Agency: <http://www.food.gov.uk/> for information on food hygiene and safety regulations
- Your local council will also have advice – check their website or ring them for more information

Contact us:

Sophie Martin, SPAB Mills Section Administrator
020 7456 0909 or millsinfo@spab.org.uk



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3. Promotion

The Mills Section will promote the weekend centrally, through our own media contacts and communication channels. However, to make the most of the event and to attract the greatest number of visitors to your mill, we also recommend that you do some of your own promotion locally. Listed below are some suggestions and guidance, if you need any further advice please don't hesitate to contact us.

I. Media

A really good way to promote your event is through local media – all you need is a simple press release and a good quality photograph. What to include:

Press release

The media is always looking for stories of relevance or interest to their audience, and most news desks will be very pleased to receive a good press release – that is, one that does much of the work for them.

It is better to have a shorter, informative news item highlighting the main points (e.g. name and location of your mill, the days and times it is open, and any further information such as things to see, timings for activities or directions) than a long essay. Your press release will also have a better chance of success if you have a particular feature to note, such as:

- An **anniversary**, e.g. your mill is 200 years old this year, or it's 15 years since your local trust took it over
- A **celebrity** is involved e.g. a local TV personality or noted sports person has agreed to open the event/draw the raffle/award rosettes etc
- A **'first'**, e.g. it's the first time you're taking part in the weekend, or the first time you'll be open since vital works were completed or a new feature installed
- A **local link** with other organisations, e.g. you have organised a vintage rally with your local car club, or are raising money for a local charity
- A **human interest story**, e.g. one of your volunteers has won an award, or a descendant of a past miller has contacted the mill
- A **project** or fundraising initiative, e.g. this year you are collecting money over the weekend to help towards bringing your mill back to working order/replacing sails/etc, or you are preparing a grant application and consulting the public

Note: You should send the press release by email. It is easier for journalists if you just copy and paste the text into the body of your email, rather than send it as an attachment.

Our template press release accompanies this pack may help to get you started. If you'd like us to check your final press release before you send it out, please get in touch.

Photographs

Offering one or two clear, good-quality, high-resolution digital photographs will greatly increase your chances of the story running in the print media. Ideally, include a picturesque, general view of your mill and a photograph of people (volunteers, visitors etc) in front of or

inside the mill. Make sure that you have permission from the photographer and, if children are pictured, from their parents, to send the photograph out for media use.

Note: You can either attach the photographs to your email, or just give details of what is available and how (e.g. contact details or file sharing link).

If possible, try to take some pictures on the day(s) itself so that you have images to use for next year's promotion.

Don't forget to make sure you have the copyright permission to publish any images you are using and ensure they are accurately attributed.

Who to send it to

Have a look at a copy of your local newspaper(s), or check their website: there will be contact information for the newsdesk. You might also target the journalist who covers your particular area or village, or one who has shown interest in your mill in the past. If in doubt, ring the paper and ask them who would be the best contact.

Don't forget your local radio stations, which are also important. When targeting radio you need to make sure that you, or someone from your organisation, is available to be interviewed about the mill and the event.

You may also want to send out your release to regional television. It is most likely to be of interest to them if the mill has recently undergone some work or has never been open to the public before. In such cases they may be interested in a 'preview' ahead of the weekend. They could also be interested in filming during the weekend itself if you are planning a major event. If you would like more advice on working towards TV coverage, please get in touch.

The SPAB Press Office has contact information for local media around the country, so if you're not sure who to contact, give us a ring.

When to send it

Timing is very important. Make sure that you send out your release early enough. This will usually need to be *the week before the week of National Mills Weekend* (i.e. w/c 1st May) but it is worth ringing your local newspaper to check what their copy deadline is – particularly with weekly publications.

2. Other publicity

Event listings

Make sure that you include details of your opening days in all the *free* listings you can find. Local newspapers will often have both printed and online versions, and there may also be local events websites for your area. Other possible listings include your local council and parish newsletters. There may also be printed event leaflets or programmes for your area. Some may also offer only *paid* advertising: if you have an advertising budget, contact them to check for rates and offers, and be sure to ask about any special rates for community groups and charities.

Posters

We have professionally produced A4 posters which can be customised with your own details. You can print your text/photo on them just like any headed paper, or just write on them. Let us know how many copies of the poster you would like.

The posters are also available to download from www.nationalmillsweekend.co.uk and can easily be customised digitally, as follows:

1. Click inside the text box (where it says 'Add details ...')
2. Replace the existing text with your own information, including the name and location of your mill, the days and times it is open (these important details perhaps in **bold**) plus any further information such as things to see, timings for activities or directions. If possible use 'Gill Sans' as your typeface for the text, or if not available use another sans serif typeface (e.g. Arial)
3. To add a photograph/image:
 - i) Go to Insert\Picture\From file and select your image to insert it
 - ii) Format the image as needed, and remember to add a credit if required

Check locally for places to display your poster. Libraries, museums, council offices, churches, tourist information centres, village halls and schools may all have notice boards for local events, and it is worth asking shops and local businesses too if they would allow you to display something in their shop window or on their counter.

Balloons

We have again produced attractive National Mills Weekend-branded red balloons to help draw attention to your mill on the day. Let us know if you'd like some (and, ideally, approximately how many you would like) and where to send them, and we'll do our best to supply them.

Social media

Promote your event via Facebook and Twitter, and get your supporters and volunteers to do the same. Copy others from your local area in your tweets and ask them to retweet details. We'll of course retweet every National Mills Weekend event we see – find us at @ukmills

Spread the word

Contact people you work with, other historic sites, museums, local history groups etc. Send them an email with information on your event and ask them to circulate it if they can. Some organisations will have mailing lists for their members and may well be happy to include your event if it is relevant to their interests.

3. Pair up with other mills

If there are other mills in your area taking part, consider joint events and promotion, or at least make sure that they know when you are open.

Visitors may want to visit more than one mill, and will welcome suggestions of where else to go, interesting walks to go on etc. Highlight any suggestions in your event details, and consider teaming up with other mills to produce flyers or issue joint press releases.

This will both improve visitor experience and help create a buzz around the weekend. Other places may also be interested in linking in with what you are doing – such as a local museum, an industrial site or your local library.

Our Regional Co-ordinators can help put you in touch with mills in your area. Contact them direct or get in touch with us for more information.



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4. A request from us to you

We would really love to receive good images from you after the event as they can help us when we promote National Mills Weekend in future. Any attractive view thing showing the mill and visitors clearly could be useful. Let us have a few pictures and we will get in touch if we decide we'd like to use them at any stage.

Also, it would be great if you would assist us by promoting Mills Section membership to visitors on the day. Membership fees help us to help you, by protecting and promoting the UK's milling heritage – from supporting mills through repair grants and training courses, to campaigning, organising National Mills Weekend and much more.

Let us know in good time if you'd like us to send you SPAB Mills Section membership application forms.

Thank you.

Contact us:

Sophie Martin, SPAB Mills Section Administrator

millsinfo@spab.org.uk

020 7456 0909

PRESS RELEASE:

[MILL NAME] OPEN FOR NATIONAL MILLS WEEKEND ON [DATE]

[Mill name] will be open to visitors from [time] to [time] on [day(s)] as part of National Mills Weekend. [Add a short summary of any activities/events]

National Mills Weekend is the annual festival of the UK's milling heritage, and the chance for everyone to explore their local windmills and watermills.

[Mill name] is a ... [include information about your mill: what kind of mill it is, when it was built, any interesting facts]

The weekend is coordinated by the Mills Section of the Society for the Protection of Ancient Buildings (SPAB).

If your mill does not normally open to the public, make this clear:

National Mills Weekend is [the only time/one of x occasions/the first time] the mill will be open [this year/in xx years]. It is the chance for local people to look inside and find out more about the role of the mill in local life over the centuries (*tailor this with specific information if you can*)

If you are taking part in 'Engineers and Engineering':

This year National Mills Weekend is celebrating 'Engineers and Engineering', highlighting the millwrights and engineers who built and repaired this country's mills. [Mill name] is contributing with [details of your event (see section 2 of the Support Pack)].

If you are taking part in Real Bread Week:

National Mills Weekend also marks the start of Real Bread Week, run by the Real Bread Campaign, which encourages people to bake or buy traditionally made bread. [Mill name] is taking part with [details of your event (see section 2 of the Support Pack for ideas)].

If you are organising tours or activities not covered by the two themes above:

Visitors to the mill will get the chance to [add details of what you are planning, e.g. guided tours, children's activities, etc.]

Add a quote from your organisation or a local supporter:

[Name, position] said: "[e.g. National Mills Weekend is a fantastic opportunity for people to explore their local heritage, and we look forward to welcoming visitors]"

Further information on [Mill name] can be found on the mill's website at [your website].

[and/or include any other information e.g. need to book in advance for activities]

Information on mills open nationwide can be found on the National Mills Weekend website at www.nationalmillsweekend.co.uk

Further information and images

Don't forget to make sure you have the copyright permission to publish any images you are using and ensure they are accurately attributed.

Images available:

[give titles/descriptions]

Contact:

[Your name and contact details – include a daytime phone number and an email address if possible]

Notes to editors

1. National Mills Weekend runs every year during the second weekend in May. It has been organised by the SPAB Mills Section since 1984, and is part of a Europe-wide festival of milling heritage during May.

2. The Society for the Protection of Ancient Buildings (SPAB) was founded by William Morris in 1877 to care for and preserve the UK's architectural heritage. The Mills Section of the SPAB was founded in 1931 to protect and promote windmills and watermills.

If relevant:

[3. Real Bread Week was launched by the Real Bread Campaign (realbreadcampaign.org) in 2009. Its aim is to encourage people to bake Real Bread (bread that is made without the use of processing aids or any other artificial additives) or buy it from independent bakeries to support their local communities.]

Also consider adding a note about who runs your mill (a trust, friends group, etc)