

Stratford & District Local History Museum

A Project Plan and The USP:

*Empowering Imagination With Miniature Worlds and
The Stories of People who Made the History of Our Town.*

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S&D Local History Museum USP Design
v2 May 2024.

Introduction + Background

There is so much history in the town of Stratford-upon-Avon, and its district, that is being kept in the shadow of the towns' favourite playwright. One of the interesting facts in the chronicles is that the town has been the epicentre of not one, but two revolutions. The Bard was the prototype for a new style of Performing Arts, and the Industrial Revolution was mobilised by William James, the '*Father of the Railways*'. Our two Williams were the pioneers of their trade, and the town now has an opportunity to keep their legacies alive and in the public eye.

A new town museum is being proposed and the centrepiece is a unique model of Stratford's transport history. The late Harry Cowan has created a detailed model of the 1840 Canal Basin with the terminus of the Stratford-Moreton horse tramway over a period of fifteen years. We aim to use this highly impressive miniature world to bring the story of the models alive. A horse stagecoach is shown bringing home the mails and the Bard himself, the busyness of warehouses on the banks of the river and canal basin gave the town the appearance of 'inland port', there are two canal basins at the height of the output of England's industrial might, and some of the buildings now only exist in history books. This model represents a lifetime's work of research and dedication. There is no other pictorial record of the scene and we are proud and privileged to have the opportunity to save such an important historical artefact for the benefit of Stratford town and the community of the district.

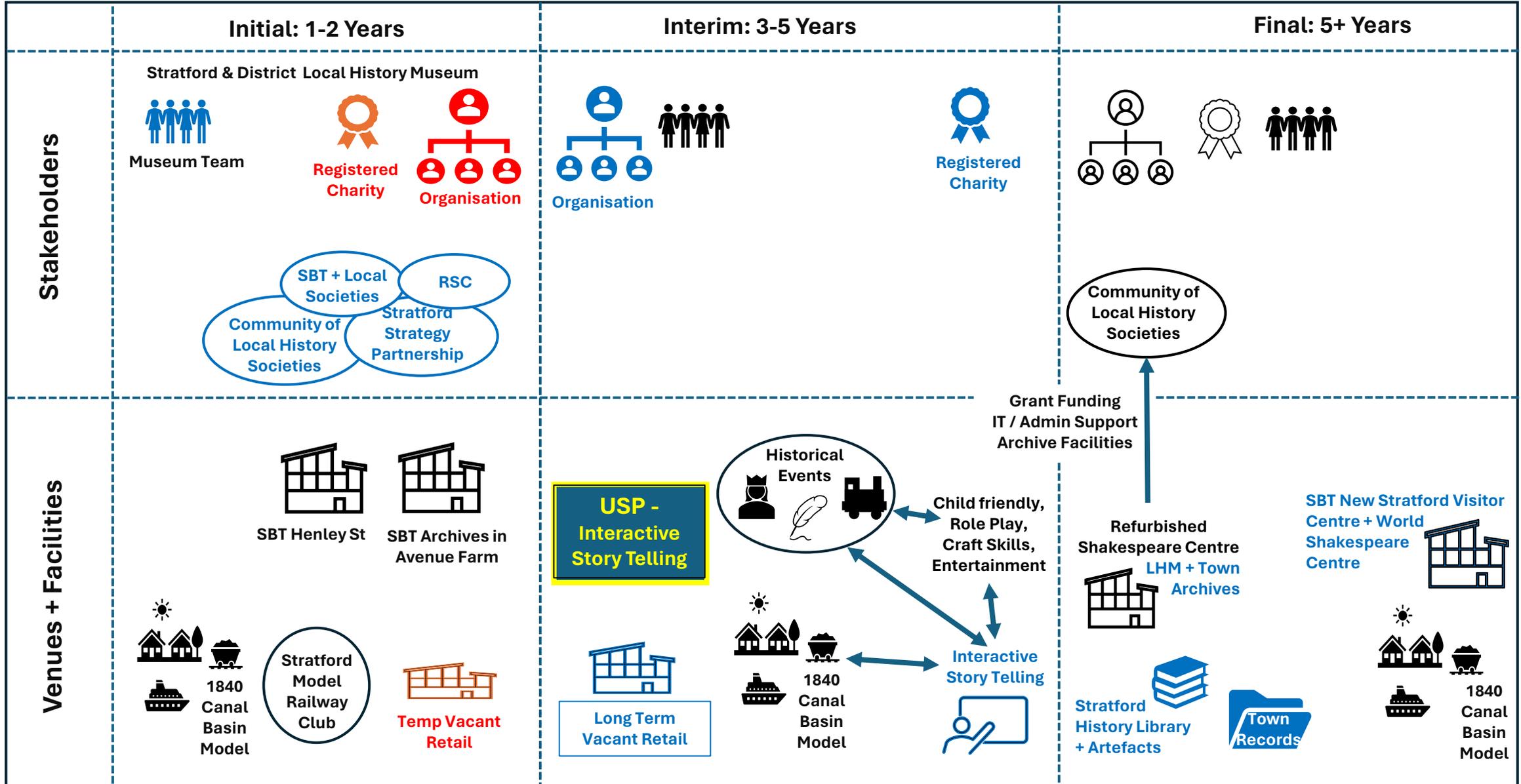
We aim to tell the story of characters, friendships, rivalries, in the time of great change to the town and the district. From Roman settlements to the Great Trade of Goods (written by Daniel Defoe) carried on the river Avon to the all corners of the world, from loads of coal hauled by horsepower to coal powered steam engines on the railways, Stratford has always figured in the history of trade and transport. Our unique proposition is that the model will be an engaging interactive experience with laser lights, holograms, and sound projections to connect the viewer with the stories of our people, the Stratfordians who made the town, and those who are keeping it in the forefront of the most popular tourist attractions. Walking Through Time with the Two Williams, Shakespeare and James, and a cast of not-so famous historical figures. This will be a history lesson to remember.

This document describes a museum with a difference, and at its core will be the historical events which made the town of Stratford an important centre of commerce and culture. A museum that will support the local history communities to achieve their own goals and aspirations.

Plan On A Page – Delivery of the LHM 2024

RED = Not yet in place
BLUE = changes

STRATFORD & DISTRICT LOCAL HISTORY MUSEUM

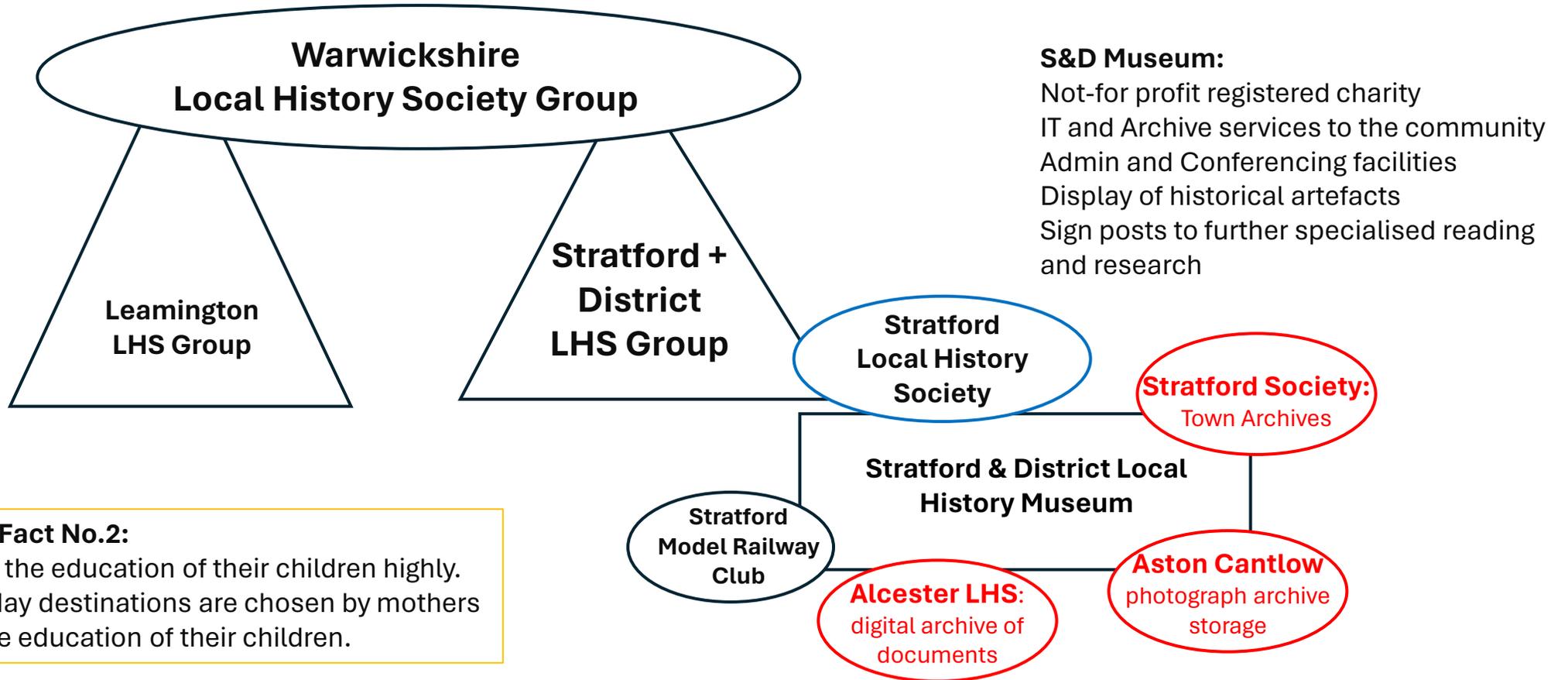


Vision: Supporting Local History Groups in the District.

STRATFORD & DISTRICT LOCAL HISTORY MUSEUM

Interesting Fact No.1:

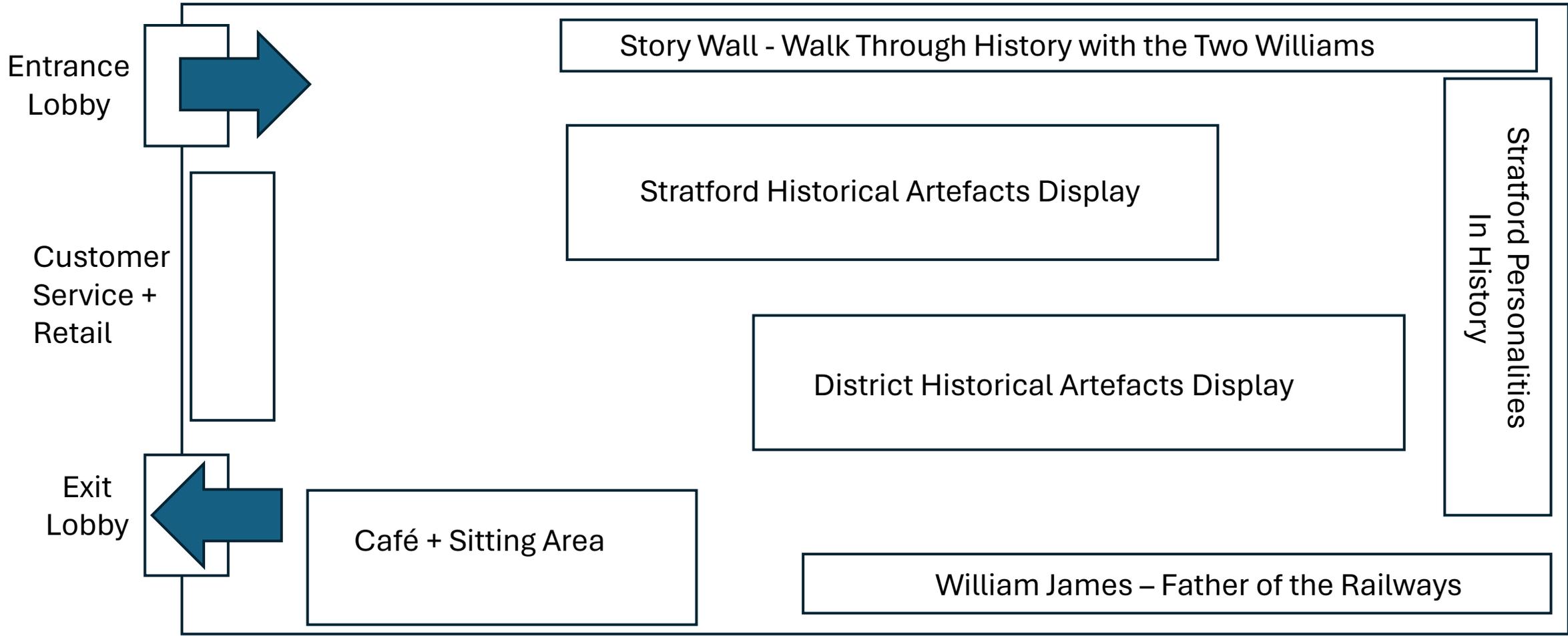
There are 127 Parishes in the District.
There are only 15 Local History Societies.



Interesting Fact No.2:

Parents rate the education of their children highly.
71% of holiday destinations are chosen by mothers to further the education of their children.

Floor Plan 1 - Free to public



Story Wall - Walk Through History with the Two Williams

Stratford Historical Artefacts Display

District Historical Artefacts Display

Stratford Personalities
In History

Café + Sitting Area

William James - Father of the Railways

Entrance
Lobby

Customer
Service +
Retail

Exit
Lobby

Visitor Attractions:

Warwickshire Museums

Blists Hill / Black Country

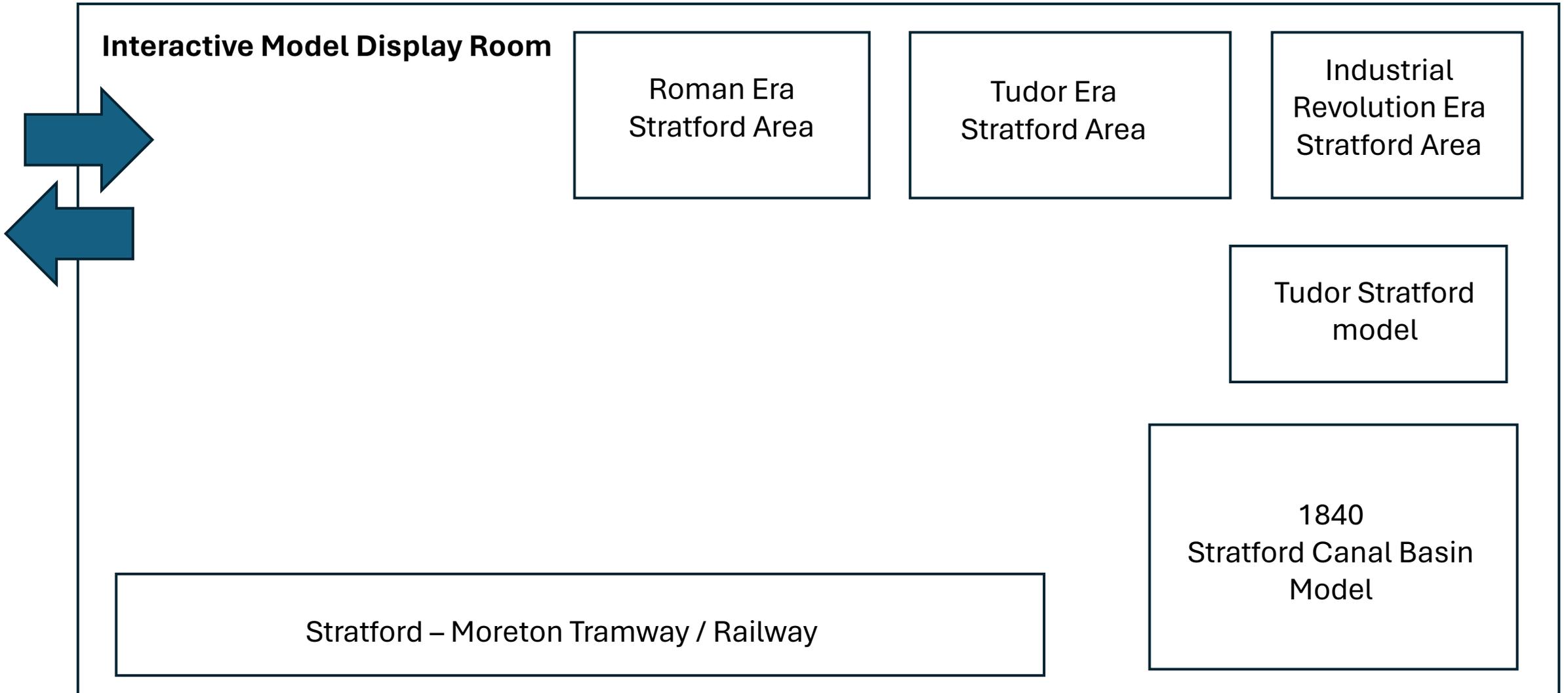
Stratford Museums

RSC

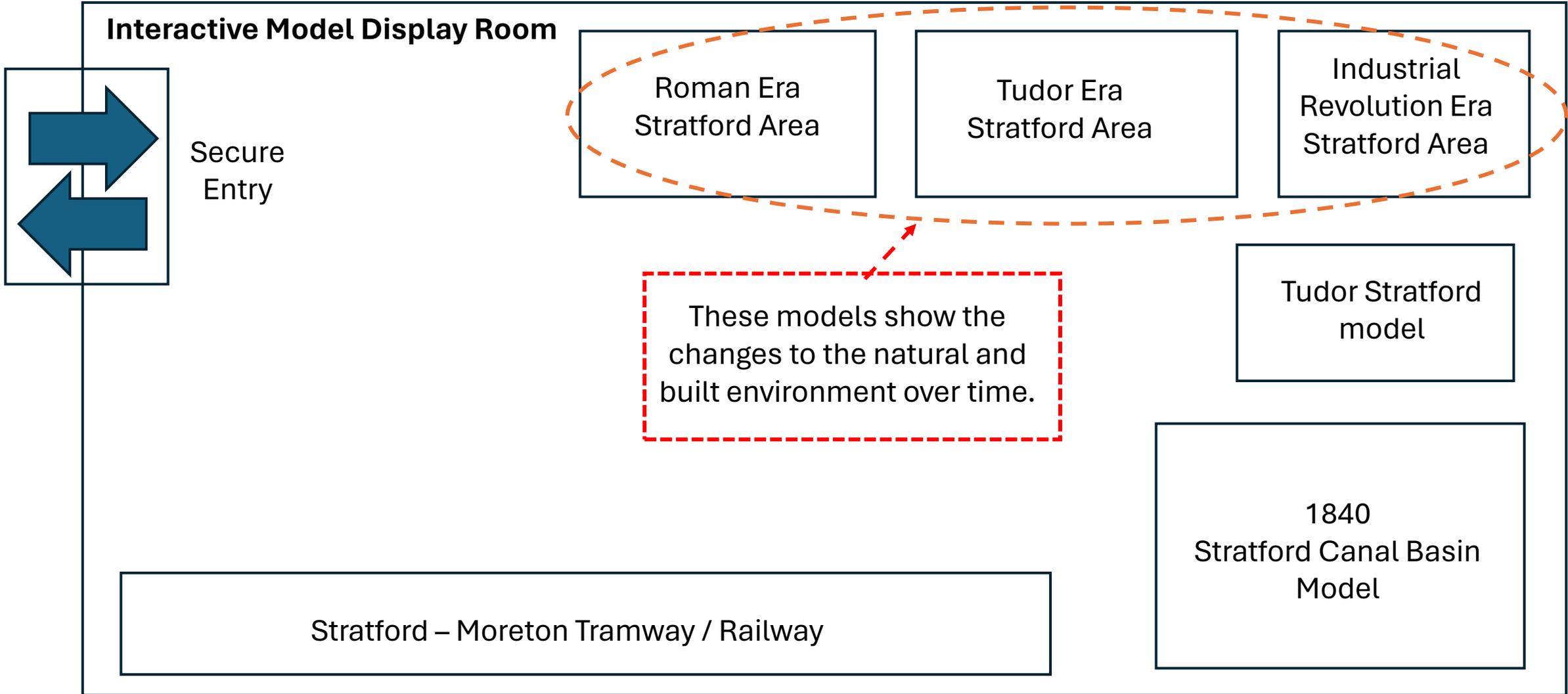
Stratford History

Historical Period	Roman 100BC - 410	Anglo-Saxon/ Viking 449-1066	Norman 1066-1154	Plantagenet 1154-1485	Tudor - Elizabethan 1485-1603	Stuart 1602-1714 Georgian 1714-1837	Victorian 1837-1901 Edward 1901-1918
Monarch		Alfred Great – AEthelred	William – Henry I	Henry II – Richard III	Edward I – Elizabeth I	James I - Cromwell – Charles II	Victoria – George V
Events	Boudica			1455–1487: War Roses (Throne)	1564-1616: Shakespeare 1605: Gunpowder Plot Tudor World	1642-1651: English Civil War. 1694: Great Fire of Warwick 1760-1840: Industrial Revolution 1771-1837: W. James. 1781-1848: G. Stephenson	1837: Victorian Britain 1856-1860: Crimea War. 1900: Victorian Town 1900-1903: Boer War. 1914-1918: Great War
History Plays	Coriolanus, Julius Caesar, Antony and Cleopatra			King John, Edward III, Richard II, Henry IV, Henry V, Henry VI, Richard III,	Henry VIII		
Stratford Milestones	Roman Settlement	600: Monastery 1015: Destruction	1196: Town + Charter	1275-1348: John de Stratford 1235: First bridge over the Avon.	1440-1496: Hugh Clopton 1484: Clopton Bridge 1553: KES 1564: Birthplace	1639: River Avon navigable Warwick-Stratford-Bristol. 1643: Market hall blown up. 1769: Garrick's Bard Jubilee 1816: Birm-Stratford Canal 1817: Mail coach service. 1826: Stratford-Moreton tramway.	1855-1924: Marie Corelli 1859: Stratford - Honeybourne Railway 1860: Stratford-Hatton Railway. 1860: Battle of the Railway Gauge

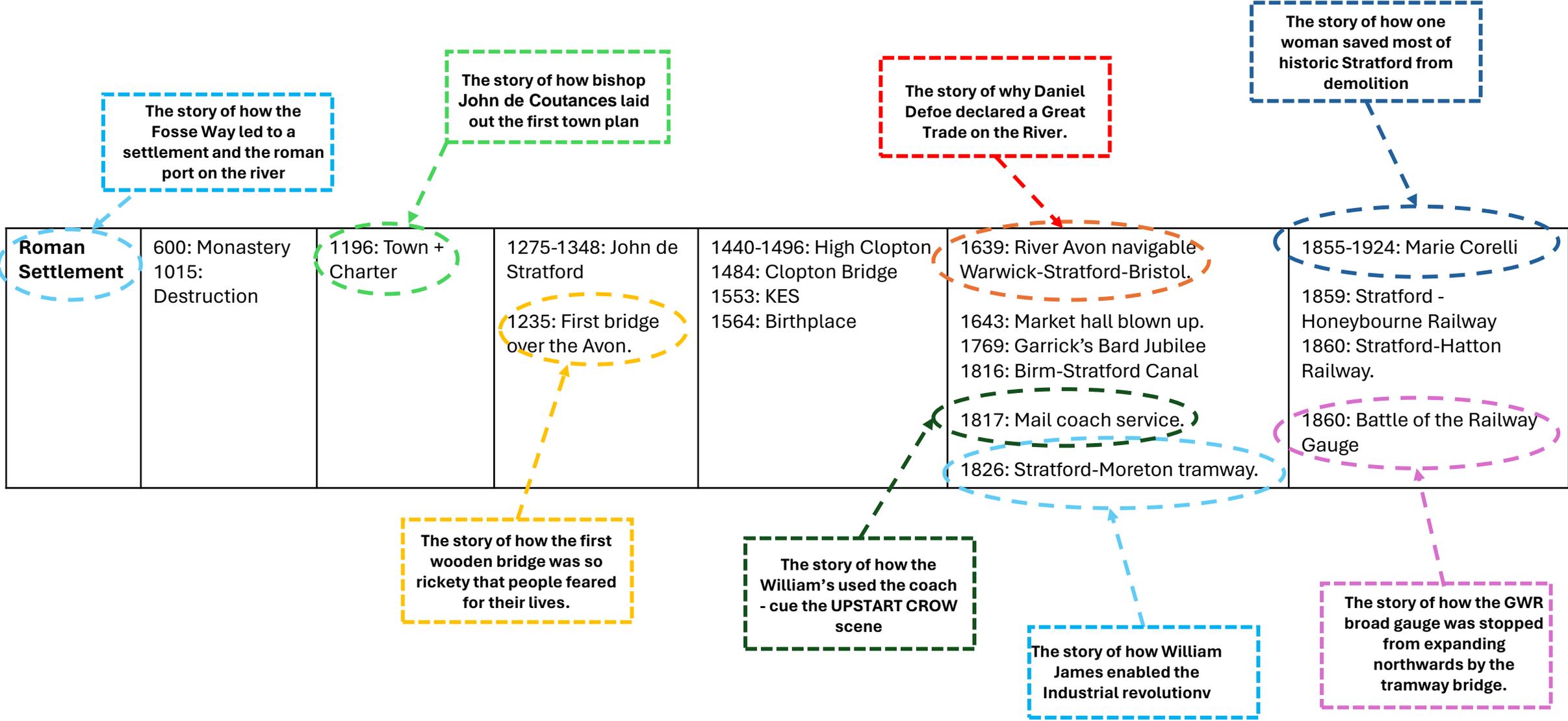
Floor Plan 2 - Members and Paying



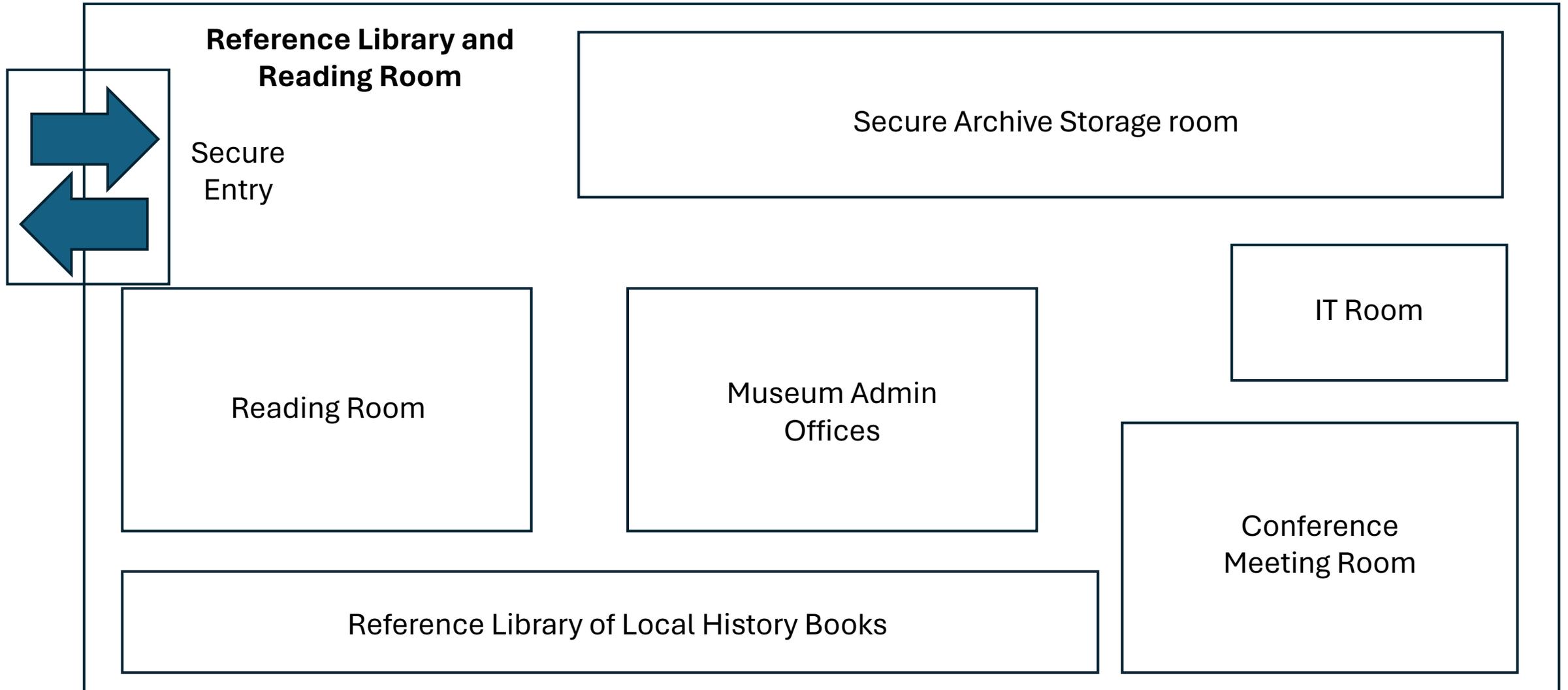
Floor Plan 2 - Members and Paying



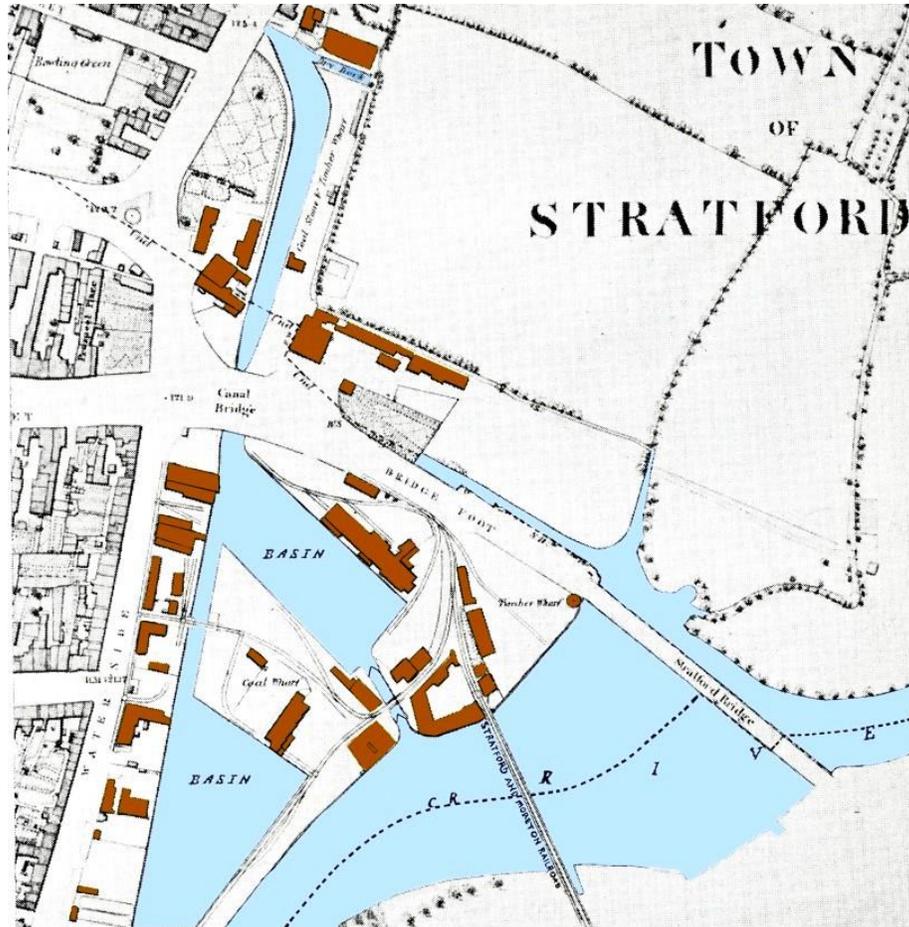
The River Avon and Town: A History of Story's.



Floor Plan 3 – Members Only



Canal Basin Model: Visitor Interaction

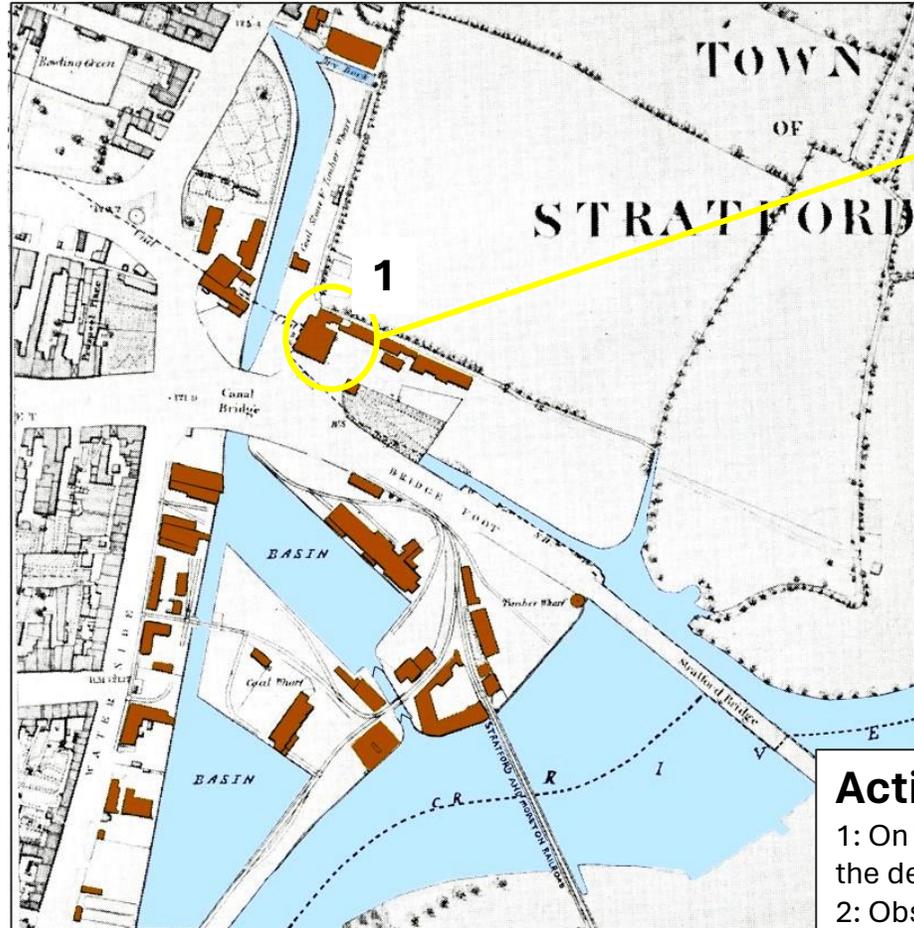


Canal Basin Map - displayed on a VDU touch screen



The Canal Basin Model:

Canal Basin Model: Visitor Interaction 2



Canal Basin Map - displayed on a VDU touch screen



The Canal Basin Model:

Activating the Model:

- 1: On the computer display screen select the desired Point of Interest.
- 2: Observe the POI light up on the model.
- 3: On the screen select from the dropdown menus information on the building and its use.

Point of Interest



Information Panel:

- 1: The river Avon carried significant volumes of trade from Warwick to Bristol.
- 2: Stratford was an important and busy crossing place over the river. The main roads from London to Birmingham and Wales passed through.
- 3: There were five coaching inns and twenty-four mail coach services per day.
- 4: Williams James and Shakespeare are known to have used the coaches.

Canal Basin Model: Visitor Interaction 3

Info Panel: History Headlines

- 1: The river Avon carried significant volumes of trade from Warwick to Bristol.
- 2: The Canal Basin Model depicts Stratford in 1840 when it was the appearance of a busy harbour and was described as 'an inland seaport'.
- 3: Stratford was an important and busy crossing place over the river. The main roads from London to Birmingham and Wales passed through.
- 3: There were five coaching inns and twenty-four mail coach services per day. Williams James and Shakespeare are known to have used the coaches.

The royal mails were the internet email equivalent of the 17th Century. The mails were conveyed by ship from India, Australia and the Continent to bring intelligence on the markets and intentions of potential enemies. Forewarned with this information the nation could take advantage of or be prepared for any eventuality. The horse stagecoach delivered the mails to the doorstep, as well as bringing Shakespeare home and James to the next business venture.

Information Panels: Detail

The river Avon was made navigable from Warwick to Bristol in 1639 and the wharfs were used as storage and handling during the transshipment of goods to river barges. Daniel Defoe speaks of the Avon navigation as *'an exceeding advantage to all this part of the country and also to the commerce of the city of Bristol. For by this River they derive a very great Trade for Sugar, Oil, Wine, Tobacco, Iron, Lead and in a word, all heavy goods which are carried by water almost as far as Warwick [sic]; and in return the corn, and especially the cheese, is brought back from Gloucestershire and Warwickshire to Bristol'*.

The expansion of the canal system led to the Birmingham-Stratford canal in 1816. This major work was promoted by William James for the purpose of avoiding the exorbitant charges on cargoes levied by the owners of the Grand Union Canal. The new canal entered the town close to the river Avon from the north and terminated in the canal basins in the area of the Bancroft Gardens. Produce and minerals from the Black Country were conveyed on barges to the wharves and then loaded onto river boats for Bristol and ocean-going ships. The model depicts the canal basin with the wharves on the Waterside, the coaching inns and mail coach, Cox's timber yard and the Stratford-Moreton horse tramway bridge. Clopton Bridge (built 1484) can be seen in the background along with the old buildings in the Bridgetown area.

The crossing over the river Avon conferred a significant and strategic benefit to the town. A wooden road bridge in 1251, and its replacement, the Clopton stone road bridge in 1481, was supplemented by the Stratford-Moreton horse tramway bridge in 1826. This was converted into a railway by the actions of William James to create a continuous railway network to London and to the north. The growth of the Industrial Revolution accelerated from this efficient transport system connecting all the major cities and ports in the country.

Stakeholders:

This project is supported by the following organisations:

Stratford & District Model Railway Club.

secretary@sdmrc.co.uk

Stratford Upon Avon Local History Society.

Matt Goodman.

StratforduponavonLocalHistorySociety.org.uk

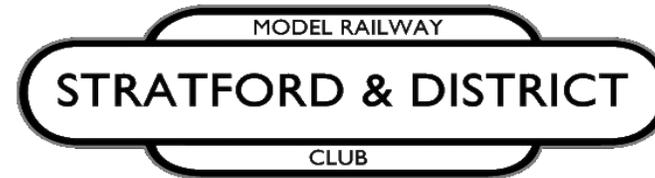
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DHC Legacy Estate.

Will Cowan, executor of the estate of Harry Cowan.

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