



# Bridgnorth District Council

## Housing Services



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Bridgnorth District Federation of Tenants' and Residents' Associations

# Heritage Project

# Tool - Kit

(November 2004)

Bridgnorth District Council  
Westgate  
Bridgnorth  
Shropshire  
WV16 5AA

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# THE HERITAGE PROJECT TOOLKIT



## Purpose

The Heritage project is a photographic exhibition designed at encouraging greater tenant participation through the generation of resource material commonly available in many households and families. By sharing information relating to the residents own localities it could be possible to bring people together to create dialogue between groups and individuals of all ages.

The project provided an opportunity for people to look back in time; generate a sense of belonging that would strengthen people's identification with their own particular areas. Re-establishing a feeling of belonging and a way to revive communities and encourage community spirit.

## Aims

The aim was to create a mobile exhibition using old photographs that would remind people of days gone by. By using a historical theme the project contained a learning feature that presented an opportunity for people of all ages to participate.

As part of the learning process was the introduction of a series of 10 workshops that offered the chance to participants to learn new Information & Technology skills, reproduce photographs and produce a small publication.

# Method



## CREATION OF A STEERING GROUP

### *General Concerns*

Forming a steering group to manage the project. Ensuring that members of the group were representative of the community and of all age groups.

*To oversee the project: including planning, budgeting, community liaison, timescale, and delivery of final project.*

## IDENTIFICATION OF FUNDING SOURCES



### *Funding Issues*

Produce a cost breakdown for the project.  
Identify and secure funding including match funding.  
Write a funding bid and submit.

*To ensure sufficient funds are available to allow the project to run its full course and to enable, as many residents as possible are included in the activities.*

# PROMOTION



## HOW THE PROJECT WAS PUBLICISED

*The development of community awareness for the project to ensure that all members of the community have the opportunity to become involved.*

Getting the project in the public eye was always a high priority for the Federation and the steering group. In a rural area it can be difficult to reach some of the more isolated communities in the district so publicity had to be given a high priority.

*Some the methods used were as follows:*

- Advertising - posters, leaflets
- Sending information to existing tenant activists
- Tenants Newsletter
- Federation Newsletter
- Bridgnorth District Council's Website
- Alerting and involving parish and district councillors who are active in their own areas
- Arranging open meetings by the Federation
- A variety of forums
- Tenant Service Review Panels
- Talks and events given in sheltered housing schemes to residents and visitors
- Use of existing events such as Housing Services annual Housing Fayre to raise awareness of the project.
- Using displays and information points at libraries

- Keeping locals schools supplied with information and encouraging their support

## DATA GATHERING

*Ensure the relevant Information & Technology is available for processing and storage of images. Involve embers of the community, source trainers to support residents to acquire new skills.*



### HOW THE PHOTOGRAPHS WERE COLLECTED

#### *The first steps*

An appeal was made using a variety of sources including the local press and radio stations as well as the council's tenant newsletter for people to send in any old photographs or articles.

#### *Outcome of the appeal*

The appeal was successful and many people from across the district responded offering old photographs and a variety of other interesting documents. The co-ordination and collection of the material was carried out using Federation members and members of the Tenant Participation team. A form was designed to record all the photographs received. A signature was obtained from owner of the photographs giving permission to use them in the exhibitions.

Original photos were scanned and copied into a collection and stored on a CD Rom. The original photographs were returned to their owners as agreed.



## HOW THE PHOTOGRAPHS WERE CHOSEN

### *Opportunities to expand and broaden the project's horizon*

Substantial amounts of photographic material were collected which provided the opportunity to either repeat or expand the project.

The steering group and the Federation viewed all the photographs and carefully picked out those that would be used in the exhibition. The photographs were mounted on display boards in preparation for the mobile exhibitions.

## PRESENTATION

This involved setting up a series of workshops that would run in combination with the mobile exhibitions.

## EXHIBITION

*Images presented in an exhibition format. Venues chosen for easy access by as many members of the community as possible. Display to be easily transportable and flexible in construction to suit variety of locations.*

A total of 30 venues located across the district staged the project over a two-year period. In terms of attendances, over 900 people recorded their attendance, although it is estimated there were people who did not sign in.



## **THE TRAINING FACTOR**

### ***Training activities prior to the project commencing***

The members of the steering group and residents voiced an interest in finding out more about developing Tenant Participation. A day's workshop was carried out exploring how The Arts could be used as a means of increasing Tenant Participation. The Arts workshop demonstrated how effective the arts could be in generating interest and in getting the Heritage Project underway.

## **WORKSHOPS**



## **OVERSEEING THE WORKSHOPS**

***In conjunction with the exhibition as a means of engaging with visitors. By the creation of activities suitable for all age groups from reminiscences, IT skills training, learning opportunities.***

### ***Who would run the workshops?***

The project required a series of 10 workshops to be organised, which meant appointing an appropriate training organisation to facilitate this task. The Workshops were planned in selected venues across the district. The steering group developed the criteria for the workshops. To run the workshops the steering group interviewed 3 suitable training organisations that were asked to give a presentation on how they would carry out this

role. A local voluntary organisation was chosen to conduct the workshop element, which brought another partner into the project.

### ***The content of the workshops***

The design of each workshop was such that people could participate at the level they were most comfortable with. Each participant learned how to scan and copy photographs, add text and produce an information sheet or newsletter about the history of the local area that the participant could keep.

### ***Establishing the criteria for the workshops***

The base requirements for the workshops were as follows:

- There would be a total of 10 workshops
- The organiser would make sure that there would be an adequate number of participants
- Improving participants experience using skills such as IT skills in publishing and design
- Produce a small newsletter-style publication about the local area or a personal document that the participant could take away with them
- The organiser provided all training resources such as, Personal Computer, scanner, printer and all publication materials
- The organiser made sure that participants completed an attendance list and monitoring form
- The organiser provided a full costing to run the workshops, which was agreed by the steering group and Federation jointly.

## OUTCOMES

### *What were the overall training outcomes?*

- People to learn how to interact with other people.
- Learned IT skills. Experience of managing a project.
- Arranging publicity & press releases.
- Event planning.
- Writing articles for newsletters.
- Communicating with local government officers, Participating in forums and open meetings.
- Looking at best practice in Tenant Participation.

## END PRODUCT



## THE DEVELOPMENT OF AN ADDRESS BOOK TO COMMEMORATE THE PROJECT

*To recognize the input of the community through the collection of data and images the design and production of an address book to be a lasting memory of the project.*

### *Construction of the Address Book*

*This gives an opportunity for individuals in gathering and processing the images who have acquired new skills to create a product to showcase their work and to give residents a useful reminder of the project.*

On completion of the project it was agreed to produce an address book and every tenant household would receive a copy, approximately, 2500 council tenants across the district. It was hoped the address book would have a long-term benefits, in that it is something that tenants can keep and will last for a number of years. It would also be a reminder of the Heritage Project and highlight the Tenant Participation experience.

The project captured a wide range of appeal from people across the generation gap. The address book is designed as an item that people want to keep and remind them of the benefits of tenant participation.



## **MONITORING AND EVALUATING THE PROGRESS OF THE PROJECT**

- It is important to monitor the project.
- The level of attendance and interest shown at the various venues.
- The response to the pre launch and publicity
- The number of leaflets taken away from Community Information Points, the number of hits on the website and the attendance at meetings are all good gauges as to the effect that the project.
- The increase in tenant participation.

# SUMMARY GUIDE -TOOL - KIT



## **Purpose**

A project designed to bring together all members of the community through the generation of resource material commonly available in many households and families. By sharing information relating to the residents own localities it could be possible to bring people together to create dialogue between groups and individuals of all ages.

## **Method**

### **CREATION OF A STEERING GROUP**

To oversee the project: including planning, budgeting, community liaison, timescale, and delivery of final project.

### **IDENTIFICATION OF FUNDING SOURCES**

To ensure sufficient funds are available to allow the project to run its full course and to enable, as many residents as possible are included in the activities.

### **PROMOTION**

The development of community awareness for the project to ensure that all members of the community have the opportunity to become involved.

## **DATA GATHERING**

Ensure the relevant IT equipment is available for processing and storage of images. Involve members of the community, source trainers to support residents to acquire new skills.

## **PRESENTATION**

### **Exhibition**

Images presented in an exhibition format. Venues chosen for easy access by as many members of the community as possible. Display to be easily transportable and flexible in construction to suit variety of locations.

### **WORKSHOPS**

In conjunction with the exhibition as a means of engaging with visitors. By the creation of activities suitable for all age groups from reminiscences, IT skills training, learning opportunities.

### **END PRODUCT**

To recognize the input of the community through the collection of data and images the design and production of an address book to be a lasting memory of the project.

This gives an opportunity for individuals in gathering and processing the images who have acquired new skills to create a product to showcase their work and to give residents a useful reminder of the project.

The collection of images can be used in a variety of forms including: websites, promotional materials and a range of retail merchandise.

### **OUTCOMES**

This has the ability to reach a large number of residents in all communities. The subject matter is one, which has a common interest, as a means of remembering the past but also sharing knowledge between the age groups

A means of bringing people together from all types of backgrounds including residents not local to the area.

Young people working alongside the elderly.

### *Creating learning opportunities*

Making people aware of changes in their area.

Developing new networks for people to come together  
Better understanding of different communities.

This project can reach people in both rural and urban areas.

Involving all members of the community in partnership with the voluntary sector and the local authority.

## Heritage Venues

# Heritage Venues & Workshops

The Heritage Photograph Project was exhibited at the following venues. All venues in **red** hosted workshops

St Mary's School, Bridgnorth	3 <sup>rd</sup> - 9 <sup>th</sup> September 2003
High Causeway (Community Room), Much Wenlock	10 <sup>th</sup> to 16 <sup>th</sup> September 2003
St Leonard's School, Bridgnorth	17 <sup>th</sup> to 19 <sup>th</sup> September 2003
Broseley C/E School, Broseley	22 <sup>nd</sup> to 26 <sup>th</sup> September 2003
Town Hall, Bridgnorth	29 <sup>th</sup> September to 3 <sup>rd</sup> October 2003
Shifnal Library, Shifnal	6 <sup>th</sup> to 8 <sup>th</sup> October 2003
Albrighton Library, Albrighton	10 <sup>th</sup> October 2003
Rhea Hall (Community Room), Highley	13 <sup>th</sup> to 15 <sup>th</sup> October 2003
Idsall School, Shifnal	16 <sup>th</sup> to 21 <sup>st</sup> October 2003

Willowdale (Community Room), Shifnal	22 <sup>nd</sup> to 28 <sup>th</sup> October 2003
Ditton Priors Village Hall, Ditton Priors	30 <sup>th</sup> to 31 <sup>st</sup> October 2003
Beckbury Village Hall, Beckbury	3 <sup>rd</sup> to 6 <sup>th</sup> November 2003
Wilkinson Avenue (Community Room), Broseley	7 <sup>th</sup> to 12 <sup>th</sup> November 2003
Yew Tree Court (Community Room), Shifnal	13 <sup>th</sup> to 19 <sup>th</sup> November 2003
Chorley Village Hall, Chorley	20 <sup>th</sup> to 21 <sup>st</sup> November 2003
Chelmarsh Village Hall, Chelmarsh	24 <sup>th</sup> to 26 <sup>th</sup> November 2003
Greenfields Court (Community Room), Bridgnorth	27 <sup>th</sup> November to 3 <sup>rd</sup> December 2003
Arden Way (Community Room), Alveley	4 <sup>th</sup> to 10 <sup>th</sup> December 2003
Sheldon Court (Community Room), Albrighton	11 <sup>th</sup> to 17 <sup>th</sup> December 2003
Welfare Hall, Highley	18 <sup>th</sup> to 23 <sup>rd</sup> December 2003
Beech/Ash Road (Community Room), Bridgnorth	29 <sup>th</sup> to 31 <sup>st</sup> December 2003
The Council Chamber, Bridgnorth	15 <sup>th</sup> January 2004

### **ADDITIONAL VENUES**

Sheldon Court Albrighton	9 <sup>th</sup> February to 21 <sup>st</sup> February 2004
Yew Tree Court Shifnal	1 <sup>st</sup> March to 19 <sup>th</sup> March 2004

Willowdale Shifnal	29 <sup>th</sup> March to 9 <sup>th</sup> April 2004
Greenfields Court Bridgnorth	12 <sup>th</sup> March to 23 <sup>rd</sup> April 2004
Beech / Ash Road Bridgnorth	3 <sup>rd</sup> May to 21 <sup>st</sup> May 2004
Arden Way Alveley	31 <sup>st</sup> May to 12 <sup>th</sup> June 2004
Rhea Hall Highley	21 <sup>st</sup> June to 2 <sup>nd</sup> July 2004
High Causeway Much Wenlock	12 <sup>th</sup> July to 30 <sup>th</sup> July 2004
Wilkinson Ave Broseley	2 <sup>nd</sup> August to 13 <sup>th</sup> August 2004
Housing Fayre - St Leonards School, Bridgnorth	1 <sup>st</sup> September 2004