



Evaluation of 'Moving Home'
A project delivered by Home in Frome
2010 – 2012



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'I liked learning about Frome – it is the best place in the world because it is home!' (Child participating in school workshop)

'It is something that has never been done before... to me Frome is the people of Frome and that is what it has been about.' (Stakeholder)

'I am so grateful to all the people who have given their time, skills and energy to this project. It has been the most rewarding experience of my life.'
(Project member)

Acknowledgements

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Introduction

Home in Frome, founded in 2008, is a community group celebrating, recording and sharing the unique character of Frome as it changes over time. The group developed in response to Robert Golden's exhibition 'Home' – a series of photographs depicting the experiences of working people in the 1960's and 70's. The exhibition was *'about the human costs of globalisation... and a celebration of what remains to praise and fight for'* (Robert Golden, 2009). The images portrayed in Golden's work resonated strongly with the founding members of Home in Frome, who recognised the very same processes of globalisation and changing industry at play in their home town. There was also a recognition amongst these individuals, that there was a growing divide in the Frome community – between 'Fromies', those who had experienced and worked through the rise and fall of Frome industry, and the Incomers, a new generation of residents many of whom were attracted to the town for its architectural beauty, (much of which resulted from its previous industrial success) but knew little of the dramatic change it had endured.

'There was a real fragmentation of the community and I felt strongly that if something was not done soon to encourage them to appreciate one another that Frome wouldn't be the wonderful place it could be – so that they could both appreciate the value of Frome.' (Founding member of Home in Frome)

With the support of Home in Frome and funding from Mendip Housing, Golden's touring exhibition visited Frome in July 2009 and was mounted at the Silk Mill Gallery (an engineering works until the 1970s and originally a textile weaving mill). It ran alongside the launch of the late Rodney Goodall's book *'The Industries of Frome'*. Goodall stated of himself and Golden:

'We are both very much of the same persuasion: we are fascinated in social life and feel that it is our duty to record some elements of our national and local social life for future generations.' (Goodall, 2009)

Home in Frome encouraged the sharing of stories inspired by the exhibition (they ran a community café adjacent to the exhibition where people could record their memories) and recorded the names of residents who may be interested in contributing further to a project focusing on Frome's industrial past. Twelve hundred people visited the exhibition and visitors' comments repeatedly pointed to the poignancy of the work:

'Remarkable. Thought-provoking, upsetting and revealing.'



'What insight! And how it makes me think, what do we want to recreate in our future? What have we lost that we might want to rebuild in a new way?'

Following the exhibition and building on the enthusiasm developed for exploring Frome's working heritage further, Home in Frome embarked on its inaugural project, funded by the Heritage Lottery Fund: *Moving Home*. The project focused on the changes that have occurred within the living memories of people in Frome and aimed to record, for future generations, how changes have affected both the social and built fabric of the town.

'In the current economic climate communities are experiencing wide ranging problems. The intention was to raise awareness. Previous generations have lived through similar and worse events. It will be an opportunity for people to share experiences and anxieties as they face a time of global economic transition. In the 1960's Frome's population was 10,000, and there was full employment. Since then rapid development has led to a population of 25,000, and a massive decline in Frome's industrial base. Further proposed development between 2006 and 2026 will see the population reach over 30,000. This project will assist in increasing awareness of the unique past of Frome and will build a sense of community amongst the residents of the town they call HOME.' (www.homeinfrome.org.uk/moving-home-2010)

In developing a greater knowledge of Frome heritage, the project hoped to raise awareness of the past everyday living experiences of the people of Frome, bringing together as many residents (both new and old) as possible. The project planned to achieve this by providing a range of events, using art, music and multi-media techniques, that were accessible to the diverse communities in Frome. It proposed to achieve the following outcomes:

- To increase the sense of community
- To increase knowledge and understanding regarding the social and economic heritage of Frome.
- To increase the knowledge, understanding and appreciation of the process of change and the role of sustainability.
- To increase volunteers' skills, knowledge and confidence.

This evaluation, undertaken in the last 6 months of the project, aims to provide:

- A consolidated picture of the development and delivery of the extensive programme of work undertaken by *Moving Home* which has included: oral history collection and collation, performance, music, sound walks, art, publishing, graffiti, exhibitions, workshops and community participation.
- Evidence of how *Moving Home* has achieved its proposed outcomes.

Methodology

The evaluation of Moving Home gathered the views of key stakeholders from across all aspects of the project:

- Staff and volunteers who delivered the project.
- Frome community members who participated in or attended Moving Home activities/exhibitions or contributed to the oral histories project.
- Key Frome-based organisations who worked in partnership with Moving Home.

In order to gather evidence spanning the entire delivery of the project, a variety of methods were used– drawing on both primary data(gathered via interviews, questionnaires and participant observation) and secondary evidence (including analysis of meeting minutes, media coverage, comments books, training programmes, video recordings and photography).

The evaluation sought to address the following key questions:

- Has Moving Home achieved its proposed outcomes and if so, how have these outcomes been achieved?
- What unintended outcomes have been achieved by Moving Home?
- What aspects of Moving Home have contributed to the successful achievement of its outcome?
- What have been the challenges associated with delivering the Moving Home project and how could these have been overcome?

a) Staff and volunteers

Face to face, semi-structured interviews (see Appendix 1) were conducted with **7 individuals** representing the three key groups in the project:

- The Home in Frome committee
- Moving Home project group (whose primary purpose was to develop, co-ordinate and facilitate the delivery of arts-based activities – whether exhibitions, processions, events or workshops).
- Moving Home oral histories group (whose primary purpose was to develop, co-ordinate and facilitate the collection and collation of oral histories).

3 of the individuals interviewed had worked in a paid as well as voluntary capacity while 4 of the individuals had worked in a solely voluntary capacity.

Those interviewed included the project co-ordinator as well as the founding member of the group.

Additional evidence was also gathered via:

- Analysis of committee group minutes.

- Attendance at both project group and Committee group meetings.
- Analysis of volunteer training programmes.
- Material gathered from project plans and diaries.

b) Frome community members

The views of community members who participated in or attended Moving Home activities/exhibitions or contributed to the oral histories project were gathered using a variety of methods to ensure they represented:

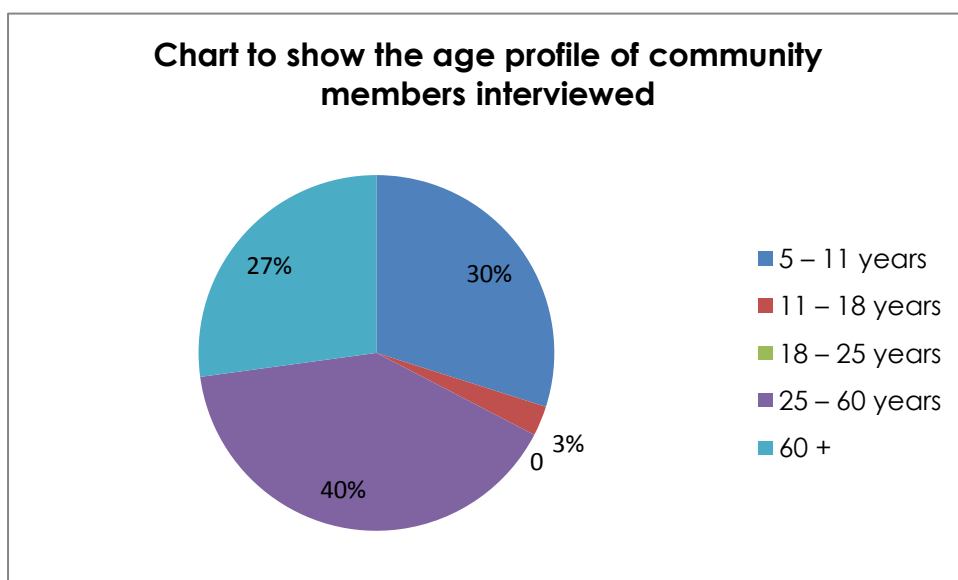
- Both adults and children from a wide cross section of ages.
- Community members from across the different areas of Frome (representing socio-economic diversity).
- Community members who have participated in the various different Home in Frome events/activities.

Interviews with members of the community

Informal, semi-structured interviews were conducted with a total of **37 Frome residents** (both adults and children) who had been involved in various aspects of the Home in Frome project:

- 19 individuals, 15 female and 4 male, participating in banner making workshops (July, 2012) in three different locations across Frome:
 - Trinity church hall
 - Singers Knoll
 - Sun Street Chapel
- 10 children participating in book-cover making workshops at Vallis School all in Years 3 and 4 (July, 2012).
- 8 individuals, 6 females and 2 males, who had shared their stories through the oral histories project (October, 2012).

(See Appendix 3,4,5 for interview and observation schedules)



Participant observation

The following events were attended as a 'participant observer' in order to evaluate community member involvement in the Moving Home project. I worked alongside volunteers and community members to support the delivery of the events and participate in activities. Observation notes were structured around the key evaluation questions. The following events were attended:

- 3 banner making workshops
- 1 school-based workshop
- Banner procession (as part of the launch of 'Working Memories' publication).
- Tea party event (as part of the launch of 'Working Memories' publication).

Comments books

Comments from members of the public were gathered at Home in Frome exhibition events.

Event	Date	Number of comments
Home in Frome Exhibition, Trinity Church Hall	July 2012	3
Shop Talk, Catherine Hill	July 2011	85
Moving Home Exhibition, Trinity Church Hall, Cheese and Grain and the Key Centre	July 2010	24
Total		112

Video recordings

A number of short films were made during the Moving Home project, which provided valuable evidence of the work completed and experiences of community members:

Home Movies: a series of short films about our idea of home

Film made by Home in Frome of workshops and discussion with Frome community members about their idea of 'home' and what Frome means to them, 2010.

Remembering the Past, Preserving the Community

Film by FromeTV made about the Moving Home project (including members of the Frome community talking about their experiences of the project), as part of the Frome Festival, 2011.

Working Memories: Frome workers tell their stories

Film made for Home in Frome, to promote the Working Memories publication and Moving Home project (including both adults and children talking about their experiences of the project), 2012.

Social Media sites

Photography, comments and commentary gathered from Home in Frome Facebook page (www.facebook.com/HomeInFrome) and website (www.homeinfrome.org.uk).

Photography

A substantial amount of photographic evidence has been gathered throughout the Home in Frome project, providing evidence of the diversity of activities delivered, the quality of events produced and the engagement of communities.

Oral histories database

Oral history contributor details were recorded on a database.

c) Partner organisations

Interviews with organisations

Informal semi-structured interviews (see Appendix 2) or semi-structured questionnaires (where organisations requested this method) were completed with 6 organisations who had worked in partnership with the Moving Home project:

- Frome Community College: Frome based school for young people Years 9 – 13.
- Frome Museum
- Aster Communities: Frome-based housing association.
- Vallis First School: Frome based school for children Reception – Year 4.
- Berkley First School: village school just outside of Frome for children Reception – Year 4.
- Somerset Archives: who received the oral histories archives collated by Home in Frome.

Letters of support

Letters received from 7 local organisations in support of the Home in Frome application to the Heritage Lottery:

- Cultural Service, Somerset Libraries
- Frome Museum
- Frome Community College
- Somerset Heritage Services
- Frome Society for Local Study
- Crafts for All
- Frome Community Learning partnership

Executive Summary

1. Project delivery

a) Project management

The Moving Home project was governed by the Home in Frome Committee. The overall management of the project was undertaken by a part-time, salaried project co-ordinator (recruited in October 2010) who was supported in the project delivery by two working groups (at least one member from each group also sat on the Committee): the Moving Home Project Group and Moving Home Oral Histories Group.

Successes: efficient, well-managed project work that produced high quality products demonstrated effective project management, achieved through regular working group meetings with effective communication amongst group members.

Challenges: the working groups often failed to create coherent links between the two elements of the project, although this was resolved as the project progressed. Lack of clarity regarding roles and responsibilities as well as the need for named project leads, were identified.

b) Project staffing

The project had only two paid members of staff: a part-time coordinator and a project evaluator. Other individuals were paid on a sessional basis to deliver short term aspects of the project – such as workshop delivery. Although the number of volunteers changed over the two year period (interim reporting identified that 31 volunteers had been involved) and depended on the activities being delivered, there was a core group of 7 volunteers routinely involved over the 2 year period.

Successes: there was a significant level of skill, professionalism and expertise amongst both volunteers and paid workers who contributed high levels of enthusiasm and commitment to the project.

Challenges: reliance on a small pool of volunteers to deliver the majority of the project resulted in high demands on individuals' time and ability to juggle competing work and family commitments.

c) Timetable

The project **adhered to the original project plan effectively**, delivering a comprehensive timetable of events and activities throughout the two year period. Where there were disparities with the original plan this was due to: fewer volunteers being recruited than planned, far more oral histories being gathered than originally anticipated (therefore delaying the production of Working Memories and the launch of the book) and a final celebration event involving more activities than originally identified (banner making workshops, school workshops, a procession and a celebratory tea party). The final project was extended by 3 months.

2. Impact of Moving Home: increased sense of community

The project achieved an increased sense of community through:

- **Involving significant numbers of community members in shared activities:** events were extremely well attended and regularly promoted through local

newspapers/magazines, local radio, posters, fliers, the Home in Frome website and Facebook.

- **Engaging with a diverse cross section of the community:** participants represented young and old, 'Fromies' and incomers, men and women and families from varying socioeconomic backgrounds. This was achieved successfully through: providing a range of accessible activities, events in locations across the town, activities which could engage a range of individuals in the same space and a welcoming, non-judgemental approach.
- **Partnership working with community organisations:** the project worked with a significant number of community based organisations including: schools, businesses, local services and community groups.
- **Frome residents were made to feel part of a community:** this was achieved through providing activities that created opportunities to meet new people, by highlighting the commonality between different individuals and encouraging residents to recognise the history of their community and their links to it.
- **Frome residents were made to feel valued and validated as members of their community:** community members reported that by having their stories listened to, their artwork displayed and participating in events such as the celebratory tea party, they felt valued and respected.
- **Residents reconnected with lost colleagues/friends/community members:** the project provided opportunities for community members to reacquaint themselves with lost friends/colleagues through the sharing of oral histories and particularly at the celebratory tea party.

3. Impact of Moving Home: increased knowledge and understanding about the social and economic heritage of Frome

There was significant evidence to demonstrate that the Moving Home project had increased knowledge and understanding of local heritage across the Frome community, by:

- **Increasing recollection of Frome heritage:** The collation of oral histories and the exhibition of videos, photography and artefacts reflecting Frome history, encouraged Frome residents to reflect on and share personal stories which had been previously unrecorded aspects of Frome heritage.
- **Increasing awareness of Frome heritage:** The successful sale and distribution of the Working Memories book (1088 copies had been distributed by December, 2012), the ongoing display of exhibitions about Frome's heritage in venues across the town and the delivery of workshops to encourage community members (both adults and children) to recognise Frome's past and present, all contributed to increasing people's understanding about Frome's heritage. Children, adults and community organisations all reported an increased knowledge about the history of Frome.
- **Increased records/evidence of Frome heritage:** before the Moving Home project, there were limited records about certain aspects of Frome's history, particularly outside of the town. The project exceeded all expectations and

gathered over 90 oral history recordings, 86 of which have been gifted to Somerset archives. All respondents agreed that the Working Memories publication provided a very valuable source of consolidated information about Frome heritage and had uncovered aspects of history that had previously been misplaced or unknown.

4. Impact of Moving Home: increased knowledge, understanding and appreciation of the process of change and the role of sustainability

- Project members felt that there had been a **lesser emphasis on increasing knowledge about 'change and sustainability'**, although it was an evident theme that ran throughout the project's activities.
- Sustainability was highlighted through the delivery of '**Shop Talk**' that promoted the importance of sustaining local, independent shops through raising awareness about how the shopping areas of Frome had changed. Carnival workshops in 2010 and 2011 (although not funded by the HLF) also focused on creating floats (linked to the themes of 'home' and 'community'), that were run on sustainable energy and inspired a new category for carnival entries: '*local, sustainable entries*'.
- Community members stated that Moving Home workshops, exhibitions and collation of oral histories had all contributed to highlighting the process of change in Frome's history through the use of photography, videos, artefacts and storytelling.

5. Impact of Moving Home: increased volunteers' skills, knowledge and confidence.

- Although the number of volunteers recruited and sustained throughout the project was not as many as hoped for, those volunteers who were involved all reported developing knowledge, skills and confidence through participating in Moving Home.
- Volunteers reported **developing skills and knowledge in:**
 - **Gathering, recording and transcribing oral histories:** Moving Home provided a series of training workshops to enable volunteers to develop skills in: undertaking successful interviews, effective recording of interviews, transcription techniques, use of digital media equipment and summarising transcription materials. Volunteers reported feeling well supported, despite finding some aspects (such as the use of media equipment) more challenging than others. Oral history contributors highlighted the skills and confidence with which they felt their interviews were undertaken.
 - **Using arts and crafts techniques:** The workshops delivered to children and adults enabled community members and project volunteers to develop skills and confidence in using a range of different art and craft techniques including: applique, marbling, drawing and carving. The quality of the final products created were testament to the skills that individuals had been able to apply.

- Volunteers also reported that the experience had enabled them to develop **skills and knowledge that they had been able to use in their professional lives** – building on skills they already had and learning from working alongside other professionals. For some volunteers the experience had **provided further opportunities for employment or training**.
- Volunteers and community members reported a **growth in confidence** as a result of talking part, this was achieved through: enabling volunteers to feel that they were contributing to their community, celebrating/displaying/publishing the stories/banners/art work created, providing opportunities for volunteers to undertake activities that previously they may not have undertaken, providing training to ensure volunteers have the skills and knowledge to undertake activities confidently.

6. Impact of Moving Home: unintended outcomes

The evaluation of Moving Home identified that it had achieved far more than the outcomes identified in the original proposal – creating an impact on both the future of the Home in Frome group and the wider community. This included:

- **Positive impact on community organisations:** Moving Home helped to promote the role of community organisations (such as the local museum and schools), had provided community organisations **with valuable knowledge, resources or experience** (for example: contributing to pupils' learning in local schools, creating additional historical records for the local museum and Somerset archives) and **supported them financially** (through the local production and sale of Working Memories and the employment of local artists).
- **Levels of enjoyment:** the abiding theme running throughout the Moving Home project was the levels of enjoyment experienced by all who took part – community members and volunteers alike.
- **Sharing of skills/knowledge with other communities:** an unanticipated level of interest outside of Frome, had been created by the Moving Home project. Organisations and communities from outside of Frome have approached the project with requests to exhibit the artwork produced and learn from the experience of the project members.
- **Raised the profile of Frome:** project members reported that the project, and specifically the Working Memories publication and successful community based events, had helped raised the profile of the town.
- **Created ideas and inspiration for the continuation of the project:** the project has acted as a catalyst for the future development of the Home in Frome group, raising the profile of the group in the community, creating resources for future development (for example the banners created may be used as a touring exhibition) and inspiring ideas for further projects (such as the ongoing development of a web-based resource, further oral history work and a programme of workshops for schools and other community groups).

7. Review of Moving Home: successes and challenges

- Factors that contributed to the **success** of Moving Home:
 - The **expertise, dedication and welcoming, open approach** of the individuals delivering the project.
 - The **innovative, creative approaches** used to explore heritage.
 - The **quality of the work** undertaken: in particular the quality of the 50 banners illustrating the industrial heritage of Frome, the quality and content of the Working Memories publication, the organised and consolidated nature of the archives gifted to Somerset archives and the standard to which events such as the celebratory tea party were delivered.
 - The **on-going effective promotion** of Moving Home activities, through local media, social-media, the Home in Frome website and partnership working.
 - The **financial support received from other organisations** that enabled additional activities (specifically the Carnival workshops, music-based activities in local schools and additional workshops for specific communities) to be delivered which served to enhance and promote the Moving Home project.
- Factors that acted as **challenges** in the delivery of Moving Home:
 - **Project management and staffing:** specifically in trying to maintain links between the oral history and the activity based elements of the project, recruiting and sustaining volunteers and ensuring clarity in terms of roles and responsibilities amongst project members.
 - **Lack of consistent branding/promotion:** although the project was well promoted, the use of different titles for different elements of the work and limited promotion of the links between different activities, resulted in a lack of clarity about the role of the project within the Frome community. This was recognised as a challenge, addressed and improved upon, and activities towards the end of the project used a consistent logo and terminology.
 - **Limited budget:** on reflection project members suggested that the budget identified for the project was unrealistic and put adverse pressure on its delivery. The project had been a success and overcome this challenge due to the dedication of volunteers and project members and support from other local organisations

1. Project Delivery

This section of the evaluation focuses solely on the delivery of the project, concentrating on 3 key areas:

- Project management
- Project staffing
- Project timetable

a) Project management

The Moving Home project was governed by the Home in Frome Committee, which included an elected Chair, Treasurer and Secretary. The Committee secretary also took responsibility for the administration of the Moving Home project.

The overall co-ordination of the project was undertaken by a part-time, salaried project co-ordinator (recruited in October 2010) who was supported in the project delivery by two working groups (at least one member from each group also sat on the Committee):

- **Moving Home Project Group:** co-ordinated the development and delivery of Moving Home events and workshops. Although the core members of the group were sustained, other members changed depending on the nature of the events being developed/ delivered.
- **Moving Home Oral Histories Group:** co-ordinated the delivery of the oral histories project collecting and collating oral histories and producing the 'Working Memories publication'.

Project leads (sometimes an artist, who was also paid a fee, and sometimes a volunteer) were identified for most activities within the project – for example, Shop Talk, banner workshops and the Working Memories launch event all had project leads who were given responsibility for their management.

Successes

As will be discussed and identified throughout this report, the Moving Home project **achieved a huge amount** between 2010 and 2012 – a clear indicator of a project that is well managed. This was re-iterated by project members, community members and partner agencies:

'We have achieved over and above what we had set out to achieve...'
(Committee member)

'The final products have exceeded all our expectations.' (Project member)

Observation of the Committee group, project groups and events – such as the launch of the 'Working Memories' publication demonstrated **efficient, well-managed project work that produced high quality products** that often exceeded people's expectations.

'I think they have done a wonderful job. It is much more than I was expecting...'
(Community member attending Working Memories tea party)

'The final products have exceeded all our expectations.' (Project group member)

The Committee and sub groups **met on a regular basis and communication amongst group members**, both before, during and after meetings (such as circulation of agendas and minutes) was **efficient, professional and open**. As two project members commented:

'There was good team work that made sure that it all connected together and the meetings worked well to achieve that.' (Project group member)

'We have had very good working relationships, it has been a good team who have enjoyed working together.' (Project group member)

Challenges

The two sub-groups operated independently of one another however, and although at least one member from each group also sat on the committee, the majority of sub-group members were unable to become Committee members as they had worked in a paid (sessional) capacity on the Moving Home project. As a result 4 project members identified the fact that the Moving Home project often operated as two distinct elements and **often failed to create coherent links** between the two:

'In the early days there were challenges about how to organise things and bring diverse groups together – for example making the links between the oral histories and project groups.'

'Possibly we could have improved our organisational structure – making it clear what different groups were doing and how everyone's work connected.'

'There were two groups within Moving Home – the projects group and the oral histories group and they were often not singing from the same hymn sheet.'

The majority of Home in Frome members, however, felt that this distinction was recognised by the project and as it progressed, **links between the two groups became more effective**.

'Looking back at the project I probably would not have seen the links between everything, but recently I have been able to see the connections and it has felt a bit more harmonious.'

Project members also suggested that there was, at times, **a lack of clarity about roles and responsibilities** (both in terms of individuals and separate working groups), often exacerbated by the fact that some members were paid (and therefore had specific tasks to undertake) while others were volunteers:

'I think there was a difficulty with the issue of payment – some people were not aware that others were getting paid and it changed their relationship with the project. People needed to have proper contracts as there was confusion over roles and responsibilities especially in terms of the production of the book. You need to know who to hold accountable.'

'Needed clarity about roles and responsibilities for paid people and clear lines of project responsibility.'

'It has never properly been sorted out what the functions of the committee were and how many meetings we should have and all our roles and responsibilities.'

Although project leads were allocated for most of the project activities, the majority of project members interviewed suggested that the allocation of **project leads or appointment of a project manager would have improved the management** of the project and provided clarity regarding roles and responsibilities:

'Constitutionally we need to improve... it is tricky because it means changing the way we operate and having lead people with responsibilities for each different element.'

'We had a great need for a project manager.'

'How the group is constituted has been a challenge but that is understandable because it is not a 'group' it is a 'project' and a 'project' needs to be managed.'

b) Project staffing

The project had only **two paid members of staff**:

- Part-time project co-ordinator (recruited October, 2010)
- Part-time project evaluator (recruited April, 2011)

Other **individuals** were **paid on a sessional basis** to deliver short term aspects of the project – such as workshop delivery, event co-ordination, photography or editing of the Working Memories publication.

The number of volunteers involved in different aspects of the project changed over the two year period and depended on the activities being delivered. Interim reporting identified that **31 volunteers** (21 unskilled, 6 skilled and 4 professional) had been involved in the project, however a **core group of 7 volunteers** were routinely involved over the 2 year period. Volunteers took responsibility for different aspects of the project, depending on where their interests or skills lay, however, for certain

events – such as the launch of the Working Memories publication, volunteers came together to deliver activities.

'We have been able to choose our roles depending on what we are interested in and where our skills lie and that has worked really well.' (Project group member)

Their **main tasks** included:

- Interviewing members of the community to gather oral histories.
- Supporting the delivery of workshops.
- Supporting the setting up and facilitation of events and exhibitions.
- Transcription of oral history recordings, development of summaries and editing.
- Development of promotional articles about the project.
- Maintaining Moving Home website and social media presence.
- Administration of the project.
- Development of resources to be used by the project (including: workshop materials, refreshments, promotional materials).
- Delivery of presentations to key community groups about the Working Memories project.
- Attendance at project/oral history/committee meetings.

Volunteers were **recruited via existing networks in the community, word of mouth** and by promoting the volunteer opportunities through **media publicity** and **during Moving Home events**.

Project members became involved in Moving Home for **two key reasons**:

- It provided an opportunity to be involved in a local project that **linked to their current professionals skills/interests**:

'Because I am a curator I am interested in local projects.' (Project group member)

'It overlapped with academic interests I had in two main areas – increasing globalisation and increasing localism and the dynamic between the two.' (Project group member)

'So much of it overlapped with my job and this project seemed like a continuation of it.' (Project group member)

- It provided an opportunity to **contribute to their local community**:

'It was the idea of celebrating Frome and looking at the past, present and future and the idea of community, events and activities that brought people in the town together.' (Project group member)

'Because I had worked outside of Frome, I wanted to do something that was involved with where I lived. I had also worked with some of the team before.' (Project group member)

'It was an opportunity to do some more work locally... and I saw it as an outlet for doing some creative work.' (Project group member)

Successes

Observation of the Moving Home project and the quality of the Working Memories publication, workshops and events, clearly demonstrated a **significant level of skill, professionalism and expertise amongst both volunteers and paid workers**. Project members brought with them experience and professional knowledge in a variety of fields including: history, education, media and public relations, archiving, art, music and project management. This observation was supported by both project member and stakeholder interviews:

'We have been blessed by the people involved and the skills that they have brought with them – that is what has made the project. I am sure it wouldn't have been as easy to work in schools for example without having a former Head on the group.' (Project member)

'It's a very balanced group with complimentary expertise and motivation.' (Stakeholder)

'We are a skilled group. The skills associated with being able to pull off big events like we have done – the organisational skills to make things happen, to do well on publicity – we were confident in doing it.' (Project member)

'The quality of the people who have applied for the posts we have advertised are amazing... it was seriously competitive and making the final choice was difficult.' (Project member)

The **enthusiasm and commitment provided by the project members** also contributed to the success of the project. This was demonstrated in part, by the sheer amount of time contributed by project members – both volunteers and paid workers. Where project members were paid they all identified that they had also contributed at least as much time as volunteers:

'We have been well served by both the people involved and they have done over and above what they were paid to do... which shows they have enjoyed it but one should not trade on that or rely on it.' (Project member)

'A bunch of very dedicated volunteers.' (Project member)

'I gave about 500 hours in total and when the book was in production probably 3 days a week including weekends. It has had an impact on family and friends and I have had to drop other projects to enable this.' (Project member - volunteer)

'The time that people have contributed – I have a paid role, however 75% of my time has been voluntary and 25% paid.' (Project member)

'I have put in as much volunteer time as the time I have been paid for – probably about 50:50.' (Project member)

'Motivated, positive group of people who really believe in what they are doing and that rubs off and radiates and brings other people in.' (Stakeholder)

Challenges

One of the key challenges in the staffing of the Moving Home project has been the **recruitment of volunteers**. The original project proposal identified that the project would require 639 days of volunteer time over 2 years. As the quotes above demonstrated, at times during the project some volunteers provided far more than one day a week of their time. **Recruitment of more volunteers would have eased the burden on project members.**

'Work falls on the same core group of people who then become exhausted.' (Project member)

Project members acknowledged that it was **easier to recruit volunteers to the activity based aspects of the project (workshops, exhibitions, events) than the oral histories aspect**, as interviewing, transcribing and summarising involved significant amounts of time and skill:

'Volunteers were easier to recruit to some aspects of the project rather than others – it was easier to get people involved in the workshops than in the book – we needed more volunteers for the transcribing and interviewing.' (Project member)

'It was especially difficult with volunteer transcribers and summarisers because of the demanding nature of the work – it takes a very long time.' (Project member)

'... we had a number of well attended training sessions [for oral histories project] but after they heard about what it involved decided it was not for them.' (Project member)

4 of the project members suggested that Moving Home **could have done more to recruit volunteers** through more targeted recruitment campaigns and effective advertising:

'Not enough people knew about it. I have spoken to lots of friends who would have been interested. Maybe they could have done more talks in schools as it was the type of things that Mum's could have easily done.' (Project member)

'We didn't do nearly enough advertising, maybe we should have had an open session to advertise it. We did it on an activity led basis and so it became ad hoc.' (Project member)

'We needed an open session advertising the volunteering opportunities and showing the different aspects of the project so that we could see where different people's strengths lay and how they could contribute.' (Project member)

'We have been really good at organising things but when it comes to recruiting we haven't been so successful. We are all so busy we have never really managed to follow up all the contacts information.' (Project member)

The reliance on volunteers for the majority of the project work, many of whom had competing **professional or personal commitments**, often resulted in **over reliance on a few individuals or increased pressure on the volunteers** who were involved:

'The problem was that a lot of the activities were at the weekends which is usually family time and then it is tricky to sustain involvement. People tend to lead busy lives. As a result we have relied on older people or freelance people.'

'We are all volunteers and those that are paid also work in a voluntary capacity. They all have other gigs. Sometimes it is difficult juggling availability.'

'It is fair to say that the vast majority of the work was done by a small number of people... You have a necessary attrition rate and when the whole thing is done as a volunteer project with no project manager this rate will only increase.'

One project member also suggested that the **combination of individuals from different professional backgrounds**, also acted as a challenge at times:

'There were tensions within the group due to different interests. It was a fragile cohesion of historians, artists, sculptures, educators and media artists.' (Project member)

c) Project timetable

The Moving Home project plan (as submitted with the HLF grant) was effectively adhered to over the two years. *Appendix 6: Record of Moving Home events and activities*, clearly demonstrates the continued delivery of a diverse range of activities and events. As is discussed later in the report (see page), these events were accompanied by further workshops and activities that were funded by small local grants (e.g. float making workshops for Frome Carnival in 2010 and 2011, music and composing workshops to accompany Moving Home events and targeted workshops to engage specific communities in Moving Home).

The key events identified for 2010 – 2012 were delivered as identified in the Project Plan and are discussed in more detail later in the report. Photographic evidence, comments books and consultation with project and community members all demonstrated that the events were well attended and achieved the proposed outcomes for the project. Where disparities were apparent between the project plan and delivered activities, these occurred due to the following:

- The **number of volunteers** recruited and sustained within the project was not as high as originally planned (see above: project staffing).

- The successful development of 'When I was Young' and the 'Home Corner', along with promotion in the local media and use of local networks resulted in **far more oral histories being collected than originally anticipated** (70 more than proposed). This in turn had an impact on the time it took to transcribe, summarise, collate and edit the material to produce the Working Memories book (the book was launched in October 2012 rather than in July as originally proposed) and **delayed the final Moving Home celebration event**.
- The **final celebration event involved far more than identified in the original project proposal**. There were a significant number of banner workshops delivered between July and October 2012, in 3 different venues. Additional book-cover making workshops were delivered in 3 first schools (2 workshops in each school) and a procession and final celebratory tea party were planned, co-ordinated and delivered to mark the launch of Working Memories.

The final project was extended by 3 months to address the issues identified above.

2. Impact of Moving Home: increased sense of community

One of the key proposed outcomes for the Moving Home project was to create an increased sense of community within Frome. A 'sense of community' is a subjective concept and is often defined by individual's personal feelings or experiences. Consultation was therefore undertaken with the Moving Home team members to identify what they thought the key indicators were of a 'positive sense of community'. They identified the following indicators, which they felt that they had aimed to develop through the Moving Home project:

- Involvement of a significant proportion of community members representing the diversity of the Frome community.
- Effective partnership working between community based organisations.
- Frome residents feel part of their community.
- Frome residents feel valued or validated as members of the Frome community.

2.1 Number and diversity of people participating

a) Number of people participating

All Moving Home events observed were extremely **well attended** and this observation was echoed in respondents' interviews:

'We have never had an event that was poorly attended. It is well known in Frome for what it does.' (Project member)



Crowds watching the River of Life event.

The following table gives a selection of the events undertaken by the Moving Home project and provides approximate figures for the number of people attending:

Event	Approximate attendance figures
Shop Talk exhibition	85 comments in the visitors' book suggests that there were in excess of 100 visitors.
The River of Life celebration event	Photographic evidence again suggests that there were in excess of 100 participants.
Book cover making workshops	90 children created book covers.
Banner making workshop, Trinity Church Hall	33 adults and children attended during the day.
Celebratory tea party	155 individuals attended the tea party (127 oral history contributors, their families and partner organisations, 12 children and parents involved from local schools and 16 Home in Frome members).

As is discussed later in the report, project members, the local community and stakeholder agencies attributed the quality of the project work and approach taken by staff and volunteers to the successful attendance of Moving Home events. It is also evident however, that significant amounts of media promotion was undertaken by the Moving Home project team to ensure as many people as possible, from across the local community, were made aware of the opportunities available. Review of the media archives for the project demonstrate regular promotional activity (over 50 articles and radio interviews) that aimed to recruit volunteers, advertise the various events and promote the Working Memories publication. The project was promoted through the following media publications and channels:

- Frome Times
- Somerset Standard
- The List
- Frome Carnival brochure
- Fosseyway Magazine
- Frome Life
- Mendip Times
- National Journal of the Oral History Society
- Somerset Life
- This is Dorset
- University of Bath, Department of Architecture and Civil Engineering web page.
- Frome TV
- Frome FM

Extracts from promotional articles 2010 – 2012:

'Free drop-in workshops have been organised throughout September for people to enjoy some creative fun which will end up with their handiwork fluttering above

shoppers' heads when the banners go up along the Market Place, Cheap Street, King Street and Catherine Hill.' (Frome Times, August 29th 2012)

'This year during the festival, the Home in Frome pop up shop opens on Catherine Hill... at the shop you can pick up an MP3 player, take a stroll around town and listen to the memories of shop keepers... why not come along and tell us about your working life in Frome.' (The List, June 1st, 2011)

'This year's festival included, the launch of 'Moving Home', a project supported by the Heritage Lottery Fund to research and record the way life has changed for the people of Frome...' (The Fosse Way, July 23rd, 2010)



In addition to this, **posters** promoting workshop activities and exhibitions were regularly produced and a '**Working Memories**' **postcard** was developed to publicise the book. A **Facebook page** ('liked' by 77 people) and a **Home in Frome website** (which received 1608 new visitors between March 2011 and August 2012) also promoted the Moving Home project.

b) Diversity of people attending

All respondents – project members, workshops participants, oral history contributors and stakeholder agencies, agreed that the Moving Home project had been successful in ensuring that a **diverse cross section of the Frome community had the opportunity to be engaged in the project**. Project members interviewed identified that one of the main principles behind the project was to provide activities and events that were accessible to everyone in the town irrespective of age, socio-economic background, geographical location or length of time living in Frome.

'People have been very aware of the needs of a diversity of people – both newcomers and people who have always lived in Frome.' (Project member)

'We absolutely did follow that intention by going out to diverse communities and being inclusive in our approach and I am not sure we could have done much more.' (Project member)

Interviews with those involved in delivering the project, as well as key stakeholder agencies suggested that the project had been **successful in involving a good cross section of the community**:

'I feel the project succeeded in involving a diverse cross section of the community. The school children chosen represented social diversity and the subjects of the book were across generations.' (Stakeholder)

One stakeholder organisation interviewed highlighted the Working Memories book as a perfect example of how the Moving Home project had engaged with the diverse community in Frome:

'The book itself – it's amazing, 80 people from different strata and culture in Frome – those people were all brought together through a shared history and identity.' (Stakeholder)

Respondents suggested that the project was successful in achieving this because they:

- Provided a **range of different, accessible activities** that met diverse interests, abilities and needs. The two different elements of the project – collection of oral histories for the Working Memories publication and the exploration and promotion of community heritage and history through workshops and exhibitions, enabled the project to involve both the residents who had always lived in Frome (who could share their stories) and the new residents (who could learn about their new community's heritage).

'[We] have been very conscious of the need to work with a diverse range of people - older people through the oral histories project and tea party, younger people through project like the graffiti wall and young children through the school workshops.' (Project member)

'The thing we should be most proud of is connecting the different parts of the community. Home in Frome has offered enough ways for people to get involved so that it has been accessible to everyone in lots of different ways.' (Project member)

'What has been really noticeable... [is that] the projects have been chosen because they are so strong and have an idea behind them which is really clear. They have been accessible for people with or without skills – and it has been very evident that they have included the diversity of the community... It has helped to break down some of the perceived barriers about the art community in Frome.' (Community member participating in workshop)

- Provided activities **in localities across the town**. Exhibitions, for example, travelled to different venues across the town to ensure that they were accessible as possible (see Appendices 8 for a map of Moving Home activities) and workshops were delivered in first schools across the town and in an outlying village school.

As identified in the original project plan, activities were targeted at two less privileged areas of Frome (Trinity and the Mount estate) to ensure effective participation.

'Workshops have been held across the community to encourage as diverse participation as possible: the Silk Mill, the Cheese and Grain, Sun Street, Trinity, Key Centre on The Mount, Singers Knoll, Victoria Park. And we have worked in the schools: Frome College, Oakfield, Selwood, Christchurch, Vallis and Berkley.' (Project member)

- Provided **activities which could engage a diverse range of people in the same space**. This was identified as particularly successful in the art-based workshops (banner and lantern making) and the tea party provided for the launch of the Working Memories publication. In an observed banner making workshop, where 33 people attended, two thirds of participants were women, and one third men and there were 14 children (aged 11 or under) working alongside 19 adults (aged from 25 to over 60). Photographs from both the tea party and workshops provided further evidence that this had been the case:



Young and old enjoying the busy tea party as part of the launch of the Working Memories publication. *'There are lots of people here from all different walks of life!'* (Community member attending tea party)

'I don't think there are many events that enable all groups to come together. The event of having tea and old Frome to be made to feel special and served by the new Frome was very symbolic.' (Project member)



Mothers, fathers, young and old participating in a well-attended banner-making workshop at Sun Street Chapel.

'People who wouldn't otherwise get to do things like this can get involved. It is very accessible – not having to pay helps and it is geared to a wide age group so it is intergenerational.' (Workshop participant)

'The workshops - they had young, old, men, women and children all working together in a nice, old fashioned way.' (Project member)

Although overall the project was successful in representing the diversity of the Frome community, 2 of the stakeholder agencies suggested that there were **some groups who were either not represented or over represented through the project**. They did acknowledge however, the difficulties associated with engaging whole communities and the time and resource implications of increasing participant access:

'Some groups are more difficult to reach than others. Middle class groups are easier to reach and a lot of those people are incomers and they have a lot of energy. There are other groups that are not so forthcoming and we have been more than aware of that and the need to bring the two groups together. That is the key challenge – how do you get the different groups involved and how do you access the common thread and engage those people.' (Stakeholder)

'I don't think we got enough stories from our tenants... lots of people didn't know about it and I know that there were far more people who wanted to share their stories. The workshops were also held at Sun Street Chapel and didn't attract our community (although there was one at the Key Centre that did attract others) ... but I know the project was restricted on time and volunteers.' (Stakeholder)

2.2 Partnership working with community based organisations

The Moving Home Project has involved working **in partnership and alongside a significant number of Frome based organisations** both drawing on the resources/knowledge/expertise they could offer as well as providing them with resources and opportunities to become involved in Moving Home activities.

'The liaison work with other groups has been a great success – for example at Trinity and the Civic Fair event. We have created really strong links with community groups... and we have a really good relationships with the schools in Frome now.' (Project member)

'There have been other agencies involved in increasing our knowledge as well – like Frome museum have been very valuable in increasing our knowledge and checking facts in the book are accurate.' (Project member)

Not only has this benefitted the project as they have been able to utilise the resources available in the local community, but it has also **contributed to building improved links and communication between agencies within the community** thus contributing to an increased sense of community.

'It has shown that we work with the whole community and that we listen to what people say.' (Stakeholder)

Further benefits for the community agencies are discussed later in the report.

The project worked with a diverse range of Frome-based organisations:

- 4 schools (3 first schools and the community college)

- 1 Children's Centre
- 9 community groups (involved in recreational activities, heritage, environmental causes)
- The town council
- The town library
- The town museum
- Shops
- Church
- Frome-based venues/exhibition spaces
- Local media (including radio, magazines and newspapers)

A full list of the organisations that have been involved in the project and the capacity in which they have been involved in detailed in Appendix 7.

2.3 Frome residents feel part of their community

All the respondent interviewed whether stakeholders, community members, project members, adults or children, agreed that the Moving Home Project had contributed greatly to creating a sense of community amongst individuals.

'For lots of people projects like Home in Frome make them feel part of the community even if they have only been here for a couple of years.' (Community member)

'Frome has a great community spirit and it is partly because of projects like this one.' (Community member)

Respondents suggested that Moving Home enabled residents to feel part of their community by :

a) Giving people the opportunity to meet new people in their community

The majority of the community members interviewed during workshops said that they had **met new people as a result of attending**. Even the participants at the Singers Knoll workshop, who all lived on the same estate, said that the workshop had encouraged them to socialise with their neighbours who previously they had not met:

'It is a practical thing to be doing – you can sit and talk to people that you have not met before. That sense of building a community is really strong.' (Community member participating in workshop)

'Brings people together because we are creating something together rather than just sitting round and drinking coffee.' (Community member participating in workshop)

'It brings people out of their houses on a rainy day at the weekend and you meet people you wouldn't normally talk to. You sit and talk and get to know people.' (Community member participating in workshop)

'We need to learn to help ourselves and sustain our community. This is a very direct and friendly way of getting us involved in wider issues because a lot of people lead solitary and very isolated lives.' (Community member participating in workshop)



Residents at Singers Knoll banner making workshop:

'People get together – it is more sociable. Usually I just sit on my doorstep – don't have things like this usually.' (Community member participating in workshop)

'I have been mingling with the neighbours – because I didn't really know anyone before.' (Community member participating in workshop)

Volunteers and project members involved in the Moving Home project also identified that their involvement **had enabled them to meet and form valuable relationships** with other people in their community:

'It has been good for the social side and getting to know people. It is a good way for new people to meet people and feel valued.' (Volunteer)

'We have worked very closely as a group, it has been a steep learning curve and it has made me much closer to the people I have been working with.' (Project member)

'I have met some really great people in Frome through doing the interviews. It has been lovely to come across other people who also love Frome!' (Volunteer)

'I'm really glad I've been part of this and I have made a lot of good friends.' (Project member)

b) Encouraging people to recognise their commonality

It was also acknowledged by respondents that the project, through encouraging participants to focus on the common theme of 'home', enabled community members to **recognise the aspects of life they had in common** – regardless of how long they had lived in Frome, how old they were or their background:

'Everything the project has done: sharing stories, social activities, exhibitions – the focus of them all has been on sharing personal stories and putting them next to another person's stories so that we recognise the commonality is the location and the shared space that we live in – that strengthens communities.' (Stakeholder)

'It has had a very positive affect on relationships in Frome and helped to value people and the way they live their lives and helped us to realise that there is so much we have in common too – families, play spaces and childcare for example.' (Project member)

'Heritage is an important thing for a community – otherwise you end up with disparities, but we need to remember that we do all have something in common.' (Community member participating in a workshop)

c) Encouraging people to recognise and understand the history of their community and their links to that

The majority of respondents felt that **learning about the history of their community enabled residents to develop a feeling of belonging** which contributed to their sense of community. This was thought to be particularly effective in bringing together the 'old' and 'new' Frome residents as it enabled both groups to develop an understanding and appreciation of their shared community.

'The fact that the children designed the cover and they gave them to us gives them a sense of being and where they have come from.' (Community member)

'I think it is good for the future generations – it makes them feel part of the community if they know about the past and it builds up a picture of what it used to be like.' (Community member)

'I think we have increased knowledge about Frome – the sharing of photos, the work in schools, the book itself and the town council is to give out cards about the book in packs that go out to new residents... Knowledge leads to understanding and tolerance and the harmonious meshing of old and new and that is very, very important.' (Project member)

'I quite like the connection that this creates when a lot of us are incomers. I like looking at our heritage and feeling part of a community that has been around for a long time. I also like the whole thing with the Carnival – getting it back to the Carnival being about local people contributing and feeling part of it – rather than just watching.' (Community member participating in workshop)

'I think it brings together indigenous Frome and people who have moved in. You are aware of when you are speaking to a Fromey or a Newby! This gives people more of a knowledge about the place that they are living and draws the two groups together. I think it gives people a feeling of self and makes them feel part of their community and makes them feel pleased they are part of Frome.' (Community member participating in workshop)

2.4 Frome residents feel valued or validated as members of the Frome community.

When the Moving Home project members were asked to identify what creates a sense of community, they all agreed that 'feeling valued' by your fellow community members was key. The oral histories project aimed to do just this – by listening to and valuing the everyday stories and histories of the people of Frome. Evaluation of this aspect of the Moving Home project demonstrates that Frome **community members were made to feel valued throughout the whole process**. Contributors reported that being listened to, seeing their stories in print and being invited to a 'thank you' event of such quality (the tea party at the Cheese and Grain) all contributed to them feeling valued and respected – something many of them had not anticipated when they first become involved.

'It made you feel good... that someone was interested in what I have done.' (Community member who contributed oral history)

'I felt quite proud that I had achieved quite a lot in my working life. I had never given it a second thought before – I had just done it!' (Community member who contributed oral history)

'I thought it was quite an achievement to have my stories printed in the book – my family thought it was brilliant! Yes I suppose it did make me feel valued.' (Community member who contributed oral history)

'It made me feel as though my whole working life has been important and worthwhile. It made me feel good about my work in the community.' (Community member who contributed oral history)

'I was well impressed with the bone china and the lovely teapots and the home made cakes – it was a really lovely event.' (Community member who contributed oral history)



Oral history contributors opening their copied of Working Memories for the first time

'The relationships that we built up with the interviewees and the sense that they felt that we wanted to listen. The things that they had felt were meaningless became important. Their self esteem definitely increased as they had often felt quite isolated beforehand. We have built up relationships with some of them and become good friends who we will remain in contact with.' (Project member)

'I think one of the abiding things from the interviews, was people saying over and over again, 'I didn't think people would be interested in what I have got to say'... I do think they felt valued because of that.' (Project member)

'There is absolutely no doubt that the oral history contributors felt more valued and validated. There is quite a lot of evidence of this on the recordings – a lot of thanks are given – they were thanking us for giving them the opportunity to be listened to and for having their memories written down.' (Project member)

'The oral history project has given a voice to people who didn't have a voice before and made them feel really special and made them feel worthwhile and part of Frome's history.' (Project member)

'Home in Frome has tried to let people know they are interested in them and everyone has worth and that it is a community rather than just a place where people live.' (Community member participating in a workshop)

Schools who took part in the Moving Home project also identified that **children were made to feel valued and important** as a result of taking part:

'Having the opportunity to make the presentation sleeves for the books and for some children to take part in the presentation activity made them proud and valued.' (Stakeholder)

'Our children really enjoyed being part of the project and seeing their work valued and appreciated.' (Stakeholder)

2.5 Enabled residents to reconnect with lost colleagues/friends/community members

The Moving Home project, specifically the oral histories element, has also contributed to re-acquainting people in the community who had previously lost contact. Publication of photographs in the book and the bringing together of all the oral history contributors enabled residents to make contact with friends or colleagues they had previously lost touch with:

'There was a picture printed in the book and it just happened to have all our models [from the fashion shop she worked in] and now we all contact each other more.' (Community member who contributed their oral history)

'I have met lots of people I haven't seen in ages – I didn't know that they would be here!' (Community member who contributed their oral history)

'The [tea party] was a lovely event, that both myself and my daughter enjoyed. Meeting the GP who delivered her 20 years ago was quite a moment!' (Community member who contributed their oral history)

'Seeing people look at the book at the tea party is going to be a high point for me that I remember forever. Those people have now got a community amongst themselves and the tea party reconnected people who had lost contact with people. It took people out of their everyday existence and gave them something to feel part of – the book has created a lasting memory of their contribution.' (Project member)

'I met people there that I hadn't seen for ages... there was such a community spirit. Even the way the cakes and teas were presented it took me back to years ago. It was that sort of atmosphere where you could walk around and chat to people.' (Stakeholder)

3. Impact of Moving Home: increased knowledge and understanding regarding the social and economic heritage of Frome.

All respondents agreed that the Moving Home Project was successful in increasing understanding and knowledge about the social and economic heritage of Frome. There is also a substantial volume of evidence (including: workshop programmes, exhibition materials and oral history records) that demonstrates that the project was effective in both generating *and* disseminating information about Frome's heritage. Consultation with the Moving Home project group identified that the project aimed to achieve increased knowledge about Frome heritage via three key outcomes:

- Increased recollection of Frome heritage.
- Increased awareness about Frome heritage.
- Increased records/evidence of Frome heritage.

3.1 Increased recollection of Frome heritage

'The way to get a history of a place is to start now and work backwards so that people can understand it. You need to talk to the people who are alive now about what it was like to be alive 40 to 50 years ago.' (Project member)



Cockey's mens workers, Frome

As one project member stated: *'significant bits of history have been ignored in the past because they were not thought of as history, just people's personal stories.'* The collation of oral histories and the exhibition of videos, photography and artefacts reflecting Frome history encouraged Frome residents to reflect on and share their own personal stories – which have contributed to a valuable archive of previously unrecorded aspects of Frome heritage.

'A trip down memory lane... what a pity so much has gone into landfill!' (Community member attending Moving Home exhibition, 2010)

'Living next door I have overheard many reminiscences prompted by this fascinating exhibition.' (Community member attending Shop Talk exhibition, 2011)

'What fun! Brought back happy memories of the last 30 years.' (Community member attending Shop Talk exhibition, 2011)

'All these people milling around with all these memories in their heads and they never write them down – that's what the book did.' (Community member – oral histories contributor)

The majority of the oral history contributors interviewed, stated that they did not think they would have recalled as many memories had they not been encouraged and supported to share their stories through the project.

'It does trigger memories of things long forgotten.' (Community member – oral histories contributor)

'Going back over some of the memories was really nice and I am not sure if I had been asked to write down my memories if I would have shared the same ones – the questions did bring up things that perhaps I wouldn't have written about.' (Community member – oral histories contributor)

'It was quite good really – it brought back memories that we had forgotten about. It made me feel really happy thinking about them and I have been talking about them ever since. It is surprising how much you forget!' (Community member – oral histories contributor)

'I was surprised at how many memories it triggered – we talked about everything!' (Community member – oral histories contributor)

'It was good – you start talking about it and it brings back things that you had pushed to the back of your mind.' (Community member – oral histories contributor)

3.2 Increased awareness of Frome heritage

There is significant quantitative and qualitative evidence to demonstrate that information about Frome heritage has been disseminated widely as a result of the Moving Home project and that the methods chosen to do this were successful in increasing knowledge and understanding.

a) Sale and distribution of Working Memories book

The Working Memories book includes 144 pages and 330 illustrations depicting the working lives of people in Frome. Sales of the book exceeded all expectations and in the first 10 days of going on sale it had met its sale target for the first month. The book is sold at Frome museum, Frome library, via the Home in Frome website and at the local independent bookshop: Hunting Raven. By the 31st December, 2012 **1088 copies of Working Memories had been distributed.** This included the free copies sent to all schools in Frome, copies gifted to all oral history contributors and copies made available to the public via the local library and museum.



'The book definitely raised awareness about Frome's heritage and lots of our tenants relate to the book.' (Stakeholder)

'Anyone reading the book or looking at the pictures would feel part of history – without books like this people just wouldn't get that.' (Community member – oral histories contributor)

b) Exhibitions displaying Frome's past and present

The exhibitions displayed by Moving Home were developed to both raise awareness of Frome's heritage but also to encourage residents to share their personal stories (as identified above). During the 2 year project there were a number of exhibitions

Date	Exhibition
July, 2010	<p>Moving Home exhibition</p> <ul style="list-style-type: none"> • Displayed at 3 venues across Frome • A multimedia exhibition to launch Moving Home, illustrate how Frome has changed over time and encourage residents to share their own memories.
July, 2011	<p>Shop Talk exhibition</p> <ul style="list-style-type: none"> • Displayed at pop-up shop in Frome. • A multi-media exhibition including: a photographic exhibition, the 'Home' cinema showing short films of what it's like living in Frome, an opportunity to share stories about working lives in Frome and a Sound Walk, where participants could pick up an MP3 player and walk around Frome listening to shop-keepers tell their stories.
July, 2012	<p>Working Memories exhibition</p> <ul style="list-style-type: none"> • Displayed at Trinity Church for one week. • Opportunity for participants to listen to recordings of Frome residents working lives, look at photographs and artefacts gathered by project.
2012	<p>Frome Town Council Civic Fair: Home in Frome exhibition stand</p> <ul style="list-style-type: none"> • An exhibition of the work involved in the 'Moving Home' project, recordings, photographs and artefacts gathered.



The Moving Home exhibition in 2010

'Really interesting project... great to get a flavour of the town and its industrial and commercial history.' (Community member attending Shop Talk exhibition)

'Didn't know that Frome had looked like this.' (Community member attending Shop Talk exhibition)

'Fascinating and thought provoking documentary of the town.' (Community member attending Moving Home exhibition)

'Very good exhibition – interesting to new comers.' (Community member attending Shop Talk exhibition)

'Fascinating – can the exhibition be made permanent?' (Community member attending Working Memories exhibition at Trinity Church)

'When we have done exhibitions – like the first exhibition looking at the industries in Frome – it showed right from the beginning that Home in Frome was about history. All our exhibitions had displays that prompted discussion and shared memories.' (Project member)

c) Workshops sharing information about Frome heritage

A number of workshops have been delivered during the Moving Home project, with a focus on encouraging Frome residents to explore the concept of 'home' in the context of Frome's historical past. The workshops used a range of different approaches to enable residents to do this:

Date	Workshop
July, 2010	<p>River of Life workshops</p> <ul style="list-style-type: none"> • A series of workshops to highlight the significance of the River Frome and its crucial historical role in the growth of the town. The project aimed to encourage an awareness of, and reconnection with the river for those living here now. • At the workshops there were opportunities to make and decorate wooden boats and rafts, carve simple chalk figures to put inside them or simply write a message about your hopes

	<p>and aspirations for the future of Frome to be placed within the vessels.</p> <ul style="list-style-type: none"> • The vessels were launched down the River Frome as part of a Moving Home celebration event.
July - October, 2012	<p>Banner making workshops</p> <ul style="list-style-type: none"> • A series of workshops delivered in 3 venues across Frome. • Participants given opportunity to learn about Frome's industrial heritage and create a material banner to illustrate a Frome industry of their choice. • Banners were used in a procession to launch and publicise the Working Memories publication and then hung outside shop fronts across Frome to encourage recognition of Frome industrial heritage and promote the project.
September 2012	<p>School-based book-cover workshops</p> <ul style="list-style-type: none"> • Delivered in 3 first schools in Frome to Years 3 and 4 (2 workshops in each school). • Children given a presentation on Frome industries and the working lives of Frome residents. • Children invited to create book covers in order that Working Memories books gifted to oral histories contributors had individually designed dust jackets. • Children created illustrations of Frome industries that they had learnt about.



Banner procession and banner hanging outside shop front in Frome, 2012

'The banner making workshops informed people about the old industries in Frome and people's working lives, as have the workshops in schools. The displaying of the banners and the production of the book has also contributed to this.' (Project member)

'I didn't realise about all the industries in Frome before today and it is important to know – that's what makes a town like Frome so interesting – to know all about it.' (Community member participating in workshop)

'Learnt about how many industries were in Frome and that it was a great place and still is – I have definitely learnt something about the history of Frome.' (Community member participating in workshop)

'I didn't know there were so many different trades involved in Frome.' (Community member participating in workshop)



Child attending River of Life workshop, 2010.

I think it has definitely stimulated the children's interest and knowledge in the local community of Frome and its history. They have shared additional anecdotes from their families with me. (Stakeholder)

'The most interesting thing that I learnt about was that they used to only sell vanilla and strawberry ice-cream – I thought it would have all been the same as today.' (Child participating in school workshop)

'It's good to learn about the olden days because it is good to learn about your past – I only came to Frome 2 years ago so it is interesting to know what it used to be like.' (Child participating in school workshop)

'I've learnt about all the old shops and where they used to be.' (Child participating in school workshop)



Book cover made by a child during school-based workshop, 2012.

3.3. Increased records/evidence of Frome heritage

Project members and stakeholders alike, acknowledged that **there were limited records about certain aspects of Frome's history**, particularly at a county level:

'Frome has a very strong local identity, so in the past I think there has been an unwillingness for [archives] to be kept outside of the town.' (Stakeholder)

'Somerset archives have very little material about Frome, so when the oral histories are deposited there they will really contribute to their knowledge.' (Project member)

'All the things that you hear about Frome are about the famous people and not the 'real' people. People often say that Frome is ignored by the rest of Somerset... people rarely talk about anything beyond Shepton Mallet.' (Project member)

'It is something that has never been done before... to me Frome is the people of Frome and that is what it has been about.' (Stakeholder)

Letters of support provided with the application to the Heritage Lottery Fund also highlighted that **value of developing a detailed archive of Frome's industrial heritage:**

'We would welcome the oral recordings of the working lives of local residents over the last 70 years. Not only would this be an additional source of archive for the town but it would deliver social history through the voices of ordinary people.' (Frome Museum, letter of support)

'The record of oral histories will form the basis for teaching future generations about the way their grand and great grandparents lived.' (Frome Society for Local Studies: letter of support)

'I am very enthusiastic about this project and believe it would be of great value in increasing the understanding of Frome's past...the industries of Frome have shaped the town over hundreds of years and given its present character. Many of the physical remains of these industries have been and are being swept away by redevelopment. At the same time the people who worked in them are growing older and moving away and will soon also be beyond the reach of the historian.... This is key to the social history of the town and its people.' (Senior Librarian, Somerset Studies: Letter of support)

The oral histories aspect of the **Moving Home project, exceeded all expectations** and although the original project proposal suggested that 20 recordings would be gathered – over **90 were conducted and 86 have been archived and given to Somerset archives in Taunton.**

The project also **uncovered pieces of information that had previously been misplaced or unknown:**

'I would give one small but significant example of this which is the film of Evans Engineering which was in Hampshire archives and there was no reference to the firm in the museum or archives here. When we put this in the paper we got 15 responses... and now we are hoping to get the Evans people together to show the film.' (Project member)

'It has given us some more information about Frome – for example we now know where Brays Printing works were.' (Stakeholder)

All respondents agreed that the Working Memory publication along with the archives, **provided a very valuable source of consolidated information about Frome heritage** that could be easily accessed by Frome residents and further afield.

'If you dip into the book you can't not get an enriched understanding of Frome's history. I am a newcomer and it should be essential reading for newcomers.' (Stakeholder)

'The archives will be better known now to a wider geographical area than Frome [as a result of being submitted to Somerset Archives] and there is a catalogue available of them on line.' (Stakeholder)

'The book is brilliant. So many stories from different people and it was nice that it was presented exactly how people said it and not edited too much.' (Stakeholder)

'The beautifully produced book is a celebration of the social and economic heritage of Frome and a treasured memento.' (Stakeholder)

'The book is good – especially for youngsters and there are recordings so that in 100 years time my descendants can listen to me talking!' (Community member – oral histories contributor)

'Lots of the things that are in the book are not here anymore so it is important that they are recorded like this because when they are gone they are gone and you never get them back.' (Community member – oral histories contributor)

'I think the recordings are very important... to think that in years to come our great, great grandchildren will be able to listen to my voice!' (Community member – oral histories contributor)

'The memories are not lost. Working lives have changed so much over the years – my grandchildren have loved to hear about my stories.' (Community member – oral histories contributor)

4. Impact of Moving Home: increased knowledge, understanding and appreciation of the process of change and the role of sustainability.

The Moving Home project was born out of the realisation, inspired by the Golden exhibition, that the working lives of people in Frome have changed dramatically over the last 50 years. As globalisation and changing markets have changed the face of local industry and business, the fabric of local communities has also undergone a transformation. It was Moving Home's intention to raise awareness of this process of change and in doing so enable communities to understand how the town's past has created its present and the importance of sustaining a community for the future.

'It has mapped change and that is a big deal. From the outset it has been about mapping change and how that affects family life and work.' (Project member)

Overall, project members and stakeholders felt that although 'an increased knowledge and understanding of the process of change and the role of sustainability' was **achieved to some extent** – this was not the most successful outcome for the project. It was generally felt that **more emphasis had been put on raising awareness of Frome heritage, rather than the role of sustainability.**

'No I don't think we have [achieved this outcome]. There is very little in the book about what [sustainability] actually means.' (Project member)

'I don't know if it has...maybe we needed to make clearer links as to the comparisons and where we are going as a community.' (Stakeholder)

One project member highlighted however that increasing people's awareness of **sustainability**, in the context of this project, **is an ongoing process** and one that has **begun to be addressed by developing an increased sense of community** amongst Frome residents:

'The first step in building sustainable communities is about building relationships and community before you can look forward and think about what we want for our town. This project has been the foundation for that – building relationships.' (Project member)

Closer observation of Moving Home does highlight that **'sustainability' was considered as a theme in the development and delivery of the project.** As one project member stated: *'for some members more than others, sustainability has been a real focus'*. Shop Talk promoted the importance of sustaining local, independent shops and the Carnival workshops, despite not being a Heritage Lottery funded element of the project, focused on creating Carnival floats that were run on sustainable energy – a movement away from the sound systems and flashing lights of Carnival entries of recent years. This has been developed further into a future Carnival entry category: *'local sustainable entries'*:

'I think that the people who went to some of the workshops understood sustainability – for example the Big Heads carnival workshop. But I don't think the people who watched the carnival would have thought about it.' (Project member)

'We now have a category in the Carnival for 'local sustainable entries' - we have brought that to the Carnival.' (Project member)



Moving Home carnival entry, 2010

'The obvious home-made-ness of the 'Home in Frome' procession, from the hilarious hats of the band at the front, to the jostling paper lanterns at the back, allowed everyone to breathe a sigh of relief. Here came a dedicatedly eccentric bunch of musicians announcing a candle-lit, six-foot storybook house, made of paper, sticks and glue.' (Reflection on the Home in Frome Carnival entry, written by workshop participant)

The **subject of 'change' was definitely promoted and explored** in the Moving Home project. Project members and community participants alike identified that both workshops and exhibitions were successful in raising awareness about how Frome has changed in the last 50 years. Exhibition comments books, in particular, identified that this had been the case.

'Very interesting to compare how modern technology has changed a very pretty town.' (Community member attending Shop Talk exhibition)

'Fascinating to see history in evolution.' (Community member attending Shop Talk exhibition)

'Fascinating view of Frome as it goes through changes.' (Community member attending Shop Talk exhibition)

'Views of the towns' 'then' and 'now' were superb for an outsider.' (Community member attending the Shop Talk exhibition)

'Lots of our work demonstrated the process of change... the old and new photo displays at the Key Centre and Cheese and Grain, the Moving Exhibition at Trinity Hall...' (Project member)

The **Working Memories Book and the process of gathering oral histories also contributed to raising awareness about how Frome has changed** over time and the reasons for this change:

'The book was very informative – it gave a good picture of Frome and the change that has happened. It is sad really that there are so many industries that are no longer there.' (Stakeholder)

'I think we can all see now how Frome has changed and understand better why its changed – for example the story of Beswicks - a family firm who treated its employees very well and got a lot of work out of them because of that, but finally couldn't afford to compete with the cheap labour offered from abroad.' (Project member)

'For those who were directly involved in industries like Beswicks, talking to them about redundancy processes probably made them think about it in a way that maybe they wouldn't have otherwise.' (Project member)

'The book very much addresses change and people forget what an enormous change there has been and forget what it was like in Frome. We wrote the conclusion to the book and tried to emphasise very strongly what came out from the interviews which was that the strength of Frome is that it has grown and encompassed change very successfully.' (Project member)

'The interviews probably did encourage people to think about how Frome has changed.' (Project member)

5. Impact of Moving Home: increased volunteers' skills, knowledge and confidence

The Moving Home project also hoped to contribute to the Frome community by providing opportunities for volunteers to take part and develop their own skills, knowledge and confidence. As identified in previous chapters, the number of volunteers recruited and sustained throughout the project was not as many as hoped for, however, evaluation of the project demonstrated for those volunteers who did remain involved and for the community members who took part in Moving Home events and workshops, skills, knowledge and confidence were effectively developed.

Development of knowledge and skills

a) Skills in gathering, recording and transcribing oral histories

The Moving Home project provided training specifically to develop the skills and knowledge of the volunteers involved in the oral histories work. This training included the following workshops:

Workshop	Number attending
Undertaking Oral History Projects (included definition of oral histories, how to undertake successful interviews and sharing of resources used in oral history process e.g. log sheets, consent forms, artefact loan sheets, guidelines etc.)	12
Transcription workshop (included how to use digital equipment to undertake successful transcription)	5
Transcribers and summarisers workshop (discussed what to include/exclude from transcriptions, how to record different aspects e.g. unclear dialogue and the format to be used)	9
Uploading digital recordings (discussed and demonstrated transferring recordings on to computer and saving them appropriately and safely)	10

The workshops **provided volunteers with guidance sheets to take away with them**, to support them in undertaking the oral history process consistently and independently.

In addition to these workshops, **shorter briefing sessions were delivered** prior to events such as Shop Talk, to ensure that volunteers felt confident using the media equipment and recording contributors' details accurately.

Once the oral history project began, **volunteers undertook interviews in pairs** to ensure that they felt confident and supported in using the recording equipment and undertaking the interviews:

'We decided wherever possible to do the interviews in pairs, especially for those who did not have as much experience or training – they went with someone who had been trained so that they could observe and learn from them, so training was disseminated like that also.' (Project member)

'It was useful for me to go as an assistant on 2 or 3 before I went on my own.' (Volunteer)

'I've learnt a lot in terms of interviewing and generally... I've never stopped learning on this project!' (Project member)

The volunteers interviewed all agreed that the **training they attended was of a good quality and enabled them to develop further skills and knowledge:**

'The training has been fairly informal and organic but of a good quality.' (Project member)

'I can't think of any additional training that would have been helpful and I know I could have asked for it if I had needed to.' (Project member)

'We had some really good training sessions very early on... and lots of meetings where we talked through how to do it .' (Project member)

Project workers acknowledged that for many of the volunteers, having the confidence to use the media equipment to record interviews was the most challenging aspect of the work. One project worker suggested that additional training in this area may have benefitted some participants:

'I think we could have had more training and I think that although we joked about it the technical side was difficult for some people... I think we did a lot of the learning on the job.' (Project member)

All the **oral history contributors however, identified the skills and expertise with which their interviews were conducted:**

'The volunteers who interviewed us were brilliant and did put us at ease.' (Oral histories contributor)

'It was like talking to one of the family talking to her – it was a really relaxing experience and she's definitely got the knack of getting information out of you – you feel important!' (Oral histories contributor)

b) Skills in using arts and crafts techniques

Both volunteers and community members taking part in workshops to create materials for Moving Home events, reported developing skills and knowledge about the use of different craft techniques.

The banner workshops, for example, supported participants to **develop skills in appliqué and sewing techniques** and encouraged participants to have confidence

in their artistic abilities. Of the 19 people interviewed during banner making workshops, 14 (74%) said that they had developed new skills as a result of taking part:

'The banners made by volunteers are all absolutely brilliant and very professional looking and that must be reflection on what volunteers achieved.' (Stakeholders)

'Yes I do quite a bit of crafts but I haven't done this before and also don't have the opportunity to do this usually with work and home life.' (Community member)

'It has encouraged me to do more with textiles.' (Community member)

'I have learnt how to stick textiles, making banners in a simple fashion.' (Community member)

'Yes I have learnt how to use new materials like bondaweb!' (Community member)

The **children taking part in the school workshops** designing covers for the Working Memories books, also reported that they had been supported to develop their **artistic skills and confidence**:

'I have learnt a lot more about creating and crafts.' (Child attending workshops)

'We've all learnt about how to do marbling!' (Child attending workshops)

'I've liked doing all the drawings... I've learnt that I am a really good drawer!' (Child attending workshops)

'I've learnt that I am really good at art.' (Child attending workshops)

c) Contribution to developing professional skills/experience

Volunteers involved in the project, also reported that the experience had **enabled them to develop skills and knowledge that they had been able to use in their professional lives**. The opportunity to build on already existing skills and also learn new skills from other professionals was found to be both valuable and rewarding:

'Being involved in something of such a high quality and having access to people with such high levels of skills and work alongside people who they wouldn't otherwise have the opportunity to work with helps to develop skills also.' (Volunteer)

'The validation of particular skills and their contribution to the project – like the editorial group had the opportunity to use the skills they have to produce a book!' (Volunteer)

'I have learnt about the creation of a book – from nothing to seeing it come off the printer. I have learnt about things like using photoshop... it has been a consolidation of things I've known and greatly enhanced those areas.' (Volunteer)

Project members also highlighted the impact that the volunteering experience had on **developing employment and further training opportunities** for the volunteers:

'I am thinking of doing a PhD at some point in the future and now I am thinking of incorporating oral histories into it.' (Volunteer)

'I have definitely made more contacts that will influence the opportunities that I have in the future. Opportunities have begun to be presented to me and it is a case of grabbing them and running with them!' (Volunteer)

'[Volunteer] has been able to make contact with schools and that creates an inroad into supply teaching opportunities in the town.' (Project member)

Additional training workshops were delivered to volunteers to develop their skills in co-ordinating events, in 2011 fifteen Moving Home volunteers attended a workshop on **'Celebratory events and participatory performance'**, to inform their ideas for the Moving Home final celebration event.

Development of volunteers' confidence

The development of further knowledge and skills enabled the volunteers and workshop participants to feel more confident in their abilities.

'It has taught me how to be more creative... I feel more confident about doing more creative things now.' (Community member)

All the project members interviewed (both paid members and volunteers) said that the Moving Home project, despite demanding high levels of time and energy, had been a **rewarding experience**.

'I am so grateful to all the people who have given their time, skills and energy to this project. It has been the most rewarding experience of my life.' (Project member)

One volunteer who had been involved for the majority of the 2 year project said that their involvement had enabled them to **feel that they had made a difference** to their community – something that can only have a positive effect on self-esteem and confidence.

'What do I get from volunteering? The feeling that you are making things better, meeting people and making things happen.' (Volunteer)

The use of media equipment to undertake oral history interviews, though challenging for some, was also identified as contributing to individuals' self-confidence:

'Being scared of technology is an uncomfortable situation to be in... building confidence is essentially what it has been about. It allows people to be confident and expressive and it acts as another tool to enable communication.' (Stakeholder)

'It has been good for the confidence, going to do interviews.' (Volunteer)

Aster Communities, whose residents had contributed to the oral histories project, reported that some participants had been confident enough to go on to become more involved in the housing association as a result:

'Some of those people who shared their stories through Home in Frome went on to be members of a development group and have received an award for participation.' (Stakeholder)

6. Impact of Moving Home: unintended outcomes

The evaluation of Moving Home identified that the project had achieved far more than the outcomes identified in the original proposal and created a project that had had an impact both on the future of the Home in Frome group as well as on communities within and outside of Frome.

'I think we have achieved the most incredible enthusiastic response from many more people than we thought possible... the book has reached places I never dreamt of and I am almost surprised now when people say they haven't heard of it!'
(Project member)

a) Positive impact on community organisations

- Project members and stakeholder agencies highlighted the fact that **community organisations and professionals had financially benefitted** from being linked to the Moving Home project. Local businesses such as Hunting Raven (the local independent bookshop) had benefitted from the successful sale of 'Working Memories' and Butler, Tanner and Davis (the local print works) had been commissioned to produce the book. The project had also **supported local independent artists by providing sessional contracts** – for example, to deliver workshops, and as a result of their involvement two of the project members had gone on to be employed by other local community groups to deliver workshops.
- The project also helped to **promote local organisations** within Frome. The museum, local college and Aster Communities (housing association) all acknowledged that their involvement in the project had helped to promote their services in the local community:

'For the college it is a PR exercise as well – we want as many people as possible to apply to the college.' (Stakeholder)

'The numbers visiting the museum are up on last year.' (Stakeholder)

'It shows that we work with the whole community and that we listen to what people say.' (Stakeholder)

- All the stakeholder agencies interviewed reported that their **organisation had gained valuable knowledge or experiences as a result of participating** in Moving Home. Schools reported that children had benefitted from being offered opportunities to take part in Moving Home activities which had **contributed to their learning**:

'Students at the college benefitted as [the project] worked with the Business Department. The students were given a brief to design a logo for the project, taking into account that it needed to reflect Frome and what makes it individual. The one we chose used the colours that we associate with Frome and incorporated the river, architecture and rural areas. The students were able to use the project for their coursework.' (Stakeholder)

'The children had the opportunity to work with artists and members of the community to produce their art work. They really enjoyed hearing about how their work was going to be used and they were pleased to help prepare the books for presentation.' (Stakeholder)

The Frome Museum were grateful for the **additional knowledge** that the project had discovered **regarding Frome heritage** and were looking forward to having the **opportunity to exhibit the banners** illustrating Frome heritage, created at Moving Home workshops:

'I think the exhibition of the banners that we will have during the Frome Festival will be very popular.' (Stakeholder)

b) Levels of enjoyment

Throughout the evaluation of the Moving Home project, one abiding theme was the level of **enjoyment that the Frome community had gained from taking part** in the project. All the photographic evidence, video footage, observations and interview transcripts emphasise the fun and enjoyment that people gained – regardless of which aspects of the project they had been involved in.

In **all 19 interviews conducted during banner making workshops**, participants said that one of the main **benefits of getting involved was 'to have fun'**:

'Mum begged me to do it with her! And it looked fun... I don't do arts and crafts usually.' (Community member)

'It has been fun and I have enjoyed it – time just flies because you get so absorbed by it.' (Community member)

'The general goodwill generated and the feeling of satisfaction and value cannot be denied and it is extremely positive.' (Community member)

'My children have really loved getting involved as well and sewing in the workshops and they are really proud of their banners!' (Community member)

'It's brilliant fun for children and adults! Better than being sat indoors and looking at the walls. I've really enjoyed myself today.' (Community member)

'I liked drawing the bus.' (Community member, age 5)

'I found the project captivating, fulfilling and a very positive experience.' (Community member)

'What I have enjoyed most is having other people enjoy it.' (Project member)

School children also agreed with this sentiment and **all the children observed at the book cover making workshop agreed that they had had fun**, one child said: *'it's been one of the bestest afternoons ever!'*

Oral history contributors also highlighted the enjoyment they gained from taking part (both sharing their stories and attending the tea party) and the opportunity to laugh over old memories:

'It was really good fun... what I thought might take 15-20 minutes took 2 hours but I thoroughly enjoyed my afternoon!' (Oral history contributor)

'It brought back memories that we had forgotten about. It made me feel really happy thinking about them and I have been talking about them ever since.' (Oral history contributor)

c) Sharing of skills/knowledge with other communities

On reflecting on the achievements of the Moving Home project, project members had been surprised at the level of interest that had arisen outside of Frome. Although the project had always planned to gift the oral history recordings to Somerset archives, therefore making them accessible outside of the town, the level of interest further afield had not been anticipated:

'Other communities outside of the town want to access the actual products or skills we have developed – for example the Big Heads went to the Media Arts festival in Shepton Mallet.' (Project member)

'People seem to think we have been here forever now and are coming to us for assistance and advice.' (Project member)

'[Volunteer] has been asked to go to local village to share skills in oral history taking because they have heard about the success of the Moving Home project.' (Project member)

'I can conceive of situations where we will be asked how we did it and we will also be writing a reflective piece for an oral histories magazine.' (Project member)

d) Raised profile of the town

Project members also reported that the Moving Home project, the Working Memories publication and its successful community based events, had contributed to raising the profile of Frome:

'We have continued to raise the profile of the town – for example the Regional Historian group at the University of the West of England leapt at the opportunity for us to do an article about it.' (Project member)

e) Created ideas and inspiration for the continuation of the project

Moving Home has been a **catalyst for the ongoing development of the Home in Frome** group and has **raised the profile of Home in Frome** significantly:

'It has raised the profile of Home in Frome. A year ago people wouldn't have known who Home in Frome was and now we have definitely become far more accepted. I think that has been the work of the book to be honest and the fact we have had a good presence in the papers.... It feels like a very concrete thing that we have created.' (Project member)

'Home in Frome is recognised now as a good organisation that makes interesting things happen and celebrates Frome. It has created the building blocks to make things keep happening.' (Project member)

Project members and stakeholder agencies highlighted the huge amount of **knowledge, expertise and resources created by the two year project and emphasised the importance of continuing to 'build on what had been started'**:

'We have a team of volunteers and we are well established in the community... we must use that and continue to develop and build on what we have achieved.' (Stakeholder)

The personal stories, videos, photography, art work and banners were all identified as **valuable resources to use in the future**. Suggestions included **touring exhibitions, workshop programmes** (for example in local schools and other communities/localities) and the **on-going development of the Home in Frome website**:

'We need to develop a site which is rich with all the work that has been produced – something that consolidates the work and makes it accessible and fun to look at rather than just dusty files in an archive.' (Stakeholder)

'As a result of the creative work a collection of banners has been produced that can be used as a touring exhibition and to promote the book.' (Project member)

'As most schools complete a local study I think the Home in Frome project could play a part in this. Visitors with interesting anecdotes and information, old photos etc enhance the curriculum and I would love to see more of this. Designing a school presentation/project about the local community would be a great idea.' (Stakeholder)

'Perhaps you could provide an assembly to be offered to schools to inform the children and staff of Frome about your work and vision.' (Stakeholder)

The oral histories element of the project highlighted the significant amount of valuable information that is available in the memories and experiences of local residents. The Moving Home project far exceeded its proposed numbers of contributors, however both project members and stakeholders were able to identify **further individuals that could be interviewed and additional areas that could be studied** in the future development of Home in Frome:

'Something about how Frome might be in the future.' (Stakeholder)

'A book about how people lived as well as worked.' (Stakeholder)

'It is the sort of project that cannot encompass everything and it is not until you do it once that you identify what else could be done.' (Project member)

7. Review of the Moving Home Project: successes and challenges

The evaluation report has already identified the impact of the project – on the Frome community, on the individuals involved in the delivery of the project, on stakeholder agencies and on communities outside of the town. This section of the report identifies the factors that both contributed to the success of the project but also those issues that acted as challenges or barriers along the way.

Factors that have contributed to the success of Moving Home

a) People delivering the project: expertise, dedication and approach

As identified in Chapter 1: Project staffing, the **skills, expertise and knowledge** of the project members and volunteers was exceptional and, combined with their clear **dedication and enthusiasm**, created a team of people who delivered a project of high standards.

'Motivated, positive group of people who really believe in what they are doing and that rubs off and radiates and brings other people in.' (Stakeholder)

In addition to their expertise and dedication, the **welcoming nature of the people** involved was highlighted by stakeholders and community members alike:

'It was open to new people – it was always welcoming and there were no barriers to people coming.' (Stakeholder)

'The success of the workshop is down to the people - they are really enthusiastic about what they are doing.' (Community member participating in workshop)

'The team – personable, warm people, interested in connecting with people of our town and valuing people in our town.' (Project member)

'The Home in Frome people were very welcoming.' (Oral histories contributor)

The project workers ability to **work well as team** (as identified previously) also enabled the project to function efficiently and effectively and achieve above and beyond what it set out to achieve.

b) Innovative creative approaches

The use of art, music and craft to share messages about heritage and community, created a project that was accessed and enjoyed by a large cross section of individuals. Project members and stakeholder organisations were clear that this innovative and creative approach to exploring heritage was one of the primary reasons for the success of the project:

'The combination and interpretation of the historical research through creative and arts that makes activities memorable and gives the products something extra or

special. Being imaginative and taking risks has far more value than people anticipate or expect. I think that is definitely what singles Home in Frome out.' (Project member)

'The two words we have tried to incorporate throughout have been creative and future – both involved in creating new ways within heritage. I do think people don't understand what the creative industries can do.' (Project member)

'It has been over a number of years and it has been really varied stuff, including outreach.' (Stakeholder)

c) The quality of the work undertaken

The quality of the work undertaken by the Moving Home project has been of a high standard throughout the project and has been recognised by stakeholder agencies and community members alike. This has clearly helped to promote the reputation of Home in Frome as a community group who deliver good quality events and workshops, thus contributing to the successful engagement rates in all Moving Home activities.

'The final products have exceeded all our expectations.' (Project member)

The 50 banners created during workshops in 2012, for example, have received requests from local businesses and organisations to be used as exhibition pieces (Frome museum will be exhibiting the collection during the 2013 Frome Festival).

'The thoroughness is really clear – all the details made extremely special events and the banners – they were made into works of art!' (Project member)

'As a result of the creative work a collection of banners has been produced that can be used as a touring exhibition and to promote the book.' (Project member)

The **book was also produced to a higher standard** that was anticipated and the quality of the product has been reflected in the successful book sales.

'The final book – it was finished to a higher level of production and the sales have been far greater than anticipated!' (Project member)

'Beautifully produced book.' (Stakeholder)

Feedback from Somerset Archives also highlighted the **standard to which Moving Home organised and presented the oral history recordings** given to the county archives:

'Yours is one of the best-organised collections I have ever dealt with... the project has been a real asset to the social history of the county.'

Events such as the celebration tea party in 2012 were also delivered to a standard that was not anticipated by the local community. This contributed to making

members of the community feel truly valued (as discussed in earlier chapters) and created an event that was enjoyed by everyone:

'I was well impressed with the bone china and the lovely teapots and the home made cakes – it was a really lovely event.' (Community member)

'I think the [tea party] was absolutely brilliant, it could not have been better... I thought the bells were lovely they sent shivers down my spine!' (Community member)

'I think they have done a wonderful job. It is much more than I was expecting – I was dreading it actually but it has been great!' (Community member)

'[The tea party] was lovely – lovely china and cakes. It really felt like we were going back in time and I loved how the children were involved.' (Community member)



Community members at the Celebratory Tea Party, enjoying tea from vintage bone china tea-cups and home-made cakes.

d) Effective promotion

As identified earlier in the report, Moving Home undertook a significant amount of promotional work to advertise its workshops , events and project work, with **regular articles** in a range of local publications and interviews on the **local radio**. They also **worked effectively with other organisations** (see Appendix 7) to ensure that their members were aware of the work of Moving Home. More recently the Working Memories publication has been highly promoted throughout the community (published articles, radio coverage, window displays in local shops, processions, market stalls and postcard fliers) and both stakeholders and project members highlighted this as one of the **key components to the successful sale figures**:

'It has been really well advertised – I have seen adverts in the library, in the museum, Ellenbray and people have been coming into the museum asking for copies of the book.' (Stakeholder)

e) Financial support from other agencies

This report presents the Moving Home project funded by the Heritage Lottery. There were other **elements of the project however, that were undertaken but funded through additional local funding streams**. These additional elements were delivered as they were identified by the project team as being **important in the development of the project and links to the local community**. For example – in both 2010 and 2011, Home in Frome delivered workshops to support community members in developing **carnival entries** – firstly around the theme of 'home and then around the idea of 'important individuals within the community'. These were hugely successful events and provided vehicles for the **promotion of the Moving Home project and valuable links between different groups** in the local community:

'If you had asked the Frome artistic community what they had thought of the Frome Carnival 5 years ago they would have given you a negative response. But whatever you think about it, it is entrenched in Somerset working class culture and it has been very interesting to see the changing response to it. Our participation in the carnival has had a very positive affect on the relationships in the Frome community.' (Project member)

'It allowed us to take part in a project that linked to the people of Frome and the events that affected them – for example the house float was linked to the relocation of Singers Knoll and the Big Heads asked people to reflect on the important people in our community – the carnival is an important element of Frome heritage.' (Project member)

'Lantern processions are probably thought of as hippy and middle class but actually Home in Frome brought the two strands of working class local heritage and new Frome residents together through the carnival workshops.' (Project member)

There was also an **additional musical element** of the project which further enhanced the Heritage Lottery Funded programme of events. In 2010 two music projects were undertaken – song writing and animation in a Frome first school and 'Moving Home Music' with middle school and secondary Frome students. Music from these two projects created backing music for Moving Home videos and accompanied Moving Home processions and events. **Practical and financial support from a local housing association** also enabled targeted workshops to be undertaken with specific communities (Singers Knoll) who may otherwise not have attended. This was particularly important as the redevelopment of the Singers Knoll estate had inspired some of the original ideas about the impact of change and the importance of communities and 'home' in Frome.

These additional sources of funding allowed Moving Home to undertake activities which they felt enhanced and promoted their work despite the fact that they had not been permitted to include them in their original Heritage Lottery bid:

'It is despite rather than because of the Heritage Lottery's expectations – the view of heritage can be blinkered and it doesn't encourage innovation – it is lacking in imagination.' (Project member)

'The fact that the Carnival wasn't in the bid made it difficult... when we did work with the Carnival we were doing projects linked to the people of Frome and their events and people who were important to them – their heritage. And the carnival itself is an important part of their heritage.' (Project member)

Factors that have acted as challenges in the delivery of Moving Home

a) Project management and staffing

As identified in Chapter 1, there were some key challenges within the management and staffing of Moving Home:

- At times, **links between the two elements of the project (oral histories collation and project activities) were unclear**, although this was addressed as the project progressed.

'I think people were a bit confused about what the banners were about and how people saw the link between the banners and the book.' (Stakeholder)

- Further **clarity was required regarding project members' roles and responsibilities** to ensure that the project was managed and delivered effectively.
- Further **project management was identified as necessary** by project members who suggested that defined project leads for each element of the project were required to ensure a coherent, efficient approach.
- **Reliance on a small pool of volunteers** to deliver the majority of the project resulted in high demands on individuals' time and ability to juggle competing work and family commitments.

b) Lack of consistent branding/promotion

Observation of the community events and feedback from community members, suggested that the Moving Home project was not always effective in sharing information about the project, what it aimed to achieve and how it linked to other project activities. Of the 19 people interviewed in banner making workshops, only 8 individuals knew that the workshop was part of the Moving Home project or delivered by the Home in Frome group. Stakeholders also suggested that they were not always clear about what the project hoped to achieve or what it had involved during the two years.

'Didn't know entirely what Home in Frome did. The information about the project was quite good but we didn't know what their objectives were.' (Stakeholder)

'I was not sure what the project was about until we had an actual contact from the people organising our school's involvement in the project. Some information came through the Press release on the publication of the book.' (Stakeholder)

'We had the Big Heads displayed in our school but I wasn't aware the Big Heads Carnival project was part of Home in Frome.' (Stakeholder)

Project members acknowledged that this had acted as a challenge throughout the project that had been caused, in part, by the **use of a number of different titles**. Each event, for example, had a different name: Shop Talk, River of Life, Home, Home Corner, Working Memories and more emphasis could have been placed on promoting these as all part of the same project. It was highlighted, however, that the project **addressed this as it progressed by ensuring the consistent use of the 'Home in Frome' title and logo** at all its events:

'The use of lots of different project names although we did address this as the project developed and we now use consistent branding and logo.' (Project member)

'We have learnt now, after 2 years, that we should have less titles and share those titles better.' (Project member)

c) Limited budget

On reflection project members suggested that the budget identified for the 2-year project was unrealistic and put adverse pressure on its delivery. The project had been a success and overcome this challenge due to the dedication of volunteers and project members and support from other local organisations:

'The size and scale of the project has been a challenge – it was an unrealistic budget mainly because it was a one year project that became a 2 year project without the necessary readjustments.' (Project member)

'There was nothing in the budget for the final celebration, even though it was in the project plan.' (Project member)

'Money – for remuneration of those who took responsibilities.' (Project member)

'There was no budget for training so consequently any training has had to rely on an exchange of skills between organisations.' (Project member)