

SPAB MILLS SECTION ONE DAY COURSE

Mill Green Watermill Hatfield Hertfordshire



Those who work at a mill in the counties of Norfolk, Suffolk, Cambridgeshire, Essex, Hertfordshire and Bedfordshire may be eligible for financial assistance towards the cost of attendance

For full details of this scheme and how to apply see the website www.landskillseast.co.uk or call the LandSkills East office on 01603 748844 or email landskills@easton-college.ac.uk



LandSkills East is supported under the Rural Development Programme for England by EEDA, Defra and the EU, co-ordinated by Lantra and managed by the Rural Enterprise Hub at Easton College in partnership with Norfolk County Council.

The Mills Section of The Society for the Protection of Ancient Buildings
37 Spital Square, London E1 6DY www.spab.org.uk/spab-mills/
Tel. 020 7456 0909 (direct line) or 020 7377 1644 (switchboard)

A charitable company limited by guarantee.

Company No 5743962 Registered Charity No 111 3753 Scottish Charity No SC039244



Promoting Your Mill to the Public
Friday 25th June 2010

This course has been approved
by LandSkills East



COURSE DETAILS

This course provides delegates with practical guidance on the effective marketing and promotion of mills as a tourist attraction within their care, balancing the needs of an historic listed building with health and safety and opening to the public. It is designed specifically for organizations with mills in their care, delegates will learn how to make the most of these assets including milling flour, balancing the commercial with the historic, helping the mill to tell its tale.

The objectives of the course are:

- To develop an appreciation of best practice in mill interpretation –telling the mill's story to

the public

- To explore the health & safety considerations admitting the public to working and non-working mills
- To develop a better understanding of how to market the mill -understanding how to make the most of your asset(s)
- To develop a business model for milling flour as part of a mill's activities –understanding the market, the pitfalls and the opportunities
- To share best practice in showcasing the mill as an education resource

Whilst the course will take place in a working watermill, the information will be equally relevant to those who work in a windmill

DIRECTIONS TO MILL GREEN WATERMILL

By car

- Mill Green Museum is located just off the A414 between Hatfield and Hertford, near Welwyn Garden City in the hamlet of Mill Green.
- If coming from the A1(M), leave at junction three or four, and follow the brown directional signs from the A1000 or the A414.
- If finding us with an internet mapping service or sat-nav in your car, you can find us by entering our postcode which is AL9 5PD.
- We have a car park with disabled spaces.
- More car parking is available on the generally quiet and un-restricted lane outside.

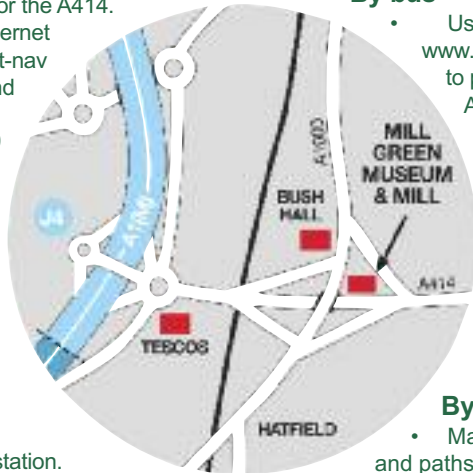
- Ask for a ticket to Bush Hall Hotel, which is at a junction known as Chequers, located at the end of Bush Hall Lane. This takes about 5 minutes from the station or less. Then walk 5 minutes down Bush Hall Lane. Brown signs point to the museum and mill.

By bus

- Use the website www.travelinesoutheast.org.uk to plan your bus journey. Ask the driver for a ticket to Bush Hall Hotel, which is at a junction known as Chequers, located at the end of Bush Hall Lane. Then walk 5 minutes down Bush Hall Lane. Brown signs point to the museum and mill.

By bicycle or on foot

- Many of the smaller roads and paths nearby are pleasant for walkers and cyclists. Why not combine your visit with a walk or ride? We are pleased to offer dog water and have secure bike racks, as well as a delightful garden for picnics.



By train

- Use Hatfield Railway station.
- We are 1 mile from Hatfield station.
- To complete your journey, walk, take a taxi or take the buses.
- Buses leaving from bus stop "A" such as the 301, 643 or 301 are recommended.

Details of accommodation or any other information about the course is available from the Section Office
Please contact Simon on 020 7456 0909 or e mail simon@spab.org.uk

BOOKING FORM

One Day Course
Friday 25 June 2010

at Mill Green Watermill Hatfield Hertfordshire

Registration 09.30a.m start at 10am

All delegates will receive a Certificate confirming their completion of the course.

NB tea and coffee are provided on arrival and in the afternoon
and a buffet lunch is also included, within the cost of this course.

Names(s)

Address

Tel. no.

Email

I wish to book place(s) on the course at £150 each

I enclose a cheque for the sum of £

- Please make cheques payable to SPAB Mills Section.
- Please ring Simon at the Section office (020 7456 0909) for details of other payment options e.g. by credit/debit card etc.
- Fees will not be reimbursed for cancellations received after 25th May 2010. Prior to this date an administration fee of 50% will be deducted. This course is VAT exempt.

Please return this form ASAP to:
Simon Hudson, SPAB Mills Section, 37 Spital Square, London E1 6DY
Tel. 020 7456 0909 or e-mail simon@spab.org.uk