

2016 Specific Goals

1. Develop a Strategic Plan

- ❖ Use a small committee to develop a Draft Strategic Plan
- ❖ Get suggestions from the group of Volunteer Blacksmith Group
- ❖ Present this Draft to the NBHT Trustees for modification / ratification

2. Form a Volunteer Blacksmith Group

- ❖ Set up a July Meeting to familiarise them with the forge and security protocols, share skills, and discuss issues: OSH, creating suitable BS items, Open days/hours, interaction levels, practical involvement of visitors, further training, volunteer expenses)

3. Trustees

- ❖ Each trustee to evaluate their current role/s and future roles.
- ❖ Any nominations for prospective new trustees
- ❖ Finalise the Trust membership to lead this new phase of “Opening up the Nicol’s Blacksmith Shop” to the public.

4. Event Days

- ❖ BS training days
- ❖ Workshops
- ❖ Conferences/Festivals
- ❖ Visiting Groups

5. Village Co-operation

- ❖ Support the creation of Village Guides and a set of guide notes for them.
- ❖ Regular consultation with local groups – Plan Opening days/hours
- ❖ Share a common “Public Liability Insurance Policy”
- ❖ Support local publications/marketing
- ❖ Co-operate with the selling of merchandise

6. Interpretation

- ❖ Can we separate “Live BS” and “Interpretation” areas
- ❖ Develop a set of stories related to the building, the BS and his role in community
- ❖ Public safety
- ❖ Hire professionals to develop a plan on ways to tell “The Blacksmith Story”

7. Marketing and Publicity

- ❖ A presence on Various internet sites
- ❖ Use community marketing media and publications

- ❖ Use “Press Releases” and “Coming Events” notices
- ❖ Develop links with TW, OWCT, Totara Estate, Kurow Museum

8. Merchandise

- ❖ Develop a Merchandise Policy
- ❖ Identify suitable BS created items
- ❖ How do we display and sell merchandise?

9. Income and Funding

- ❖ Regular Income (Charge if “live BS”, Group Charges)
- ❖ Event Income (Balanced budget required)
- ❖ Donations
 - Create a “Friends of NBS”?
 - Donation Box
- ❖ Sponsorship
 - General
 - Events
- ❖ Grants
- ❖ Fundraising Activities