



**Invitation to Tender (ITT)
for
St Osyth Priory & Parish Trust
Fundraising Consultant**

Submission of Tenders: 2nd October 2025

Fee available:

**£32,500 excl. VAT in Development Phase;
Delivery Phase (funding dependant)**

Any queries relating to this tender should be submitted via the
St Osyth Priory & Parish Trust email -
tenders@stosythpriorytrust.org.uk

Issue Date: 15th September 2025



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1.0 PROJECT OVERVIEW AND CONTEXT

1.1 INTRODUCTION

St Osyth Priory & Parish Trust is currently in the Development Phase of a project funded by a Community Enterprise grant from The National Lottery Heritage Fund which will focus on the redevelopment of the Tithe Barn and Old Dairy and into hireable wedding, event and community spaces.

St Osyth Priory and Parish Trust wishes to appoint a suitably qualified and highly experienced Fundraising Consultant to work on the Development Phase if this project.

This ITT sets out the background to the project, the tender process, timescales, and management arrangements.

There is, however, no guarantee that Delivery Phase services will be required, and bidders should take account of this.

1.2 BACKGROUND INFORMATION

St Osyth Abbey (originally and still commonly known as St Osyth Priory) was a house of Augustinian canons in the parish of St Osyth (then named Chich) in Essex, England in use from the 12th to 16th centuries. Prior to the Reformation, it was the third wealthiest abbey in the country. After falling into private ownership by the Darcy family following the reformation, the abbey was severely damaged in the English Civil War, and the house and 6,800-acre estate was owned privately throughout its history.

The house was requisitioned during the Second World War and then sold in 1948 to the Loyal and Ancient Order of Shepherds who founded a convalescent home here. Five parts of the priory are Grade I listed buildings. In 1954 Mr Somerset de Chair, a popular novelist and MP, purchased the property, allowing the convalescent home to remain in the main building for many years (closed 1980), and converting the Gatehouse into a separate residence. De Chair developed the gardens and opened the property to the public. He also gradually sold off parts of the estate and allowed large scale gravel extraction to disfigure much of the surrounding landscape. After his marriage in 1974 to Lady Juliet Wentworth Fitzwilliam, the Wentworth Woodhouse art collection, which she had inherited, was displayed here. On de Chair's death in 1995 the property was put up for sale by his widow, and it was eventually purchased by the present owners, the Sargeant family, in 1999. It is part of the Historic Houses Association but is privately owned by the Sargeant family.

The site is used for events, open for walking tours, and there is an education centre that welcomes school visitors to the site.

St Osyth Priory & Parish Trust is an exceptional collection of heritage assets comprising 16 separate Grade I, II* and II listed buildings set within a Grade II registered historic park and garden. The vision for this mesmerising collection of buildings and landscape, is to fully revitalise and restore the historic assets to their former glory. By utilising many different options, the estate will have a new long term and viable future that engages with the community and brings new economic prosperity to the local area. The vision is that the Tithe Barn and Old Dairy buildings will deliver a wedding venue that can be leased and potentially run by a private operator - with the buildings used by the community to meet the Trust's charitable purposes when not rented out commercially.

The Trust has been granted a Development Phase Grant from The National Lottery Heritage Fund, and as such are looking to appoint a Fundraising Consultant to develop, manage and deliver the Trust's match funding strategy, submit grant applications and manage the successful grants and related administration.

1.3 PROGRAMME TIMELINE

Below is an approximate timeline of the programme:

RIBA Stage 2 – July 2025 – December 2025

1. Pre-planning Application Submitted – September 2025 to November 2025
2. Ongoing SOPPT Meetings

RIBA Stage 3 – December 2025 – August 2026

1. Coordinated Designs & costs Approved – May 2026
2. Match Funding for Delivery Phased secured and in place, agreements in place - May 2026 to August 2026
3. Planning/LBC Applications – April 2026 – May 2026
4. Delivery Phase Application Prepared – June 2026 – July 2026
5. Delivery Phase Application Submitted - August 2026
6. Planning/LBC Decision – December (TBC)
7. Ongoing SOPPT Meetings

End of Development Phase

RIBA Stage 4 – Dec 2026 to March 2027

1. Decision on Delivery Phase Application – December 2026 (TBC)
2. Estimated Permission to Start Received (Delivery Phase) – January 2027
3. Discharge Pre-Commencement Planning/LBC conditions – February 2027 to May 2027
4. Ongoing SOPPT Meetings

RIBA Stage 5 – April 2027 to April 2028

1. Construction - May 2027 to December 2027
2. Fit out and interpretation installation period – January 2028 to March 2028
3. Fit out and interpretation installation complete – March 2028
4. Ongoing SOPPT Meetings

RIBA Stage 6 Handover of sites & testing for close out – May 2028 to August 2028

1. Ongoing SOPPT Meetings

RIBA Stage 7 In use and open for Autumn - August 2028 to March 2029

1. Ongoing SOPPT Meetings
2. Project Evaluation Submitted - November 2028 to March 2029
3. Activity period and programme ends – March 2029

The above will be reviewed once the full team is appointed, early on in Development Phase.

2.0 FUNDRAISING CONSULTANT SCOPE OF WORKS

2.1 OVERVIEW

Working closely with the Board of Trustees and the Project Manager, this role will include supporting a range of projects across a wide spectrum of fundraising mechanisms including: donor engagement and development; fundraising in line with the strategic objectives; community fundraising; events; commercial marketing and creating any Gift Aid opportunities from events.

Collaboration with the Project Manager for the fundraising strategy and implementation will be required to ensure that funding is in place to support the capital programme, rollout the supporting activity plans and the day-to-day running of the Trust.

You will also be required to support funder reporting and the development (writing and submission) of the Delivery Phase Application to The National Lottery Heritage Fund.

SOPPT need to raise approximately £850K in match funding (excl. volunteer hours and in kind support) from a variety of sources, for example Trusts and Foundations, Individuals and Corporates. This needs to be in place or underwritten by the time the Delivery Phase application to The National Lottery Heritage Fund which will be submitted in August 2025.

2.2 GENERAL TASKS

DEVELOPMENT PHASE

2.2.1 FUNDRAISING STRATEGY

The Fundraising Consultant will provide support to the Trust on the following key strategic projects:

- Review, development and implementation of a fully integrated Fundraising Strategy for St Osyth Priory- including ongoing funding of the Tithe Barn and Old Dairy project.
- Flag any opportunities that might arise to raise funding for The Cart Lodge and Abbott's Tower as part of a future wave of works.
- Attend fundraising/development meetings with potential funders as required.
- Proactive building of funding pipeline and opportunities.
- Creating, writing, submitting and managing funding applications from expression of interest onwards.
- Responsible for Funder reporting, evaluation and funding management.
- Working with the Trust to ensure that fundraising strategy meets priorities and supports the business plan.
- Develop a strategy to maximise giving opportunities across all activities and events, including community giving and Gift Aid.
- Ensure that all funder deadlines and grant condition requirements are met.
- Draft, finalise and submit the Delivery Phase Application to The National Lottery Heritage Fund, drawing on wider project team and reports to prepare responses to all questions.

2.2.2 COMMUNICATIONS

- Responsible for planning and creation of all mass electronic communication sent to stakeholder groups and Trustees regarding funder updates.
- Attend and report at monthly meetings including Project Team and Trustee Meetings as required.

2.2.3 DONOR RELATIONSHIPS

- Establish set donor management processes.
- Develop donor journeys.
- Support the development of a new CRM database
- Develop and implement a community fundraising strategy and assist us through developing resources, engaging volunteers and building relationships with local groups and organisations.
- Support the development of a Major Donor strategy.
- Support the development of events fundraising.
- Explore new and alternative sources of funding.

2.2.4 COORDINATING TRUST SIGN-OFF

- Work with the management team of St Osyth Priory & Parish Trust to ensure successful Trust sign off of the Fundraising Strategy and any applications.
- Keep appropriate records and meeting minutes and liaise with Trustees and Project Manager to ensure actions from meetings are followed up and implemented.

2.2.5 OTHER DUTIES

- Attend and participate in SOPPT events as required
- Provide fundraising training to SOPPT and provide advise around suitable training opportunities
- Maintain confidentiality at all times.

DELIVERY PHASE

- Carry out stewardship in relation to secured funding including reporting back to funders.
- Resources to be confirmed at start of this phase based on day rates provided at tender.

3.0 INSTRUCTIONS FOR TENDERING

3.1 GENERAL TENDERING INFORMATION

- 3.1.1 These instructions are designed to ensure that all Tenderers are given equal and fair consideration. It is important therefore that you provide all information asked for in the format and order specified in the tender documents. If you have any doubt as to what is required or will have difficulty in providing the information requested, please submit a question via **tenders@stosythpriorytrust.org.uk**
- 3.1.2 St Osyth Priory and Parish Trust reserves the right to contact and take up references. Tenderers are required to provide details of three references for work of similar scale and nature in the ITT submission.
- 3.1.3 Tenders shall be submitted in accordance with these instructions.
- 3.1.4 Tenders that do not comply with any mandatory requirement (i.e. where the words “shall” or “must” are used) will be rejected.
- 3.1.5 This ITT does not constitute an offer and St Osyth Priory & Parish Trust does not undertake to accept any tender. St Osyth Priory & Parish Trust reserves the right to accept a Tender in part, rather than in full.
- 3.1.6 Whilst the information contained in this ITT is believed to be correct at the time of issue neither St Osyth Priory & Parish Trust, nor its advisors, will accept any liability for its accuracy, adequacy or completeness nor will any express or implied warranty be given. This exclusion extends to liability in relation to any statement, opinion or conclusion contained in or any omission from this ITT (including its appendices) and in respect of any other written or oral communication transmitted (or otherwise available) to any Tenderer. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of St Osyth Priory and Parish Trust.

3.2 CONFIDENTIAL NATURE OF TENDER DOCUMENTATION

- 3.2.1 Documentation in relation to this Invitation to Tender and any Tenders received by St Osyth Priory and Parish Trust in response to it shall be treated as a private and confidential save where the disclosure is required by law.
- 3.2.2 Other than with professional advisers or sub-contractors that need to be consulted with regards to the preparation of the Tender, Tenderers shall not:
 - a) Disclose that they have been invited to tender.
 - b) Discuss the Invitation or the Tender they intend to make.
 - c) Release any information relating to the ITT and/or the Tender that they intend to make.

- d) Devise or amend the content of their Tender in accordance with any agreement or arrangement with any other organisation and/or person, other than in good faith with an organisation and/or person who is a proposed partner, supplier, consortium member or provider of finance.
 - e) Enter into any agreement or arrangement with any other organisation and/or person, other than in good faith with an organisation and/or person who is a proposed partner, supplier, consortium member, or provider of finance.
 - f) Enter into any agreement or arrangement with any other organisation and/or person that has the effect of prohibiting or excluding that person from submitting a Tender.
 - g) Canvas directly or indirectly with any other Tenderer, Member or Officer of St Osyth Priory and Parish Trust (including its consultants and contractors) in relation to this procurement.
 - h) Attempt to obtain information from any of the employees or agents of St Osyth Priory and Parish Trust or their advisors concerning another Tenderer or Tender.
 - i) Pass the ITT documents to any other organisation.
- 3.2.3 If a Tenderer does not observe the points above, St Osyth Priory & Parish Trust will reject their tender and may decide not to invite the Tenderer to tender for future work.
- 3.2.4 St Osyth Priory and Parish Trust will consider only bona fide bids, which do not refer to any other bid. It shall be entitled to disqualify any application where collusive bidding is suspected.

3.3 CONDITIONS

- 3.3.1 St Osyth Priory and Parish Trust is not liable by way of contract, for any work undertaken or cost incurred by any respondent in connection with the preparation, submission, or assessment of any tender. The Tenderer is responsible for independently checking and satisfying himself/herself of the accuracy of the information provided in this brief.
- 3.3.2 St Osyth Priory and Parish Trust reserves the right to retain all submission material, including that prepared for presentation purposes, and display or otherwise utilise the material as it may consider appropriate, at no cost to them.
- 3.3.3 Subject to satisfactory performance, an ongoing need and funding being secured for the Delivery Phase, the Fundraising Consultant will also be commissioned through this tender to manage fundraising in the Delivery Phase. **There is, however, no guarantee that delivery stage services will be required, and bidders should take account of this.**

3.4 COMMUNICATION AND QUESTIONS

- 3.4.1 All formal communications (including, but not limited to, clarification questions, appointments for site visits and the submission of Tenders) to St Osyth Priory and Parish Trust are to be made in writing using **tenders@stosythpriorytrust.org.uk**
- 3.4.2 It is the Tenderer's responsibility to ensure any verbal queries or clarifications they generate are confirmed in writing via email. In the event of any misunderstandings reliance on verbal communications will not be permissible.
- 3.4.3 If a Tenderer is in doubt as to the interpretation of any part of the ITT, or if they consider that any of its requirements are ambiguous or conflict with any other requirements, they should contact St Osyth Priory & Parish Trust via email.
- 3.4.4 No representation, explanation or statement made to the Tenderer or anyone else by or on behalf, or purportedly on behalf of St Osyth Priory and Parish Trust as to the meaning of the Tender documents, or otherwise in explanation as aforesaid, shall be binding on St Osyth Priory & Parish Trust in the exercise of its obligations under a subsequently awarded contract.
- 3.4.5 Should any Tenderer wish to clarify the interpretation of any part of the ITT requirements, they may submit clarification questions via email system. This opportunity exists until the deadline of 24th September 2025 after which no undertaking is given to reply. St Osyth Priory & Parish Trust will use their best endeavours to respond as a matter of assistance to the Tenderer, but it shall not be construed to add to, modify or take away from the meaning and intent of the proposed contract and/or the obligations and liabilities of the Tenderer. Tenderers' messages are managed in standard business hours only, Monday to Friday.
- 3.4.6 Where an enquiry is beneficial to all Tenderers, both an anonymised copy of the clarification question and the response will be communicated to all Tenderers. If a Tenderer wishes St Osyth Priory & Parish Trust to treat a clarification as confidential and not issue a response to all Tenderers it must state this when submitting the clarification question. If, in the opinion of St Osyth Priory & Parish Trust, the clarification is not confidential, St Osyth Priory & Parish Trust will inform the Tenderer, and the Tenderer will have an opportunity to withdraw it. If the clarification is not withdrawn, both the question and response will be sent to other Tenderers anonymously.
- 3.4.7 St Osyth Priory & Parish Trust reserves the right (but shall not be obliged) to seek clarification of any aspect of a Tender during the evaluation phase where necessary for the purposes of carrying out a fair evaluation. Tenderers are asked to respond to such requests promptly.

3.5 EVALUATION CRITERIA

- 3.5.1 The final contract award will be to the Most Economically Advantageous Tender. The tender evaluation criteria will be based on a combination of Quality and Price which has been specified and weighted in the table below.
- 3.5.2 Once all evaluations have been completed St Osyth Priory & Parish Trust will add the quality and price scores together to provide a total score for each Tenderer. The Tenderer with the highest total score will be recommended to deliver the service.

Criteria		Weighting
Quality - 70%		
1	3 x Case studies demonstrating relevant experience and demonstratable success in achieving match funding	30%
2	Key project personnel relevant experience	20%
3	Project methodology	20%
Price - 30%		
	Fee proposal	30%
Total		100%

3.6 TENDER CONTENTS AND SCORING METHODOLOGY

3.6.1 WHAT TO INCLUDE

For additional guidance for how St Osyth Priory & Parish Trust would like you to respond, please see the recommendations below. Responses should be sent as an emailed PDF attachment.

Case Studies: To showcase yourself and/or your organisation, please include case studies covering the elements of the Role, Scope and Responsibilities as well as the schedule of services; this helps to demonstrate clearly how your previous experience contributes to your value proposition.

Details of who will be involved, including Bios and CVs: In addition to this, providing an overview of your proposed team's individual bios, their responsibilities and brief examples of relevant past work is necessary to demonstrate how well you are suited to delivering the proposed works. It will be essential that the proposed staff can only be replaced with someone of equal experience due to our Due Diligence policies.

Methodology and Timeline: In addition, please provide a methodology, timeline & order of outputs, including an estimated time on site. Tell us how you would propose delivering against the brief, and why.

References: Please provide three referees' details and a description of similar contracts delivered over the past five years.

Insurance: Please confirm that you have:

- a. Employer's liability insurance
- b. £5m Professional indemnity insurance, for every claim
- c. £5m Public liability insurance

Proof of insurance will be required from the successful bidder.

3.7 ITT – QUALITY (70%)

3.7.1 This element equates to 70% of the full mark and the scoring of each element of the requirement will use the scoring system as shown in table below.

Method Statements Question	Scoring Range	Weighting
3 x Case studies demonstrating relevant experience and demonstratable success in achieving match funding	0 to 5	30%
Key project personnel relevant experience	0 to 5	20%
Project methodology	0 to 5	20%

3.7.2 The following scoring mechanism will be used to score the quality method statements responses:

Score	Rationale/Judgment	General Description
0	The response fails to comply with the requirements of this ITT or is otherwise incapable of evaluation.	Wholly unsatisfactory
1	The response does not demonstrate an understanding of St Osyth Priory & Parish Trust's requirements as defined in this ITT and is incomplete or is otherwise unconvincing in significant respects.	Unsatisfactory
2	The response demonstrates only a limited understanding of St Osyth Priory & Parish Trust's requirements as defined in this ITT, lacks detail or is not convincing in some respects	Cause for concern
3	The response demonstrates an understanding of, and compliance with St Osyth Priory & Parish Trust's requirements as defined in this ITT.	Acceptable

4	The response indicates that the bidder would effectively deliver the project in accordance with St Osyth Priory and Parish Trust's requirements. The response is convincing, detailed and demonstrates a good understanding of St Osyth Priory & Parish Trust's requirements as defined in this ITT.	Good
5	The response indicates that the bidder would effectively deliver the project in accordance with St Osyth Priory and Parish Trust's requirements. The response is entirely convincing, highly detailed and demonstrates a complete understanding of and compliance with St Osyth Priory and Parish Trust's requirements as defined in this ITT.	Excellent

- 3.7.3 In order to ensure that the successful Tenderer has met minimum quality standards, any Tenderer whose score includes two or more answers that are awarded a score of 2 or less, or any awarded of a score of 0, will be deemed to have failed minimum quality standards and will be deselected from the tender process.

3.8 ITT – PRICE (30%)

- 3.8.1 The pricing schedules submitted will be worth 30% of the overall marks.

Please note that although the Delivery Phase is subjected to funding, please include both Development Phase and Delivery Phase in your proposal as breakdowns of each.

The Tenderer with the lowest price (Development Phase plus Delivery Phase) will receive the maximum points available.

Each remaining Tenderers' price will be awarded a score based on the percentage difference between their price and that of the most competitive price:

Score = Lowest Tender Sum / Contractors Tender sum x Max. Weighted Available Score

Please see an illustrated example of the calculation methodology below for clarity:

Tenderer A	Tenderer B	Tenderer C	Tenderer D
15,849	17,094	25,497	31,246
30%	27.81%	18.64%	15.21%

A = 15,849 and gets 30%

A divided by B = 15,849/17,094 = 0.927

Proportional Score 30 x 0.927 = 27.81%

3.9 CLARIFICATION MEETING / PRESENTATIONS

- 3.9.1 As part of the tender evaluation process bidders may be required to make a presentation or attend a clarification meeting online. Bidders will be notified as soon as possible if they are required to give a presentation or attend a clarification meeting. Following the presentations /interviews the scores attained in the written submission may be moderated.

3.10 INDICATIVE PROCUREMENT TIMETABLE

- 3.10.1 Below is a table of indicative timescales for the procurement process. Please note that some of these dates may be subject to change. As time is of the essence for this project, only contractors who can meet the timetable set out below should submit a tender for this service contract.

MILESTONE	TARGET DATE
Invitation to Tender (ITT) available online	15 th September 2025
Tender returns: ITT Submission Deadline	2 nd October 2025
Tender Evaluation Period	w/c 2 nd October 2025
Clarification Meeting (Online)	8 th October 2025
Confirmation of Appointment	13 th October 2025

- 3.10.2 Please note that if shortlisted, clarification meetings will take place on Teams on Wednesday 8th October 2025.
- 3.10.3 The above dates are for guidance only and may be amended by written notice by and at the sole discretion of St Osyth Priory and Parish Trust.
- 3.10.4 By submitting a tender for the provision of the Services a Tenderer confirms that it is able to meet the dates above including the provision of all necessary personnel, facilities and information to deliver the Services.

Appendix I Form of Tender

Please complete this form and include it with your responses to the questions in the Brief.

Project: St Osyth Priory and Parish Trust

Professional Service: Fundraising Consultant

Name of Tenderer:

I/We, the undersigned, do hereby offer to execute and complete the above mentioned professional services in strict accordance with the Schedule of Services for the following lump sum fee:

£ _____ excluding VAT for the Development Phase

1. Resources for Development Phase

Please state the day rate, number of days, and total fee proposed for the Development Phase:

Title	Day rate (£)	Resource Days	Resource days	TOTAL FEE
		RIBA Stage 2 including Development Phase Review	RIBA Stage 3 including R2 submission	
		October 2025 – December 2025	January 2026 – August 2026	
Director				
Associate				
Senior				
Consultant				
Other – please specify				
TOTAL				

The above day rates will be utilised to negotiate any additional works that may be required if deemed to be beyond the reasonable scope of the works specified. All day rates are to be based on a 7.5 hour day and are to include allowance for disbursements.

2. Expenses and Disbursements

The fee offer is to include all expenses and disbursements (including printing charges and travel costs).

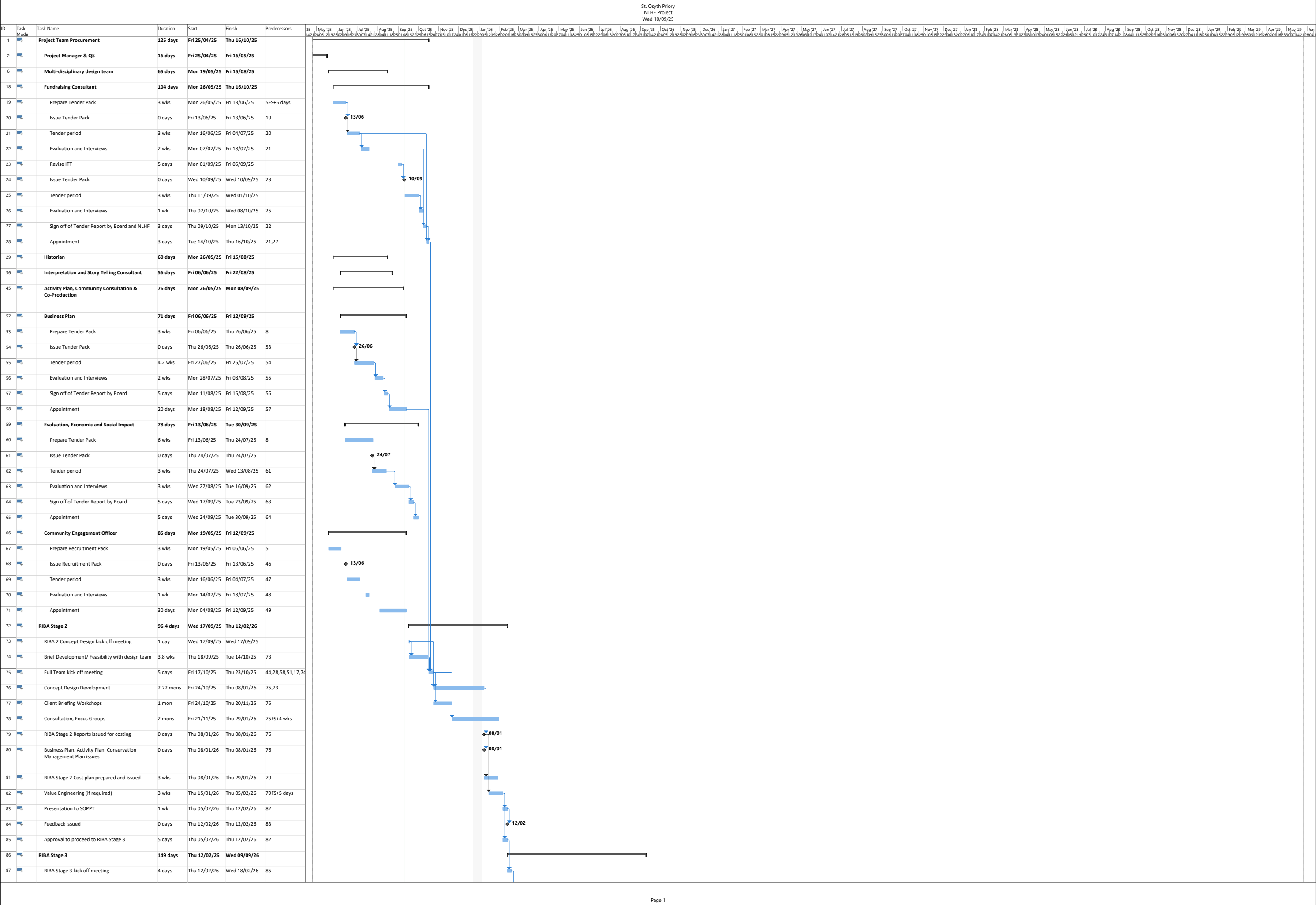
3. Offer Period

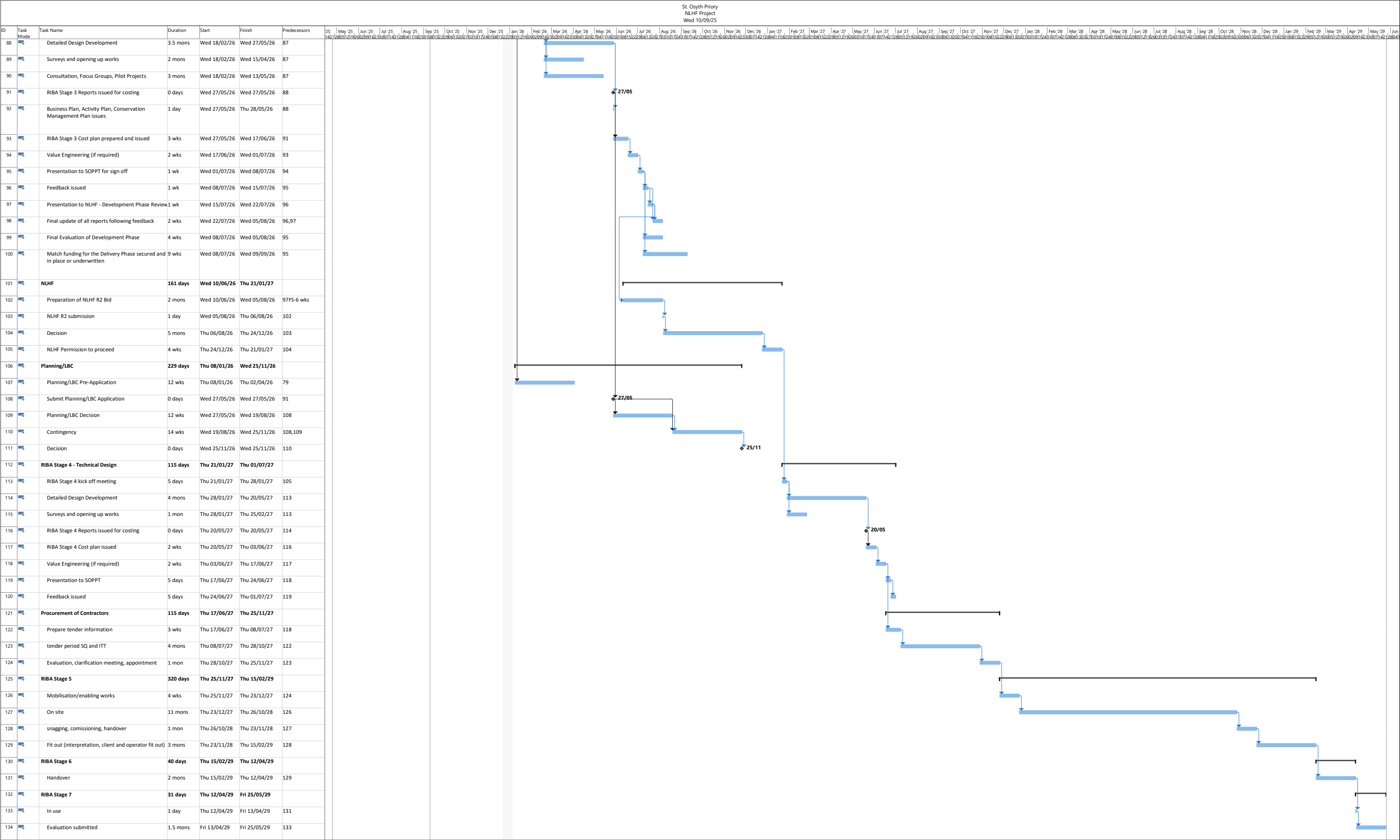
This tender/ offer is to remain open for a period of 90 days from the date fixed to the return of tenders.

	Tenderer to provide responses. Some are pass/fail
Name of firm or company	
Postal address	
Registered address (if applicable)	
Company number (if applicable)	
Please indicate if you are: a sole trader, partnership, Public or Private Limited Company or other type of organisation	
Main contact	
Contact telephone number	
Contact email address	
Please indicate your level of Public Indemnity Insurance, the policy number and expiry date. ¹	
Please indicate your level of Professional Indemnity Insurance, the policy number and expiry date	
If relevant, please indicate your level of Employer's Liability Insurance, the policy number and expiry date	
Signature of authorised person	
Name of authorised person	
Capacity in which signed	
Date	

¹ If you do not have any of these insurances, please indicate if you will purchase them if awarded the contract - £1m cover for Professional Indemnity and £5m for Public Liability

Appendix II Programme





Appendix III SOPPT Guidelines Pack



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Introduction

St Osyth Priory & Parish Trust identity guidelines

Introduction

The St Osyth Priory & Parish Trust identity, website and communication plan has been developed to position you as welcoming, inspiring, trustworthy and passionate custodians of the Priory's heritage.

This document provides practical guidance and inspiration to assist in using the communication tools provided.

We are the charitable trust
dedicated to *preserving, restoring* and
sharing the heritage and beauty of
St Osyth Priory and wider Parish,
for the *education, wellbeing* and
enjoyment of everyone.

Warm and welcoming

We invite everyone to be part of the story, regardless of background or prior knowledge.

Passionate custodians

We care deeply about preserving heritage and sharing it meaningfully.

Community-rooted

We listen, collaborate and champion local voices and involvement.

Knowledgeable but approachable

We’re experts, but we speak in a way that’s clear, human and inclusive.

Inspiring and visionary

We connect the past with the future, showing how history can enrich lives today.

Transparent and trustworthy

We’re open about what we’re doing and why it matters.

Creative storytellers

We bring history to life through engaging narratives and meaningful experiences.

How will we achieve our *vision*?

1 Raise awareness of the historical and cultural significance of St Osyth Priory

Promote St Osyth Priory’s story and role in local, national, and religious history by making its importance known to broader audiences.

2 Inspire engagement and participation across all audiences

Encourage people to visit, attend events, volunteer, participate in educational programmes, and explore the site in meaningful, accessible ways.

3 Attract and retain supporters and funders

Build emotional and values-based connections that encourage individuals, trusts, and foundations to support financially.

4 Showcase progress in restoration and preservation efforts

Clearly communicate our achievements in ongoing projects, and the impact of people’s support

5 Strengthen the trust’s reputation as a credible, caring and community based organisation

Showcase that we are a responsible and personable organisation that is rooted in the local community and passionate about sharing and preserving the priory’s heritage.

6 Promote the priory as a destination for learning, wellbeing and enjoyment

Shift perceptions from a “closed-off” heritage site to a welcoming space where people of all ages and backgrounds can visit and connect with history and nature.

7 Encourage long-term, sustainable relationships

Use storytelling and consistent messaging to deepen loyalty and trust—from casual visitors to strategic partners and legacy givers.

8 Foster inclusivity and accessibility in all communications

Ensure that all content speaks to diverse audiences in an inviting, respectful and inclusive tone, removing barriers to engagement.

Our visual identity

St Osyth Priory & Parish Trust identity guidelines

Our *icon*

Our icon brings together details from across the Priory estate, not to create a faithful recreation of a single building, but a mark representative of the Priory & the focus of our work.

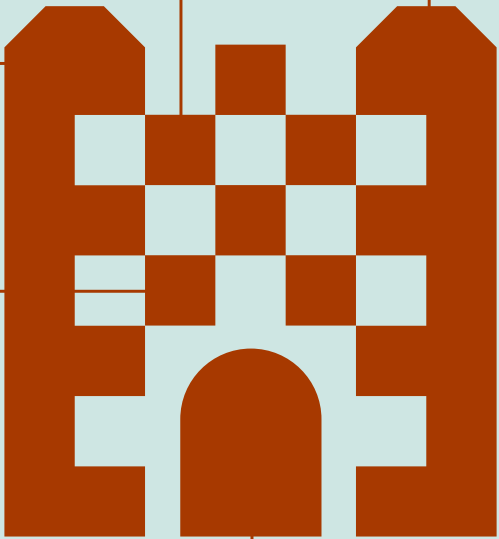
Darcy Chequerwork from the Chapel and other buildings and ruins across the estate



Ocatagonal turrets from the Abbot's Tower. This will be the 'hero' building of our 4 listed buildings when restorations are complete.



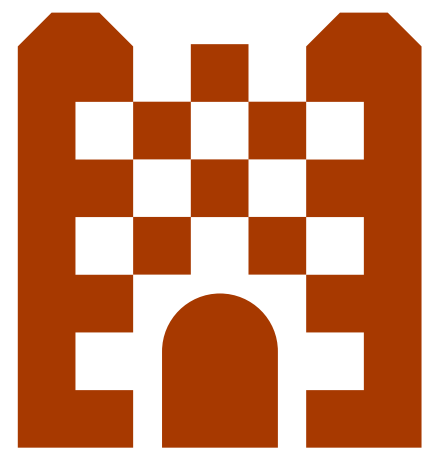
Proportions, octagonal turrets, and Darcy chequerwork from the Gatehouse (northern approach), the most recognisable building of the Priory Estate.



A Norman Arch from the gateway from The Bury to Tithe Barn. This indicates where, in future, the trust and education centres work will be focussed on the estate.

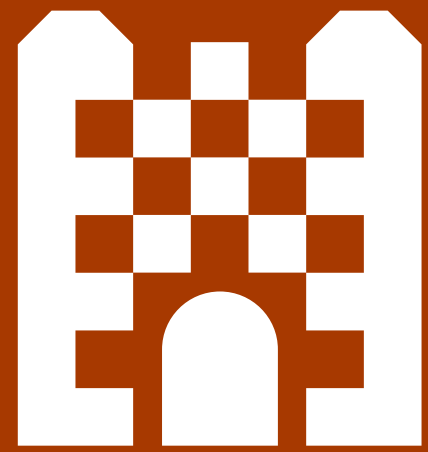
Our *logo*

Our logo brings together our icon with clear, clean typography to make a legible and recognisable mark.



St Osyth Priory
& Parish Trust

This can also be used white-out, and in a selected range of trust colours.



St Osyth Priory
& Parish Trust

Exclusion zones

The cap height of the wordmark defines the minimum space that must be left around the logo.



Positioning

Using the minimum exclusion zone as a minimum margin, the logo should generally be positioned ranged left at the top or bottom of a space.



Our *third party* logo

We have a mono version of our logo which can be used for funders and alongside other organisations.



St Osyth Priory
& Parish Trust



Made possible with

Heritage
Fund



English
Heritage

Our *wordmark and icon*

In our own communications, we can use the wordmark and icon as separate design components, rather than always in a set lock-up.



St Osyth Priory
& Parish Trust

Our *typography*

We pair a contemporary sans serif, Sofia Pro with a serif, Ivy Ora in both regular and italic, that can be used for headlines and to create emphasis. They have been licenced for the trust to use in print and digital communications.

Sofia Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()

Ivy Ora Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&*()

Ivy Ora Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£\$%^&()*

The logo is carefully spaced and arranged in Sofia Pro. The logo should always use the supplier asset and not be manually type set.

Headlines should use Ivy Ora Medium. Emphasis can be added with IvyOra Medium Italic.

Sub-heads, lead paragraphs and body text should be set in Sofia Pro.

St Osyth Priory
& Parish Trust

We create *unforgettable* experiences at St Osyth Priory, a *mesmerising* heritage location.

St Osyth Priory is a privately owned estate of over 20 historic buildings and 16 acres of natural parkland in Tendring, Essex.

Its historical significance spans over 1300 years, from its foundations in Anglo-Saxon times, through its time as a wealthy Priory, to being a stately home owned by Sir Thomas Cromwell and later by the Darcy family.

Our core colours

<div>St Osyth Priory & Parish Trust</div> <div>#004a5d R0 G74 B93 C100 M92 Y0 K64 Contrast ratio 9.7:1</div>	<div>St Osyth Priory & Parish Trust</div> <div>#a73900 R167 G57 B0 C0 M66 Y100 K35 Contrast ratio 7.22:1</div>	<div>St Osyth Priory & Parish Trust</div> <div>#cee6e3 R206 G230 B207 C10 M0 Y1 K0 Contrast ratio 4.92:1</div>
--	--	--

Our secondary activity
strand colours

EDUCATION			HERITAGE			COMMUNITY		
R100 G45 B92	R0 G74 B93	R196 G193 B226	R167 G57 B0	R199 G83 B0	R226 G216 B206	R36 G86 B48	R77 G131 B47	R206 G230 B207
C0 M55 Y8 K61	C100 M92 Y0 K64	C13 M15 Y0 K11	C0 M66 Y100 K35	C0 M58 Y100 K22	C0 M4 Y9 K11	C0 M64 Y80 K7	C41 M0 Y64 K49	C10 M0 Y1 K0
10.4:1	9.7:1	5.63:1	7.22:1	5.22:1	4.59:1	8.58:1	4.51:1	6.62:1

Our *expression*

Our trust activities can be represented in 3 sets of colourways. A simple square grid references the Darcy chequerwork across the estate, and creates structure for our communications.

St Osyth Priory & Parish Trust identity guidelines



Application examples

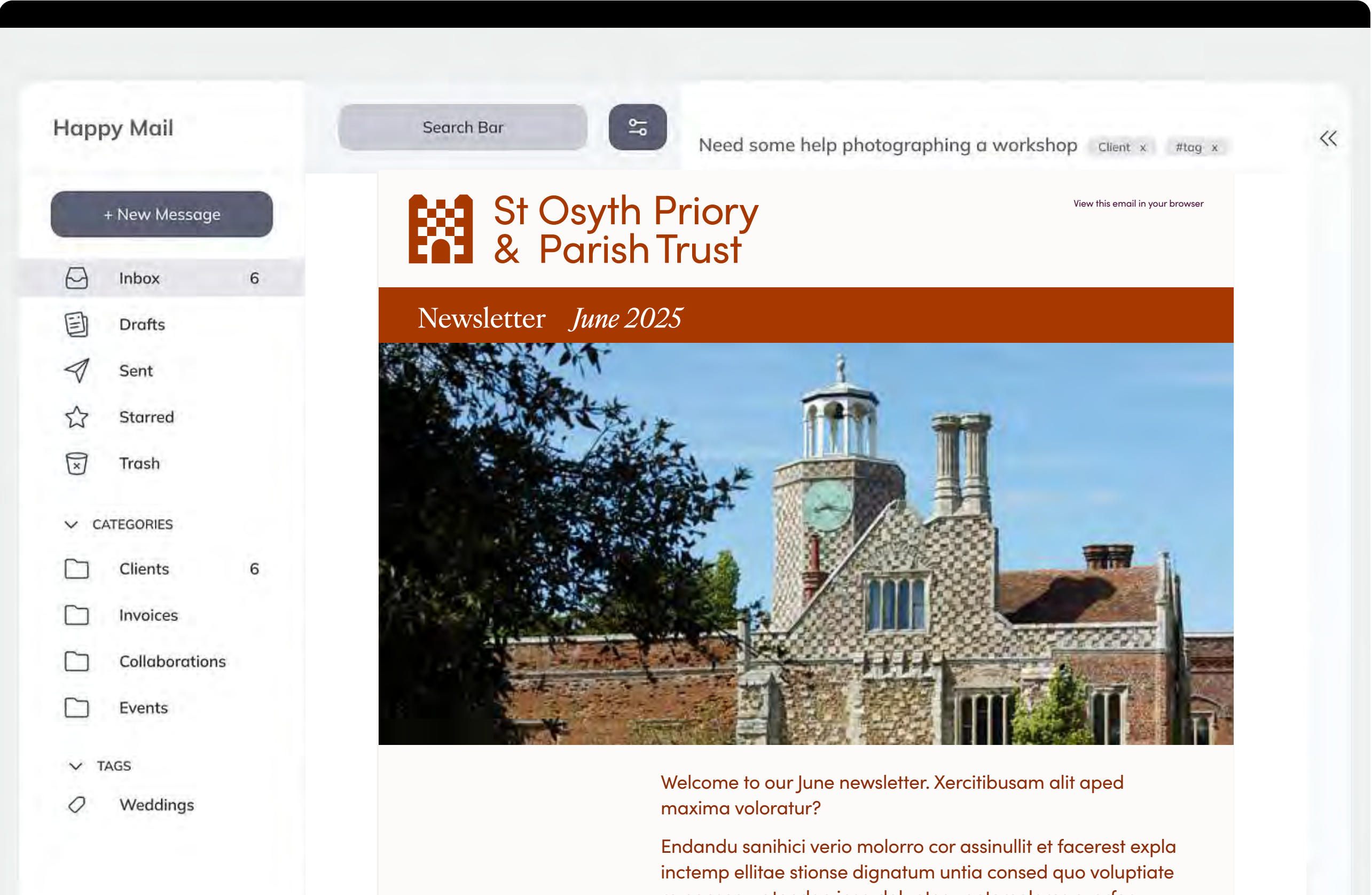
Our *website*

Our website is our primary shop window and brings together our visual identity, messaging and photography to express the trusts activities.

St Osyth Priory & Parish Trust identity guidelines



Our templated email newsletter goes to our mailchimp subscribers.



Social media

We are consistent across all our social media channels, using the same icon, header image and our agreed mission statement.

facebook



St Osyth Priory & Parish Trust

The charitable organisation working to preserve, restore and share the rich history and natural beauty of St Osyth Priory and wider Parish.

329 likes · 543 followers

WhatsApp

Message

Like

Posts

About

Mentions


Reviews

Reels

Photos

More

stosythprioryandparishtrust



St Osyth Priory & Parish Trust

139 posts 287 followers 127 following

Community Organisation

The charitable organisation working to preserve, restore and share the rich history and natural beauty of St Osyth Priory and wider Parish.

stosythprioryandparishtrust.org

Followed by chyannealice1405, essexcdp and 3 others

The Trust

Heritage

Community


Education

LinkedIn

Join now

Sign in

St Osyth Priory Trust in Worldwide



St Osyth Priory & Parish Trust

Community Services

The charitable organisation working to preserve, restore and share the rich history and natural beauty of St Osyth Priory and wider Parish.

Digital templates *portrait*

Digital templates to be used for social media communications where text or event information is shared.



St Osyth Priory & Parish Trust identity guidelines



Community

St Osyth Priory & Parish Trust



Tractor trailer tours of St Osyth Priory Estate



Heritage

St Osyth Priory & Parish Trust

Join us for a hard-hat tour of the *Abbots Tower* restoration works



Education

St Osyth Priory & Parish Trust

Memorable school trips to St Osyth Priory



St Osyth Priory & Parish Trust

Our trustee Sonia Grantham was made a *Medallist of the Order of the British Empire* (BEM) for services to St Osyth community!

Call to action



St Osyth Priory & Parish Trust

We *did it!* We've been awarded £618,000 funding by the National Lottery heritage fund.

Call to action



St Osyth Priory & Parish Trust

We're working on our new *education programme* for 2026. Can you help us by completing our survey?

Call to action

Digital templates *landscape*

Digital templates to be used for social media communications where text or event information is shared.



Community

Tractor trailer tours of St Osyth Priory Estate

St Osyth Priory & Parish Trust



Community

Our trustee Sonia Grantham was made a *Medallist of the Order of the British Empire* (BEM) for services to St Osyth community!


St Osyth Priory & Parish Trust



Heritage

Join us for a hard-hat tour of the *Abbots Tower* restoration works

St Osyth Priory & Parish Trust



Heritage

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St Osyth Priory & Parish Trust



Education

Memorable school trips to St Osyth Priory

St Osyth Priory & Parish Trust



Education

We're working on our new *education programme* for 2026. Can you help us by completing our survey?

St Osyth Priory & Parish Trust

Poster templates

Poster templates should be used for print, or as PDFs that can be distributed digitally. For posting on social media, a simple social template should be used and links/details provided in the caption.

St Osyth Priory & Parish Trust identity guidelines



Home educator days

For 7-14 year olds, covering topics from History, Nature and Science in an amazing historical estate





Autumn term 2025

26 September
Water habitats, pond dipping and fishing

24 October
Owls and owl pellets

21 November
Plague and Pomanders

19 December
Christmas Sepcial

£ £10 per child. Younger sibling half price. Under 3s go free.


🗓 Thursdays, monthly

🕒 10am-12 noon, bring a packed lunch and stay on for lunch

📍 St Osyth Priory, The Bury, St Osyth, CO16 8NZ


📞 Advance booking essential stosythprioryandparishtrust.org


If you have accessibility needs please discuss these with us before you purchase a ticket by emailing admin@prioryeducationcentre.co.uk.
St Osyth Priory and Parish Trust. Registered Charity No. 1170037



St Osyth Priory tours

Where history, legend and nature meet





Explore behind the wall and experience 1400 years of history.

Choose from a trailer tour of the ancient deer park and working estate, or a guided walk of the historic buildings, led by our fantastic volunteers.

£ £6.50 per person

🗓 Wednesdays, May-September

🕒 Guided walks start 10:30am
Trailer tours start 11:00am

📍 St Osyth Priory, The Bury, St Osyth, CO16 8NZ

📞 Advance booking essential stosythprioryandparishtrust.org

The paths are gravel and uneven in places. Tours may not be suitable for those with mobility issues. Please discuss your needs with us before you purchase a ticket by emailing admin@prioryeducationcentre.co.uk.
St Osyth Priory and Parish Trust. Registered Charity No. 1170037



Outdoor explorers!

Pre-school Forest School at St Osyth Priory estate





Explore a different area of the estate each week, led by a level 3 qualified Forest School practitioner.

Discover our mud kitchen, take part in craft and creative activites, and enjoy indoor story and snack time.

£ £7.50 per session

🗓 Tuesdays, term time

🕒 10am-12 noon

📍 St Osyth Priory, The Bury, St Osyth, CO16 8NZ

📞 Booking essential stosythprioryandparishtrust.org

Funded places availbale for those in recipet of universal credit.
For more information and any enquiries please email: admin@prioryeducationcentre.co.uk
St Osyth Priory and Parish Trust. Registered Charity No. 1170037.

Half page adverts

These can be used wherever a landscape format is required.

St Osyth Priory & Parish Trust identity guidelines



St Osyth Priory
& Parish Trust

Home *educator* days

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 Booking essential
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St Osyth Priory
& Parish Trust

St Osyth Priory *tours*

Where history, legend and nature meet

Explore behind the wall and experience 1400 years of history.


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 Wednesdays, May–September

 Guided walks start 10:30am
Trailer Tours start 11:00am

 St Osyth Priory, The Bury, St Osyth, CO16 8NZ

 Booking essential
stosythprioryandparishtrust.org

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St Osyth Priory
& Parish Trust

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For more information and any enquiries please email:
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St Osyth Priory and Parish Trust. Registered Charity No. 1170037.

Document templates

St Osyth Priory & Parish Trust identity guidelines

These can be used wherever a landscape format is required.



St Osyth Priory
& Parish Trust

20 December 2025

To


Kate Goodall
84 Albert Street, Colchester, CO1 1RX

St Osyth Abbey (originally and still commonly known as St Osyth Priory) was a house of Augustinian canons in the parish of St Osyth (then named Chich) in Essex, England in use from the 12th to 16th centuries. Prior to the Reformation, it was the third wealthiest abbey in the country. After falling into private ownership by the Darcy family following the reformation, the abbey was severely damaged in the English Civil War, and the house and 6,800-acre estate were owned privately throughout its history.

The house was requisitioned during the Second World War and then sold in 1948 to the Loyal and Ancient Order of Shepherds who founded a convalescent home here. Five parts of the priory are Grade I listed buildings. In 1954 Mr Somerset de Chair, a popular novelist and MP, purchased the property, allowing the convalescent home to remain in the main building for many years (closed in 1980), and converting the Gatehouse into a separate residence. De Chair developed the gardens and opened the property to the public. He also gradually sold off parts of the estate and allowed large-scale gravel extraction to disfigure much of the surrounding landscape. After his marriage in 1974 to Lady Juliet Wentworth Fitzwilliam, the Wentworth Woodhouse art collection, which she had inherited, was displayed here.

Prior to the Reformation, it was the third wealthiest abbey in the country. After falling into private ownership by the Darcy family following the reformation, the abbey was severely damaged in the English Civil War, and the house and 6,800-acre estate were owned privately throughout its history.


Best wishes,



Conrad Payne,
Chair

stosythprioryandparishtrust.org

Company registered no 09367206 | Charity registered No 1170037 The Education Centre, Colchester Road, St Osyth, Clacton-On-Sea CO16 8HA



St Osyth Priory
& Parish Trust

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Conrad Payne,
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Company registered no 09367206 | Charity registered No 1170037 The Education Centre, Colchester Road, St Osyth, Clacton-On-Sea CO16 8HA



St Osyth Priory
& Parish Trust

Information for applicants

Job Title

Location

Salary

Closing date

Requirements

Capital Project Coordinator (FTE)
St Osyth, v, Essex
£35,000 p/a - fixed term to May 2028
5 pm, 6th Dec 2024
CV & covering letter

St Osyth Abbey (originally and still commonly known as St Osyth Priory) was a house of Augustinian canons in the parish of St Osyth (then named Chich) in Essex, England in use from the 12th to 16th centuries. Prior to the Reformation, it was the third wealthiest abbey in the country. After falling into private ownership by the Darcy family following the reformation, the abbey was severely damaged in the English Civil War, and the house and 6,800-acre estate were owned privately throughout its history.

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On de Chair's death in 1995 the property was put up for sale by his widow, and it was eventually purchased by the present owners, the Sargent family, in 1999. It is part of Historic Houses but is privately owned by the Sargent family.

The site is now used for events, occasionally open for walking tours, and there is an education centre on-site that welcomes school visitors to the site.

St Osyth Priory is an exceptional collection of heritage assets comprising 16 separate Grade I, II* and II listed buildings set within a Grade II registered historic park and garden. The vision for this mesmerising collection of buildings and landscape, is to fully revitalise and restore the historic assets to their former glory. By utilising many different options, the estate will have a new long-term and viable future that engages with the community and brings new economic prosperity to the local area.

The St Osyth Priory & Parish Trust were formed to restore selected buildings on the site, with a view to them then being leased to private operators as a source of income. The first phase of works are concentrated on the restoration and conversion of the Tithe Barn and Old Dairy. The vision is that these buildings will deliver a wedding and event's venue that

stosythprioryandparishtrust.org

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St Osyth Priory
& Parish Trust

February 2024

Past Preserved:
building a sustainable future
through restoration

Prepared by

Reviewed by

Approved by

Jane Beattie, Tricolor Associates
Michelle Behr, St Osyth Priory & Parish Trust
Conrad Payne, St Osyth Priory & Parish Trust

y & Parish Trust (referred to at transparent project and operational Dairy and stabilisation works

ial sustainability, and allow the th the Sargeant Family as the storic buildings on the listed y of the Cart Lodge at a later

cus of the Trust, this business main business plan for the

d in 2019 by the Sargeant District Council and other

'the agreed 'vision' that will share run on a commercial A Visitor Attraction; A Holiday

St Osyth Priory identified by ng to achieve the Council's goal re site's Conservation Deficit

's Tower, Chapel and 'Rivers ld Dairy, Rose Garden Wall; slivery of other assets that are

lory, from Anglo-Saxon times to

age at Risk Register (HAR), yth Priory & Parish Trust aims to ode II listed Old Dairy – under- til) the next phase of restoration sing community connection to

its history.

The Trust, existing to support "The Preservation for the benefit of the public of the buildings, monuments and land of particular historical, architectural or construction interest...at St Osyth Priory ..." seeks to create a self-sustaining model that ensures the long-term preservation of these heritage buildings while promoting community engagement and economic development.

A programme of capital works will repair and sympathetically convert the buildings into a space for the community and for delivery of educational programming and skills building, while also driving commercial income through alternate use via hire to an operator as a wedding and celebration venue that will underpin the delivery of the Trust's charitable purposes.

stosythprioryandparishtrust.org

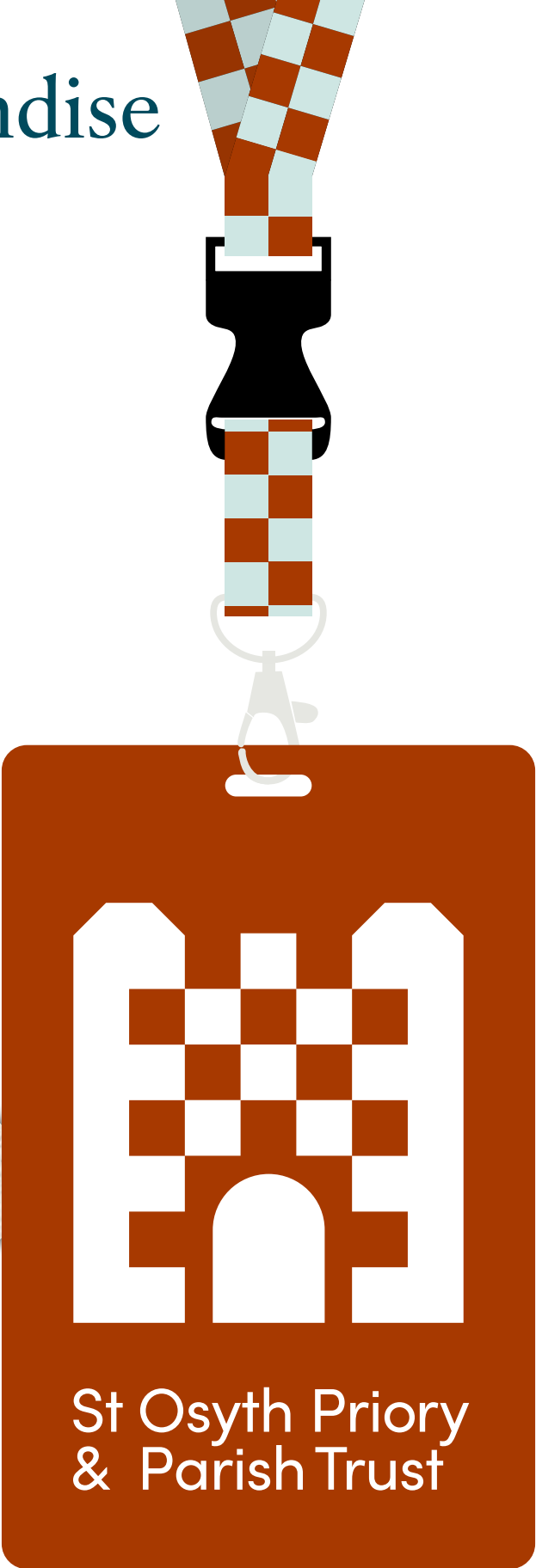
Company registered no 09367206 | Charity registered No 1170037 The Education Centre, Colchester Road, St Osyth, Clacton-On-Sea CO16 8HA

Example uniform & merchandise

Example applications of the identity across uniform and merchandise.



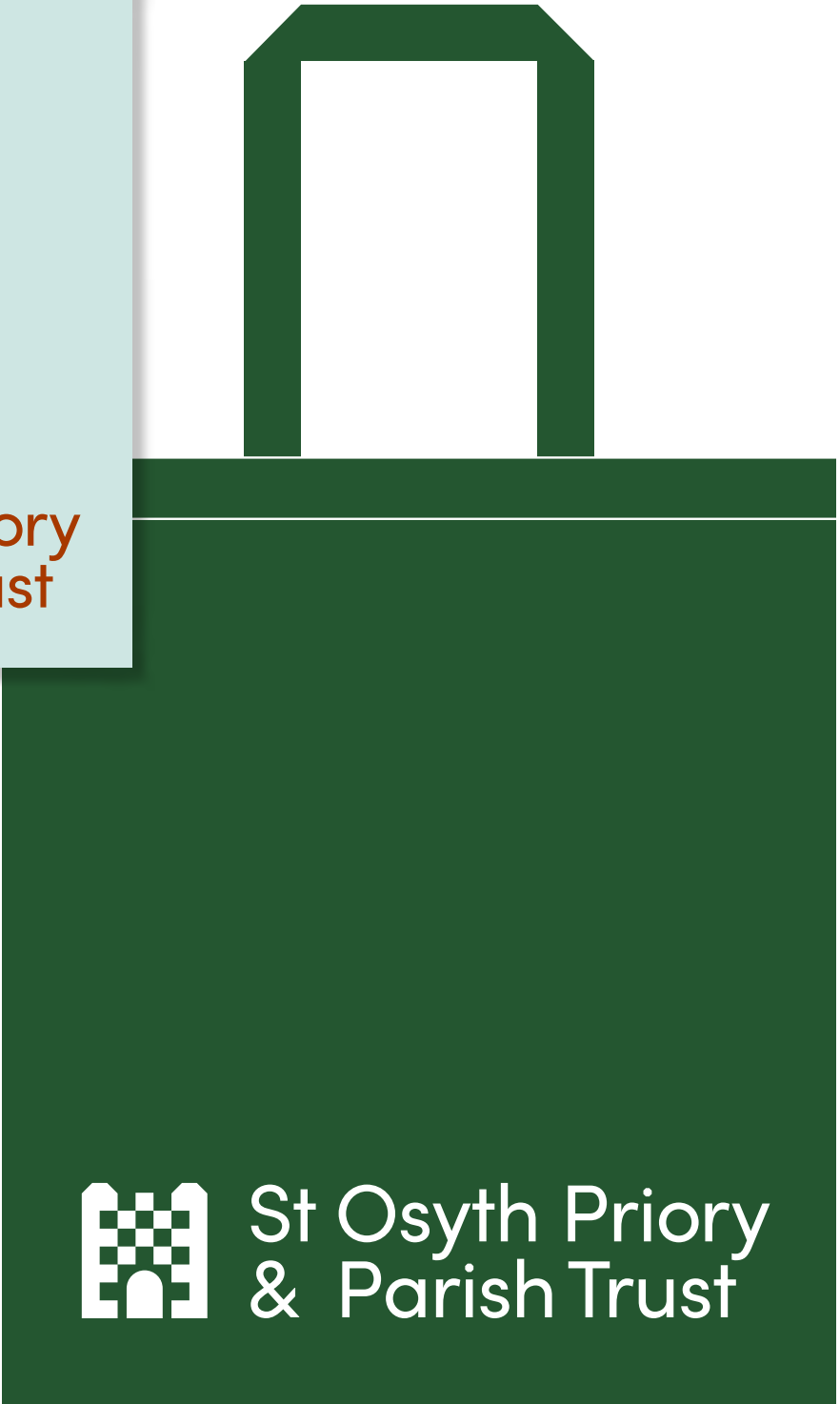
Clothing



Lanyard



Pin-badges



Tote bag

Example signage

Example applications of the identity across signage

 St Osyth Priory
& Parish Trust

Discover *1400 years* of
history behind this wall

Pre-booking essential
stosythprioryandparishtrust.org

This entrance for
The Education Centre
& St Osyth Museum

 Made possible with
**Heritage
Fund**

Awareness
Visibility around site perimeter

 St Osyth Priory
& Parish Trust

Welcome to
St Osyth Priory

Please wait here to be greeted
by your guide for your pre-booked
visit to the estate today.

We offer walking and trailer tours, heritage open
days, community events, preschool forest school,
school visits, home education sessions and more.
To find out what's on and book, visit our website

stosythprioryandparishtrust.org

 Made possible with
**Heritage
Fund**

Arrival
Entrance thresholds

 →

This way to the
Education Centre

Wayfinding
Internal signage



Our bank of images

Our bank of photography, held in the SOPPT drive, provides images to illustrate communications, blog posts, social media and funding applications.

New events, areas and project progress should continue to be documented and added to the library.

St Osyth Priory & Parish Trust identity guidelines



Buildings and heritage spaces



Nature on the estate



Our people



Our activities and experiences

Our messaging

The messaging in this document have been co-developed and agreed with the trust as a consistent set of messaging. These should be used as a basis, in combination with the tone of voice guide for all written communications for the trust.

We are the charitable trust dedicated to *preserve, restore* and *share* the heritage and beauty of St Osyth Priory and wider Parish, for the *education, wellbeing* and *enjoyment* of everyone.

Our focus

Our focus is St Osyth Priory, a privately owned estate of 16 listed buildings set within 350 acres of parkland in Tendring, Essex. The Priory's historical significance spans 1400 years; from its foundations in the story of Osyth during Anglo-Saxon times, through its fortunes as one of the wealthiest medieval priories in Europe, to its transformations as a Tudor residence, a country house, a convalescent home and, more recently, a private residence.

Our story

Our charitable trust was set up in 2016 and is run by a group of trustees, skilled staff and volunteers, many of whom are local. Working in partnership with the estate, we are dedicated to restoring key buildings that are included in Historic England's Heritage at Risk Register (HAR). These are the Grade II* listed Tithe Barn, the Grade II listed Old Dairy and Grade II listed Cart Lodge. We also aim to restore the Grade I listed Abbot's, or 'Darcy' Tower.

Our commitment

As part of our commitment to regenerating the site, we encourage public connection to the unique buildings and nature at St Osyth Priory for visitors of all ages and backgrounds. We facilitate this through organised educational, group and individual visits, as well as seasonal community events, all led by qualified teachers and local experts. These run alongside the weddings, private events and luxury stays offered by the estate itself.

St Osyth Priory has a rich history spanning from the Anglo Saxon times to the present day. Its historic buildings and parkland are over 1300 years old and have played an important role in the fortunes of the Tendring and wider Essex area for centuries.

The Priory itself has weathered many highs and lows throughout its history: From its foundations in Anglo-Saxon times, with the legend of St Osyth herself, through its significance as a wealthy Priory in the 12th Century, to being a stately home owned by Sir Thomas Cromwell and later by the Darcy family, who were visited there by Queen Elizabeth I. Before being bought by the Sargeant family in 1999 it was a convalescent home which many local residents have memories of. It is currently a privately owned estate, open to the public for weddings, events and holiday lets.

The St Osyth Priory and Parish Trust, a charitable organisation, was founded in 2016 with the mission of helping to restore key buildings within the estate and to enable and encourage public connection to the heritage at St Osyth Priory. This is facilitated through organised tours as well as education sessions in the Education Centre, which was opened in 2021 and enables access to the site for school groups from the local area, as well as curriculum based learning from qualified teachers on relevant subjects from history to living things and habitats.

There are 16 listed buildings on the site of St Osyth Priory. The St Osyth Priory and Parish Trust are dedicated to restoring four buildings that are included in Historic England's Heritage at Risk Register (HAR). These are the Grade I listed Abbot's, or 'Darcy' Tower, Grade II* listed Tithe Barn, the Grade II listed Old Dairy and Grade II listed Cart Lodge.

The Trust is working in collaboration with all consultees, local community stakeholders and the estate to deliver a vision of totally restored buildings and landscape with an abundance of nature and natural beauty. The work we are conducting will also repair and carefully convert the buildings into a space for the community, for education, and for commercial hire. Enabling access to these buildings will crucially rebuild public connection to the Priory, while commercial use will support the financial sustainability of the Trust enabling further restoration projects.

We hope that by restoring these buildings and encouraging access to St Osyth Priory, its history and beauty will be better known locally and nationally, bringing pride to our local communities. Visitors will learn about the site's heritage, gain new skills, improve physical and mental health and be a part of the economic growth of both the Priory, Parish and further afield.

The restoration project creates opportunity for impactful, heritage-led regeneration, delivering positive economic, environmental and social impacts to Jaywick, Clacton and the wider Tendring area—one of the most economically and socially deprived areas in the country.

Activities will target local needs including lack of aspiration, mental health and isolation, that are exacerbated by poor transport links, limited social spaces and employment pathways.

We want St Osyth to become a place that our community is proud of and that people want to visit, holiday and enjoy.

Our work: Community, Wellbeing & Education

St Osyth Priory & Parish Trust identity guidelines

As part of our commitment to regenerating the at-risk buildings at St Osyth Priory, we enable public connection to the unique architecture and nature on the site.

We encourage visitors of all ages and backgrounds to visit through organised educational, group and individual visits, as well as seasonal community events, all led by qualified teachers and local experts. These run alongside the weddings, private events and luxury stays offered by the estate itself.

Education Centre

Our Education Centre opened in 2021 and provides both indoor and outdoor learning experiences for children from 18 months to secondary school. Encouraging children to explore this naturally beautiful and historically important site helps to overcome barriers to accessing heritage which can be an issue in areas such as Tendring.

The opening of the Education Centre also provided opportunities for employment, volunteering and economic benefits to the village by increasing tourists and visitors to the area.

Pre-school learning is facilitated through our Forest School Outdoor Explorers programme, where parents and children explore parts of the estate, learning about history and the natural environment.

School groups come to the Priory to learn about about history with Vikings and Tudors, field studies for geography or science through our on-site biodiversity. All our trips are organised by qualified teachers with a wealth of local knowledge. Our programme enhances the National Curriculum by ensuring learners spend time outside in a captivating natural setting which inspires wonder and curiosity.

Community and Wellbeing

Community members are encouraged to access St Osyth Priory to re-build connection with the site. We run a series of accessible events throughout the year including walking and tractor tours, seasonal events around Christmas, Halloween and Easter as well as talks and events.

We can arrange private trips and tours for specialist interest groups on topics ranging from history, nature, architecture and biodiversity.

We can also create bespoke visits for uniformed groups, such as Scouts, of up to 100 children. Activities offered include map reading skills, understanding the need for clean water and creating water filters at our pond, and riding the tractor trailer.

Our qualified and Education Centre staff have a wealth of knowledge on the history and importance of St Osyth Priory and are available to speak at community meetings, such as Historical Society talks, on a range of local history topics.

Our people: dedicated, experienced, passionate

St Osyth Priory & Parish Trust identity guidelines

Trustees

Our Trustees are a group of local, committed individuals who dedicate their time on a voluntary basis to the restoration and preservation of the historic, at risk, buildings at St Osyth Priory.

They include local businessmen, partners in the main estate, a former Parish Councillor and Local District Councillor, medical professionals and an expert on historical architecture. Their broad range of skills and experience means they can advise and run the St Osyth Priory and Parish Trust with the best interests of both preserving the historical architecture and significance of the site, but also with the ability to share it for the education, wellbeing and enjoyment of everyone.

Staff

Our Education Centre staff include qualified teachers with a wealth of local knowledge and local, experienced tour guides. We also work closely with the wider estate staff including their knowledgeable farmers and gardeners who look after the parkland and its inhabitants, and skilled craftsmen who are working on the restoration of the buildings.

Volunteers

We are lucky to have passionate and dedicated volunteers who give their time to help us restore and share St Osyth Priory with our many visitors. We are always on the lookout for more volunteers so please let us know if you'd be interested in a role with the Trust.

This tone of voice guide has been designed to be used by new starters, volunteers and existing team members at St Osyth Priory and Parish Trust. It has been written to help clarify the tone, style and language the Trust uses across its marketing, social media and PR materials. It can be used as a reference when writing fundraising and updating web copy.

Why do you need a guide?

Using the right language can help build an emotional connection with potential donors, visitors, local community and staff and volunteers. When people feel emotionally connected to a charity or a place, they are more likely to support it consistently. To do this we need to create a consistent, trustworthy and authentic brand personality.

A unique charity brand personality can enhance your impact with both beneficiaries and funders. By effectively communicating the Trust's values, mission, and approach, you will generate more support and increase awareness.

A recognisable identity helps to establish credibility in the Trust. People need to see that the Trustees have the Priory's best interest at heart and that you are using financial contributions effectively. To ensure a clear brand personality, all communications and marketing efforts must be consistent. Consistency across different channels, from all staff members and in all campaigns reinforces the Trust's identity and credibility.

It's also important that new visitors to both the physical and online sites can differentiate between you and similar heritage sites. A unique brand personality will help you to stand out - not only for potential visitors, but for funding applications, donors and supporters.

The below is just a suggestion on specific writing styles that may be used in your context. For a more in-depth style guide, the University of Oxford has a thorough one which can be useful as a reference [here](#).

Acronyms

As a general rule try to avoid unless instantly recognisable like BBC, if using please spell out on first use i.e. St Osyth Parish Council (SOPC).

Ampersands

Should only be used if they are part of official titles or names. Otherwise, spell out ‘and’.

Capitals

Use for titles prefixing names, but not for job descriptions. Note that some job descriptions are never used with names, such as ‘prime minister’.

Numbers and Dates

Spell out whole-number words for one to ten; use figures for numbers above ten.

Use a combination of a figure and a word for very large round numbers (such as millions/billions etc), or abbreviate it to ‘m’, ‘bn’ etc.

If there are a lot of figures in a paragraph or text, some above ten and some below, use figures throughout to allow easy comparison by readers. For example, ‘a lucky 5 out of the 100 people attending...’

Spell out words for ‘first’, ‘second’ and so on up to and including ‘tenth’; use numbers and ‘st’/ ‘nd’/ ‘rd’/ ‘th’ for larger ordinal numbers.

Always use figures and symbols for percentages, measurements and currency. Use commas to punctuate large numbers.

Use either the 12- or 24-hour clock – not both in the same text.

Always put the date before the month, i.e. 12 April, not April 12

A consistent tone helps your audience to understand, recognise and engage with your content and makes your brand feel more inclusive and authentic to readers.

We want the communication from St Osyth Priory and Parish Trust's tone to be:

Warm, welcoming, and inclusive

Knowledgeable without being academic or dry

Community-focused and people-first

Accessible for all ages

Use inclusive language ("we", "our community", "you're invited")

Balance facts with emotion to maintain your humanity

Avoid jargon—keep it simple and engaging

Important words for the Trust and what they mean:

Heritage – the history of the site, it's importance in the local area and it's value culturally due to its buildings and parkland

Community – what it means to people living nearby, the community of people involved in its running and restoration

Education – the ways people learn about the site – through guided tours and community events, but also it's curriculum based learning with school trips, forest schools and home education sessions

Wellbeing – the importance of nature, community and learning for people's physical and mental health. This can be through walking tours, outdoor learning for children, and events to connect the community – helping to combat loneliness and isolation.

Preserve – working to keep the buildings in a good condition

Restore – for buildings that have fallen into disrepair. Using skilled tradespeople to bring them back to their former glory and make them able to use for community events and functions.

Charitable Trust – the charity that exists to manage the properties, activities and funding for certain parts of St Osyth Priory that are deemed at risk.

Trustees – a group of volunteers with varied skills and experience tasked with the management of the Charitable Trust and its employees

Historic England's Heritage at Risk Register (HAR) – a register that shows the health of England's valued historic buildings and places. It helps to ensure buildings are protected from decay and so can continue to be enjoyed in the future.

Keywords

Keywords are ideas and topics that define what your content is about. You might have heard of search engine optimization – SEO, this involves using words and phrases that people enter into search engines to discover websites and content. The more you're aware of and use the keywords that are relevant to your site the higher you will rank on search engines like Google – making you easier to find.

Your primary keywords include:

St Osyth

St Osyth Priory

St Osyth Legend

Education Centre

School trip

Outside the classroom

Historical buildings

British history

Guided tours

Essex history

Things to do (near) Colchester

Things to do in Tendring

Things to do (near) Clacton

Things to do in Essex

Hidden Gem

Historic Houses

Historic sites in Essex

Historic England

heritage

nature

school trips

Forest School

outdoor learning

Home Education

Your Audiences:

- General public with an interest in history, architecture, heritage and nature
- St Osyth Parish residents
- Colchester, Tendring and wider local community
- Potential tourists from further afield with a connection to the site or area – Holland, Harwich
- Home educators in local community
- Pre-school parents in local community – Forest School
- Young adults – Forest School, work experience, volunteering
- North East Essex schools and uniform group trip organisers
- Schools from across East of England and London
- Carers and organisations working with young people with identified issues in the Tendring District
- Funders – both individual and organisations
- Volunteers and those interested in volunteering
- Site owners, operators and visitors to St Osyth Priory Estate

Who we are / who we are not

Who we are

Warm and welcoming – We invite everyone to be part of the story, regardless of background or prior knowledge.

Passionate custodians – We care deeply about preserving heritage and sharing it meaningfully.

Community rooted – We listen, collaborate and champion local voices and involvement.

Knowledgeable and approachable – we speak in a way that's clear, human and inclusive.

Inspiring and visionary – We connect the past with the future, showing how history can enrich lives today.

Transparent and trustworthy – We're open about what we're doing and why it matters.

Creative storytellers – We bring history to life through engaging narratives and meaningful experiences.

Who we are not

Distant or elitist – We don't speak only to historians or heritage insiders; we're here for everyone.

Formal or dry – We avoid jargon and stiff tone; we communicate with heart and clarity.

Passive or Static – We don't just preserve the past, we activate it, share it, and evolve with it.

Salesy or overly commercial – While we promote experiences and events, we do so with authenticity, not hard sell.

Exclusive or inaccessible – We want to work to break down barriers, physical, social, or economic, to encourage engagement.

Overly institutional – We're not a faceless organisation; we're people with a passion for the site and its history

*For more formal fundraising applications this tone may be helpful. This is a guide for day-to-day use in marketing, social media and public relations.

Example: Marketing copy

What We Are

(Warm, inclusive, and engaging)

St Osyth Priory is a place for everyone to enjoy nature and heritage.

Our charitable trust is dedicated to preserving the past while inspiring the present. Through restoration, education and events, we are building a future where the Priory can be enjoyed by generations to come. Whether you're a local visitor, a history lover, an educator or a supporter, we'd love for you to be part of the story of this historic site.

What We Are Not

(Dry, elitist, and overly formal)

St Osyth Priory is a designated heritage site of significant historical importance.

The St Osyth Priory Charitable Trust was established to oversee the conservation of key architectural assets and ensure their protection for posterity. Engagement opportunities are available through scheduled programming and formal partnerships.

Example: Social Media Post

What We Are

(Friendly, lively, and inviting)

Spring is blooming here in St Osyth!

Join us this Easter break for a family day full of storytelling, nature trails, and hands-on history. From ancient legends to baby lambs, there's something for everyone to enjoy.

Saturday 13 April from 11am–3pm. Please book your place through the link in our bio #StOsythPriory #FamilyFun #EssexEvents #HeritageForAll

What We Are Not

(Overly promotional, formal, or inaccessible)

The St Osyth Priory Charitable Trust invites members of the public to attend a scheduled Easter activity programme.

Event timings and access restrictions apply. #Event #Easter #HistoricSite

Be warm, welcoming and inclusive

Speak to a wide audience using friendly, accessible language that invites people in. Use a slightly more conversational tone on social media, more persuasive/impact-driven language in funding bids, and warm, professional writing for marketing and web.

Balance: heritage with relevance, authority with approachability

Don't just describe what was, highlight how it still matters today and how people can connect with it now. Keep the tone approachable but confident in your knowledge and experience.

Speak with purpose and passion and show your impact

Let your passion for the Priory shine through your copy. Wherever possible, show progress, outcomes, and the people benefiting. Instead of "we aim to restore," say "we are restoring the Tithe Barn, thanks to your support."

Keep it clear and jargon free

Avoid overly formal or academic language. Say "listed building" not "designated heritage asset." Keep things human and easy to understand.

Use storytelling to bring history to life

Instead of dates and facts alone, share vivid moments, historical stories, and transformation journeys to create emotional connection.

Highlight community and connection

Emphasize the role of people – local staff and volunteers, school groups, visitors, donors. Make your audience feel like they're part of something bigger.

Call people to action

Whether it's "Book your visit," "Join us for an event," or "Support our restoration work," always let people know how they can get involved.

The tone is more persuasive and impact-driven, while still maintaining professionalism and clarity

Example:

Preserving the Past, Enriching the Future:
Support the Legacy of St Osyth Priory

We are a registered charitable trust dedicated to preserving, restoring and sharing the heritage of St Osyth Priory and the wider Parish, for the education, wellbeing and enjoyment of everyone.

Our focus is St Osyth Priory, a site of exceptional historical and cultural importance, nestled in 180 acres of parkland and gardens in Tendring, Essex, with a further 170 acres of wildlife habitats and agricultural land. With 16 listed buildings, including Grade I and II* structures, the Priory's story spans over 1,300 years, from the legend of Osyth in Anglo-Saxon times to its transformations as a Tudor residence, a country house, a convalescent home and, more recently, a private residence.

Founded in 2016, our Trust is led by a dedicated board of trustees, supported by locally based skilled staff and passionate volunteers. In partnership with the private estate, we are undertaking the urgent restoration of key heritage buildings on Historic England's Heritage at Risk Register, including the Grade II* Tithe Barn, the Grade II Old Dairy and Cart Lodge, and the Grade I Abbot's (Darcy) Tower.

However, our vision reaches far beyond the physical restoration of buildings.

We believe heritage should be accessible and inclusive. This is why we are creating opportunities for people of all ages and backgrounds to engage with our beautiful site. We facilitate this connection through educational programmes, guided tours, seasonal community events, and nature-based activities, all led by qualified educators and local experts.

Alongside the estate's private weddings, events and luxury accommodation, St Osyth Priory and Parish Trust is building a vibrant, sustainable future for St Osyth Priory, one that celebrates its heritage and inspires new generations.

To help us raise the profile of St Osyth Priory, architect and TV personality George Clarke is our Patron. We have also secured £4M in funding from the National

Lottery Heritage Fund but need match funding of £2.3M to continue our work. With your support, we can bring this historic setting back to life and ensure it remains a place of learning and community for years to come.

For Social Media

St Osyth Priory & Parish Trust identity guidelines

The Tone is animated, engaging, and adaptable for different platforms. Please reference the social media planner for more examples and ideas.

Example:

May is the Historical Association's [tag] Local History Month aimed at increasing awareness and celebrating local history.

We'd love to teach more people about the rich history of St Osyth Priory - we've been here for over 1300 years and we're working hard to preserve the site for future generations.

If you're interested in our story, take a look at our new website or book to attend one of our organised events or tours [Link]

#LocalHistory #ThisPlaceMatters #LocalLegacy #HistoricHouses

For Marketing

St Osyth Priory & Parish Trust identity guidelines

The tone is more engaging, inviting, and geared toward drawing interest from the general public, potential visitors, and partners. It emphasizes experience, storytelling, and connection, while still highlighting the heritage value

Example:

Discover St Osyth Priory: A Hidden Treasure on the Essex coast

Discover over 1,300 years of history at St Osyth Priory, one of England's most remarkable heritage estates. Set within 350 acres of natural park and agricultural land in the coastal district of Tendring, Essex, the Priory is home to 16 listed buildings, including the historic Abbot's (Darcy) Tower and breathtaking 15th Century Gatehouse.

From its roots in Anglo-Saxon legend, through its grandeur as one of medieval England's wealthiest religious houses, to its later life as a Tudor manor and private home, St Osyth Priory is bursting with stories waiting to be explored.

St Osyth Priory and Parish Trust are the charitable organisation working behind the scenes to restore some of the Priory's at-risk buildings, protect its natural landscape and enable access to the site for everyone to enjoy.

Whether you're visiting for a guided tour, joining one of our family-friendly seasonal events or attending an educational session, you'll find there's always something to discover.

Refer to the content planner spreadsheet for ideas and planning tools for social media, newsletter and website news stories.

Content Pillars		
Education	Heritage	Community
Qualified teachers	Buildings	Walking tours
Outdoor explorers	Parkland	Tractor tours
Home school groups	History	Partnership with estate
School trips	Stories/Folklore/Legends?	Volunteers
Museum?	Restoration	Seasonal events
Organised groups	Skilled tradespeople	Funding
Talks and workshops	Animals - deer, cows, sheep	Trustees
Hashtags		
#HeritageEducation #SchoolTrip	#HeritageMatters #LocalHistory	
#LivingHistory	#ThisPlaceMatters #LocalLegacy	
#LearningOutsideTheClassroom	#HeritageStories #PreservingThePast	#HeritageForAll #CommunitySpirit
#HistoryForKids #SchoolTripHighlights	#HeritageHeroes	#HistoryAndHeart #HeritageEvents

May-25						KEY:
						Public/School Holiday
						Awareness Day
						Education
						Heritage
						Community
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
			Outdoor Explorers	Local and Community History Month		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
4	5	6	7	8	9	10
Wildlife Trust Dawn Chorus Day	May Day Bank Holiday		Outdoor Explorers		On this day: 879 - Alfred defeats Vikings	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11	12	13	14	15	16	17
		Expert led guided tour focusing on the extensive bird life with Dr. Simon Cox. 10.30am-12.30pm.	Outdoor Explorers			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
18	19	20	21	22	23	24
		20th May - Walking Tour of				

Item	Format or platform	Location
Main logo – red	PNG, EPS	SOPPT drive
Main logo – white	PNG, EPS	SOPPT drive
Third party logo (mono)	PNG, EPS	SOPPT drive
Wordmark	PNG, EPS	SOPPT drive
IvyOra Font	(Medium, Medium Italic) OTF	SOPPT drive
Sofia Pro Font	(Regular) OTF	SOPPT drive
Newsletter template	Mailchimp	Saved to SOPPT mailchimp account
Poster template	InDesign, Word & canva	SOPPT drive & saved to canva account
Advert template	InDesign, Word & canva	SOPPT drive & saved to canva account
Letterhead/document template	InDesign & Word	SOPPT drive
Business card	InDesign & Canva	Saved to SOPPT canva account
Social media icon, header	PNG	SOPPT drive
Portrait post templates	Canva	Saved to SOPPT canva account
Landscape post templates	Canva	Saved to SOPPT canva account

Further support

St Osyth Priory & Parish Trust identity guidelines

Design, assets and templates

Kate Goodall

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Photography and moving image

Becky Cross

rjcross1976@gmail.com

Copy, messaging, PR, social support

Phoebe Sharman

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Website and newsletter

Naglotech

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Appendix IV TOV Guidelines

St Osyth Priory and Parish Trust

Tone of Voice Guidelines

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Introduction

This guide has been designed to be used by new starters, volunteers and existing team members at St Osyth Priory and Parish Trust.

It has been written to help clarify the tone, style and language the Trust uses across its marketing, social media and PR materials. It can be used as a reference when writing fundraising and updating web copy.

Why do you need a guide?

Using the right language can help build an emotional connection with potential donors, visitors, local community and staff and volunteers. When people feel emotionally connected to a charity or a place, they are more likely to support it consistently. To do this we need to create a consistent, trustworthy and authentic brand personality.

A unique charity brand personality can enhance your impact with both beneficiaries and funders. By effectively communicating the Trust's values, mission, and approach, you will generate more support and increase awareness.

A recognisable identity helps to establish credibility in the Trust. People need to see that the Trustees have the Priory's best interest at heart and that you are using financial contributions effectively.

To ensure a clear brand personality, all communications and marketing efforts must be consistent. Consistency across different channels, from all staff members and in all campaigns reinforces the Trust's identity and credibility.

It's also important that new visitors to both the physical and online sites can differentiate between you and similar heritage sites. A unique brand personality will help you to stand out - not only for potential visitors, but for funding applications, donors and supporters.

Foundations

Key Communication Objectives

- **Raise Awareness of the Historical and Cultural Significance of St Osyth Priory**
Promote St Osyth Priory's story and role in local, national, and religious history by making its importance known to broader audiences.
- **Inspire Engagement and Participation Across All Audiences**
Encourage people to visit, attend events, volunteer, participate in educational programmes, and explore the site in meaningful, accessible ways.
- **Attract and Retain Supporters and Funders**
Build emotional and values-based connections that encourage individuals, trusts, and foundations to support financially.
- **Showcase Progress in Restoration and Preservation Efforts**
Clearly communicate your achievements in ongoing projects, and the impact of people's support
- **Strengthen the Trust's Reputation as a Credible, Caring and Community Based Organisation**
Showcase that you are a responsible and personable organisation that is rooted in the local community and passionate about sharing and preserving the Priory's heritage.
- **Promote the Priory as a Destination for Learning, Wellbeing and Enjoyment**
Shift perceptions from a "closed-off" heritage site to a welcoming space where people of all ages and backgrounds can visit and connect with history and nature.
- **Encourage Long-Term, Sustainable Relationships**
Use storytelling and consistent messaging to deepen loyalty and trust—from casual visitors to strategic partners and legacy givers.
- **Foster Inclusivity and Accessibility in All Communications**
Ensure that all content speaks to diverse audiences in an inviting, respectful and inclusive tone, removing barriers to engagement.

Style Guide

The below is just a suggestion on specific writing styles that may be used in your context. For a more in-depth style guide, the University of Oxford has a thorough one which can be useful as a reference [here](#).

Acronyms - as a general rule try to avoid unless instantly recognisable like BBC, if using please spell out on first use i.e. St Osyth Parish Council (SOPC).

Ampersands - should only be used if they are part of official titles or names. Otherwise, spell out 'and'.

Capitals - use for titles prefixing names, but not for job descriptions. Note that some job descriptions are never used with names, such as 'prime minister'.

Numbers and Dates

Spell out whole-number words for one to ten; use figures for numbers above ten.

Use a combination of a figure and a word for very large round numbers (such as millions/billions etc), or abbreviate it to 'm', 'bn' etc.

If there are a lot of figures in a paragraph or text, some above ten and some below, use figures throughout to allow easy comparison by readers. For example, 'a lucky 5 out of the 100 people attending...'

Spell out words for 'first', 'second' and so on up to and including 'tenth'; use numbers and 'st'/'nd'/'rd'/'th' for larger ordinal numbers.

Always use figures and symbols for percentages, measurements and currency. Use commas to punctuate large numbers.

Use either the 12- or 24-hour clock – not both in the same text.

Always put the date before the month, i.e. 12 April, **not** April 12

Tone

A consistent tone helps your audience to understand, recognise and engage with your content and makes your brand feel more inclusive and authentic to readers.

We want the communication from St Osyth Priory and Parish Trust's tone to be:

- Warm, welcoming, and inclusive
- Knowledgeable without being academic or dry
- Community-focused and people-first
- Accessible for all ages
- Use inclusive language ("we", "our community", "you're invited")
- Balance facts with emotion to maintain your humanity
- Avoid jargon—keep it simple and engaging

Glossary

Important words for the Trust and what they mean:

- Heritage - the history of the site, it's importance in the local area and it's value culturally due to its buildings and parkland
- Community - what it means to people living nearby, the community of people involved in its running and restoration
- Education - the ways people learn about the site - through guided tours and community events, but also it's curriculum based learning with school trips, forest schools and home education sessions
- Wellbeing - the importance of nature, community and learning for people's physical and mental health. This can be through walking tours, outdoor learning for children, and events to connect the community - helping to combat loneliness and isolation.
- Preserve - working to keep the buildings in a good condition
- Restore - for buildings that have fallen into disrepair. Using skilled tradespeople to bring them back to their former glory and make them able to use for community events and functions.
- Charitable Trust - the charity that exists to manage the properties, activities and funding for certain parts of St Osyth Priory that are deemed at risk.
- Trustees - a group of volunteers with varied skills and experience tasked with the management of the Charitable Trust and its employees
- Historic England's Heritage at Risk Register (HAR) - a register that shows the health of England's valued historic buildings and places. It helps to ensure buildings are protected from decay and so can continue to be enjoyed in the future.

Keywords

Keywords are ideas and topics that define what your content is about. You might have heard of search engine optimization - SEO, this involves using words and phrases that people enter into search engines to discover websites and content. The more you're aware of and use the keywords that are relevant to your site the higher you will rank on search engines like Google - making you easier to find.

I've created a longer keyword document which you can find [XXXX](#)

Your primary keywords include:

- St Osyth
- St Osyth Priory
- St Osyth Legend
- Education Centre
- School trip
- Outside the classroom
- Historical buildings
- British history
- Guided tours
- Essex history
- Things to do (near) Colchester
- Things to do in Tendring
- Things to do (near) Clacton
- Things to do in Essex
- Hidden Gem
- Historic Houses
- Historic sites in Essex
- Historic England
- heritage
- nature
- school trips
- Forest School
- outdoor learning
- Home Education

Brand Personality

Your Audiences

- General public with an interest in history, architecture, heritage and nature
- St Osyth Parish residents
- Colchester, Tendring and wider local community
- Potential tourists from further afield with a connection to the site or area – Holland, Harwich
- Home educators in local community
- Pre-school parents in local community - Forest School
- Young adults - Forest School, work experience, volunteering
- North East Essex schools and uniform group trip organisers
- Schools from across East of England and London
- Carers and organisations working with young people with identified issues in the Tendring District
- Funders – both individual and organisations
- Volunteers and those interested in volunteering
- Site owners, operators and visitors to St Osyth Priory Estate

Who we are

- Warm and welcoming - We invite everyone to be part of the story, regardless of background or prior knowledge.
- Passionate custodians - We care deeply about preserving heritage and sharing it meaningfully.
- Community rooted - We listen, collaborate and champion local voices and involvement.
- Knowledgeable and approachable - we speak in a way that's clear, human and inclusive.
- Inspiring and visionary - We connect the past with the future, showing how history can enrich lives today.
- Transparent and trustworthy - We're open about what we're doing and why it matters.
- Creative storytellers - We bring history to life through engaging narratives and meaningful experiences.

What we are not*

- Distant or elitist - We don't speak only to historians or heritage insiders; we're here for everyone.
- Formal or dry - We avoid jargon and stiff tone; we communicate with heart and clarity.
- Passive or Static - We don't just preserve the past, we activate it, share it, and evolve with it.
- Salesy or overly commercial - While we promote experiences and events, we do so with authenticity, not hard sell.
- Exclusive or inaccessible - We want to work to break down barriers, physical, social, or economic, to encourage engagement.
- Overly institutional - We're not a faceless organisation; we're people with a passion for the site and its history

*For more formal fundraising applications this tone may be helpful. This is a guide for day-to-day use in marketing, social media and public relations.

Example: Marketing copy

What We Are (Warm, inclusive, and engaging)

St Osyth Priory is a place for everyone to enjoy nature and heritage.

Our charitable trust is dedicated to preserving the past while inspiring the present. Through restoration, education and events, we are building a future where the Priory can be enjoyed by generations to come.

Whether you're a local visitor, a history lover, an educator or a supporter, we'd love for you to be part of the story of this historic site.

What We Are Not (Dry, elitist, and overly formal)

St Osyth Priory is a designated heritage site of significant historical importance.

The St Osyth Priory Charitable Trust was established to oversee the conservation of key architectural assets and ensure their protection for posterity. Engagement opportunities are available through scheduled programming and formal partnerships.

Example: Social Media Post

What We Are (Friendly, lively, and inviting)

Spring is blooming here in St Osyth!

Join us this Easter break for a family day full of storytelling, nature trails, and hands-on history. From ancient legends to baby lambs, there's something for everyone to enjoy.

Saturday 13 April from 11am–3pm. Please book your place through the link in our bio
#StOsythPriory #FamilyFun #EssexEvents #HeritageForAll

What We Are Not (Overly promotional, formal, or inaccessible)

The St Osyth Priory Charitable Trust invites members of the public to attend a scheduled Easter activity programme.

Event timings and access restrictions apply.
#Event #Easter #HistoricSite

Key Messages

Main Key Messages

Mission Statement

We are the charitable trust dedicated to preserving, restoring and celebrating the heritage and beauty of St Osyth Priory and wider Parish, for the education, wellbeing and enjoyment of everyone.

Key message: Longer statement

We are the charitable trust working to preserve, restore and share the heritage and beauty of St Osyth Priory and wider Parish, for the education, wellbeing and enjoyment of everyone.

Our focus is St Osyth Priory, a privately owned estate of 16 extraordinary listed buildings set within 180 acres of parkland and gardens in Tendring, Essex, with a further 170 acres of wildlife habitats and agricultural land. The Priory's historical significance spans 1300 years; from its foundations in the story of Osyth during Anglo-Saxon times, through its fortunes as one of the wealthiest medieval priories in Europe, to its transformations as a Tudor residence, a country house, a convalescent home and, more recently, a private residence.

Our charitable trust was set up in 2016 and is run by a group of trustees, skilled staff and volunteers, many of whom are local. Working in partnership with the estate, we are dedicated to restoring key buildings that are included in Historic England's Heritage at Risk Register (HAR). These are the Grade II* listed Tithe Barn, the Grade II listed Old Dairy and Grade II listed Cart Lodge. We also aim to restore the Grade I listed Abbot's, or 'Darcy' Tower.

As part of our commitment to regenerating the site, we encourage public connection to the unique buildings and nature at St Osyth Priory for visitors of all ages and backgrounds. We facilitate this through organised educational, group and individual visits, as well as seasonal community events, all led by qualified teachers and local experts. These run alongside the weddings, private events and luxury stays offered by the estate itself.

Our story: History

St Osyth Priory has a rich history spanning from the Anglo Saxon times to the present day. Its historic buildings and parkland are over 1300 years old and have played an important role in the fortunes of the Tendring and wider Essex area for centuries.

The Priory itself has weathered many highs and lows throughout its history: From its foundations in Anglo-Saxon times, with the legend of St Osyth herself, through its significance as a wealthy Priory in the 12th Century, to being a stately home owned by Sir Thomas Cromwell and later by the Darcy family, who were visited there by Queen Elizabeth I. Before being bought by the Sargeant family in 1999 it was a convalescent home which many local residents have memories of. It is currently a privately owned estate, open to the public for weddings, events and holiday lets.

The St Osyth Priory and Parish Trust, a charitable organisation, was founded in 2016 with the mission of helping to restore key buildings within the estate and to enable and encourage public connection to the heritage at St Osyth Priory. This is facilitated through organised tours as well as education sessions in the Education Centre, which was opened in 2021 and enables access to the site for school groups from the local area, as well as curriculum based learning from qualified teachers on relevant subjects from history to living things and habitats.

Our work: Restoration and Preservation

There are 16 listed buildings on the site of St Osyth Priory. The St Osyth Priory and Parish Trust are dedicated to restoring four buildings that are included in Historic England's Heritage at Risk Register (HAR). These are the Grade I listed Abbot's, or 'Darcy' Tower, Grade II* listed Tithe Barn, the Grade II listed Old Dairy and Grade II listed Cart Lodge.

The Trust is working in collaboration with all consultees, local community stakeholders and the estate to deliver a vision of totally restored buildings and landscape with an abundance of nature and natural beauty. The work we are conducting will also repair and carefully convert the buildings into a space for the community, for education, and for commercial hire. Enabling access to these buildings will crucially rebuild public connection to the Priory, while commercial use will support the financial sustainability of the Trust enabling further restoration projects.

We hope that by restoring these buildings and encouraging access to St Osyth Priory, its history and beauty will be better known locally and nationally, bringing pride to our local communities. Visitors will learn about the site's heritage, gain new skills, improve physical and mental health and be a part of the economic growth of both the Priory, Parish and further afield.

The restoration project creates opportunity for impactful, heritage-led regeneration, delivering positive economic, environmental and social impacts to Jaywick, Clacton and the wider Tendring area - one of the most economically and socially deprived areas in the country.

Activities will target local needs including lack of aspiration, mental health and isolation, that are exacerbated by poor transport links, limited social spaces and employment pathways.

We want St Osyth to become a place that our community is proud of and that people want to visit, holiday and enjoy

Our work: Community, Wellbeing and Education

As part of our commitment to regenerating the at-risk buildings at St Osyth Priory, we enable public connection to the unique architecture and nature on the site.

We encourage visitors of all ages and backgrounds to visit through organised educational, group and individual visits, as well as seasonal community events, all led by qualified teachers and local experts. These run alongside the weddings, private events and luxury stays offered by the estate itself.

Education Centre

Our Education Centre opened in 2021 and provides both indoor and outdoor learning experiences for children from 18 months to secondary school. Encouraging children to explore this naturally beautiful and historically important site helps to overcome barriers to accessing heritage which can be an issue in areas such as Tendring.

The opening of the Education Centre also provided opportunities for employment, volunteering and economic benefits to the village by increasing tourists and visitors to the area.

Pre-school learning is facilitated through our Forest School Outdoor Explorers programme, where parents and children explore parts of the estate, learning about history and the natural environment.

School groups come to the Priory to learn about about history with Vikings and Tudors, field studies for geography or science through our on-site biodiversity. All our trips are organised by qualified teachers with a wealth of local knowledge. Our programme enhances the National Curriculum by ensuring learners spend time outside in a captivating natural setting which inspires wonder and curiosity.

Community and Wellbeing

Community members are encouraged to access St Osyth Priory to re-build connection with the site. We run a series of accessible events throughout the year including walking and tractor tours, seasonal events around Christmas, Halloween and Easter as well as talks and events.

We can arrange private trips and tours for specialist interest groups on topics ranging from history, nature, architecture and biodiversity.

We can also create bespoke visits for uniformed groups, such as Scouts, of up to 100 children. Activities offered include map reading skills, understanding the need for clean water and creating water filters at our pond, and riding the tractor trailer.

Our qualified and Education Centre staff have a wealth of knowledge on the history and importance of St Osyth Priory and are available to speak at community meetings, such as Historical Society talks, on a range of local history topics.

Our people: dedicated, experienced, passionate

Trustees

Our Trustees are a group of local, committed individuals who dedicate their time on a voluntary basis to the restoration and preservation of the historic, at risk, buildings at St Osyth Priory.

They include local businessmen, partners in the main estate, a former Parish Councillor and Local District Councillor, medical professionals and an expert on historical architecture. Their broad range of skills and experience means they can advise and run the St Osyth Priory and Parish Trust with the best interests of both preserving the historical architecture and significance of the site, but also with the ability to share it for the education, wellbeing and enjoyment of everyone.

Staff

Our Education Centre staff include qualified teachers with a wealth of local knowledge and local, experienced tour guides. We also work closely with the wider estate staff including their knowledgeable farmers and gardeners who look after the parkland and its inhabitants, and skilled craftsmen who are working on the restoration of the buildings.

Volunteers

We are lucky to have passionate and dedicated volunteers who give their time to help us restore and share St Osyth Priory with our many visitors. We are always on the lookout for more volunteers so please let us know if you'd be interested in a role with the Trust.

Tone of Voice

Writing Advice for Consistent Tone of Voice

- **Be warm, welcoming and inclusive**

Speak to a wide audience using friendly, accessible language that invites people in. Use a slightly more conversational tone on social media, more persuasive/impact-driven language in funding bids, and warm, professional writing for marketing and web.

- **Balance: heritage with relevance, authority with approachability**

Don't just describe what was, highlight how it still matters today and how people can connect with it now. Keep the tone approachable but confident in your knowledge and experience.

- **Speak with purpose and passion and show your impact**

Let your passion for the Priory shine through your copy. Wherever possible, show progress, outcomes, and the people benefiting. Instead of "we aim to restore," say "we are restoring the Tithe Barn, thanks to your support."

- **Keep it clear and jargon free**

Avoid overly formal or academic language. Say "listed building" not "designated heritage asset." Keep things human and easy to understand.

- **Use storytelling to bring history to life**

Instead of dates and facts alone, share vivid moments, historical stories, and transformation journeys to create emotional connection.

- **Highlight community and connection**

Emphasize the role of people - local staff and volunteers, school groups, visitors, donors. Make your audience feel like they're part of something bigger.

- **Call people to action**

Whether it's "Book your visit," "Join us for an event," or "Support our restoration work," always let people know how they can get involved.

For Fundraising - The tone is more persuasive and impact-driven, while still maintaining professionalism and clarity

Preserving the Past, Enriching the Future: Support the Legacy of St Osyth Priory

We are a registered charitable trust dedicated to preserving, restoring and sharing the heritage of St Osyth Priory and the wider Parish, for the education, wellbeing and enjoyment of everyone.

Our focus is St Osyth Priory, a site of exceptional historical and cultural importance, nestled in 180 acres of parkland and gardens in Tendring, Essex, with a further 170 acres of wildlife habitats and agricultural land. With 16 listed buildings, including Grade I and II* structures, the Priory's story spans over 1,300 years, from the legend of Osyth in Anglo-Saxon times to its transformations as a Tudor residence, a country house, a convalescent home and, more recently, a private residence.

Founded in 2016, our Trust is led by a dedicated board of trustees, supported by locally based skilled staff and passionate volunteers. In partnership with the private estate, we are undertaking the urgent restoration of key heritage buildings on Historic England's Heritage at Risk Register, including the Grade II* Tithe Barn, the Grade II Old Dairy and Cart Lodge, and the Grade I Abbot's (Darcy) Tower.

However, our vision reaches far beyond the physical restoration of buildings.

We believe heritage should be accessible and inclusive. This is why we are creating opportunities for people of all ages and backgrounds to engage with our beautiful site. We facilitate this connection through educational programmes, guided tours, seasonal community events, and nature-based activities, all led by qualified educators and local experts.

Alongside the estate's private weddings, events and luxury accommodation, St Osyth Priory and Parish Trust is building a vibrant, sustainable future for St Osyth Priory, one that celebrates its heritage and inspires new generations.

To help us raise the profile of St Osyth Priory, architect and TV personality George Clarke is our Patron. We have also secured £4M in funding from the National Lottery Heritage Fund but need match funding of £2.3M to continue our work. With your support, we can bring this historic setting back to life and ensure it remains a place of learning and community for years to come.

For Social Media

The Tone is animated, engaging, and adaptable for different platforms. Please reference the social media planner for more examples and ideas.

May is the Historical Association's [tag] Local History Month aimed at increasing awareness and celebrating local history.

We'd love to teach more people about the rich history of St Osyth Priory - we've been here for over 1300 years and we're working hard to preserve the site for future generations.

If you're interested in our story, take a look at our new website or book to attend one of our organised events or tours [Link]

#LocalHistory #ThisPlaceMatters #LocalLegacy #HistoricHouses

For Marketing

The tone is more engaging, inviting, and geared toward drawing interest from the general public, potential visitors, and partners. It emphasizes experience, storytelling, and connection, while still highlighting the heritage value

Discover St Osyth Priory: A Hidden Treasure on the Essex coast

Discover over 1,300 years of history at St Osyth Priory, one of England's most remarkable heritage estates. Set within 350 acres of natural park and agricultural land in the coastal district of Tendring, Essex, the Priory is home to 16 listed buildings, including the historic Abbot's (Darcy) Tower and breathtaking 15th Century Gatehouse.

From its roots in Anglo-Saxon legend, through its grandeur as one of medieval England's wealthiest religious houses, to its later life as a Tudor manor and private home, St Osyth Priory is bursting with stories waiting to be explored.

St Osyth Priory and Parish Trust are the charitable organisation working behind the scenes to restore some of the Priory's at-risk buildings, protect its natural landscape and enable access to the site for everyone to enjoy.

Whether you're visiting for a guided tour, joining one of our family-friendly seasonal events or attending an educational session, you'll find there's always something to discover.

Every visit, booking and donation supports our mission to bring this historic place back to life, for today's visitors and future generations.

Come and be part of the story.

Appendix V Further Supporting Information

Further Supporting Information

St Osyth Guidelines

 [SOPPT.zip](#)

Links to filma website prototype:

[Desktop](#)

[Mobile](#)

[Map view](#)