

Wild Rose Heritage and Arts Alternative Lifestyles – oral history project

Brief for Project Management services

1. Background

Wild Rose Heritage and Arts is a community based charity whose work is undertaken by local people for local people. In order to reflect the change and diversity of the people and place they live in, our mission is to promote and improve their community through the collecting, archiving and dissemination of oral histories using innovation and best practice, thereby developing understanding, inclusion, learning and creativity both locally and further afield.

Wild Rose Heritage and Arts' aims are:

- To promote the understanding of the contribution diversity and change make towards heritage and community.
- To create opportunities to advance the education, understanding and social inclusion of people living within the community.
- To create a resource for people living within the wider world, through the development of educational, creative and archive resources.
- To use oral histories creatively in exhibitions, performances, writing and through digital technologies.
- To advance capacity building in local communities through participation, involvement and learning.

Our purpose is to develop a longitudinal oral history archive about the upper Calder valley and our relationship to the wider world for present and future generations. To do this we feel we must initiate innovative bespoke projects and employ original procedures such as using video, producing full transcripts, develop inter-generation activities, disseminate content through exhibitions, theatre, storytelling, guided walks and other forms of imagery and the written word.

We have a core of volunteers of about 10, but this number increases by project demands. For example, we had over 90 on the last project, 'Age to Age.' Employed staff varies with projects, usually about 6 part-time per project.

All our work is archived in hard copy and digitally and offered to the West Yorkshire Archive Service and made available on our website <http://www.wildrosearts.net> as written word, visuals, audio and video.

2. Summary of the project

In 'Alternative Lifestyles' we will collect and disseminate oral histories in a variety of ways in collaboration with the local authority, the National Trust and other national and local organisations.

The themes we have chosen, which reflect the changing social history of the upper Calder valley are 'creativity and eco-green issues.'

The timescale of subject matter will be from approximately 1930 to today, focusing on and comparing traditional and contemporary aspects of the themes including crafts and technology.

After participating in interviewing techniques workshops, primary pupils will devise their own interview questions. They will interview older community members influenced by their own immediate experiences.

Through looking at the themes and participation in theatre workshops, performances and storytelling sessions, they can further develop their understanding and knowledge of others lives, their environment and ideas about community identity.

These tie in with Calderdale MBC's creative industries review and cultural partnership strategy as well as reflect the development of traditional and new technologies, creative industry, agricultural businesses such as organic based growing and food groups and re-cycling within our area.

The project is funded through the Heritage Lottery Fund with matched funding from the Community Foundation For Calderdale and Hebden Royd Town Council for two years from the project start date.

a. Project theme

In consultation with Calderdale MBC, the National Trust at Hardcastle Craggs and others we propose to interview local people on themes which reflect the social history of the area over the past 70 years.

In the past our core interviews have been directed at older local residents using life story themes such as childhood, work and social life to show the change and diversity of this area. Now, using themes (creativity and eco-green issues) to focus questions towards long standing and more recent arrivals, our project will continue to create our longitudinal survey, which will develop our over-riding ambition of producing an oral history archive for present and future generations, which reflects the social history of the upper Calder valley (and beyond).

The way in which we collect and disseminate interview content shows their usefulness and fulfils our charitable objectives of inclusion, capacity building, learning, training, understanding others and the past. We decided a more effective way to include people was to use the younger generations as interviewers

From grand collective movements - such as Methodism, Chartism, Suffragettes and the Co-operative Societies – to more individualistic initiatives represented by the hippies, sexuality choices and alternative therapies, Hebden Bridge has a deep-seated tradition of promoting humane alternatives to the excesses of unfettered economic forces, even though the towns' existence was based on trade and industry. This tradition continues in our status as a Fair Trade, anti-corporate and environmentally conscious town.

The current occupants of the valley live in an environment shaped by its previous inhabitants and, in their turn, shape that environment for their descendants. We believe that the richness of local voices expressing their thoughts, feelings and experiences of life constitute a valuable resource for the present and future inhabitants of the upper Calder Valley and beyond.

By working with other partner organisations, we will be able to create and disseminate our work to more people, particularly those previously having little or no experience or interaction with heritage.

b. Aims

Within the wider aims and objectives of our charitable status, this project looks, while using tried and trusted procedures and innovative dissemination activities:

- To involve more people in understanding heritage.
- Preserve and add to our archive and on line material.
- Present opportunities for people to learn about heritage, themselves and their community.
- And develop new audiences for our work.
- To bring together the skills of Wild Rose Heritage and Arts, Calderdale MBC, the National Trust and other groups and organisations.

c. Activities

We are the lead organisation in a partnership delivering the 'Alternative Lifestyles' project that will collect and disseminate oral histories throughout Calderdale MBC.

All collected interviews and memorabilia will be archived and put on our website and offered to the West Yorkshire Archive Service.

d. Target groups

- **Interviewees:** 60 people will be interviewed on the themes of the project. One-hour duration per interview.
- **Interviewers:** 60 primary pupils to interview older people on the project themes.
 - a. 5 young people to interview others based on the creative theme.
 - b. Other volunteers and staff will do additional interviews as required
- **Volunteers:** We have a range of volunteers who help on the walks, publicity, aspects of digitisation and resource creation. Time given by staff of Calderdale MBC and the National Trust will count as volunteer input.
- **Storytelling:** Our storyteller delivers the stories to participating schools and others who haven't participated in the interviewing process, schools community centres, day care centres, sheltered housing residents and the public.
- **Performance:** The Calderdale Theatre School, using original transcripts, will lead the workshops and performance. Last year we worked with Calder High School Year 11 Expressive Arts students on their exam pieces. This project will work with primary pupils, helping to link interviewing, storytelling and drama.
- **Guided walk:** In year one, working with the National Trust using oral histories from their and our collection, a walk we be devised and delivered based in Hardcastle Crag. We have a guided walk based in the Colden valley and have agreed with Calderdale MBC Countryside Service to have it in their extended walk programme. We have completed their training on walk guidance. In year two, we will produce a guided walk working with Pennine Heritage and Pennine Horizons looking at the centre of Hebden Bridge. These walks will become part of the ongoing project that is Pennine Horizons.

Our audiences are multi-faceted, involving older local residents, children and young people, new residents and visitors. By using volunteers we create interaction whether it be inter-generational as in the primary schools and young people aspects of the project, learning about others in the theatre work, educational resources and presentations or learning about the past in the storytelling, walks and publications. This connection between generations is vital in our work. The resources that can be created to support these activities, walk leaflets, pod-casts, CD's or digital educational interfaces, reflect the heritage and the changing times.

e. Delivery of the activities

- **Interviewing:** All interviewers and interviewees will learn about other people's lives, values, feelings and gain knowledge and understanding about their community.
- **Exhibition:** Calderdale's Museum Service will work with us on an exhibition in association with a craft event at Shibden Hall and open day (on Mackintosh Sweets factory) to widen the learning opportunities and oral history collection possibilities. They wish to use our material at Bankfield and Heptonstall Museums.
- **Educational resource:** Working with Calderdale's Museum Service we will develop educational resources for use by schools and for the general public.
- **Primary pupils:**
 - **Interview workshops** – Working with Colden and Riverside Schools we will deliver workshops on interviewing techniques and question creation.
 - **Theatre workshops** – Each school will receive 8 sessions in school, 1 weekend rehearsal, 2 evening sessions; preparation, editing, writing, administration and evaluation. Using the Wild Rose Heritage and Arts archives, they will devise and create a short play (30 minutes) for performance.
 - **Performance** – Each school will host a performance by pupils based on the oral histories collected for family, friends and the public.

- **Storytelling:** All audiences will learn about the lives of other people, personal experiences that have helped create the community in which they live and enjoy our presentations of real life experiences. In addition, CD's of storytelling will allow this heritage to widen its appeal.
- **Guided walk:** Our walks help people to understand and learn about the history and legacy of the walk trail. They take the walker back in time and bring them into the present. Our walks will have pod-casts and explanatory leaflets to aid independent walking. They will become part of the wider group of designed walks by Calderdale MBC and Pennine Horizons.
- **Conference presentation:** As members of the Oral History Society we share our work each year with the regional OHS Conference. Following our 2007 presentation at the national conference, this year we plan to present again to the national conference. This will widen our audience and highlight some of the innovative uses we have championed.
- **Website:** From its' inception in 2004, the hits on our website have grown every year. From several thousand in the beginning to today's over 75,000 per year we are making accessible more information to the public in the form of full transcripts, full audio, video clips, photographs and other material. Our newly designed website will now make it easier than ever for people to learn about the heritage of this area through our data search and addition sections on education, storytelling and community.

f. Outputs of the project

We will:

- Deliver workshops (2) for primary school pupils on interviewing techniques.
- Collect 60 interviews involving two primary schools, young people and other volunteers. Fully transcribe these.
- Deliver workshops (16) on drama with performances (2).
- Develop an education resource and touring exhibition in partnership with Calderdale Museums Service.
- Develop and lead two guided walks in partnership with the National Trust and Calderdale Countryside Service.
- Deliver 14 storytelling sessions for younger and older audiences.
- Work with another archive, Pennine Heritage, (an umbrella organisation that has saved numerous buildings, has an extensive photographic collection and oral history archive) and heritage group, Pennine Horizons, (a new venture, of which we were a founding member, looking to provide heritage information and activities for the community). In partnership work we will develop such work as walk pod-casts, leaflets and digital support information.
- Deliver a presentation at the Oral History Society National Conference and the regional oral history conference.

3. Purpose of the Project Manager

a. Responsibilities:

- Managing the day-to-day running of Wild Rose Heritage and Arts
- Project managing a two-year 'Alternative Lifestyles' oral history project.
- Writing grant applications for continuation of the project.
- Providing all the information as required by the grant conditions of the supporters and as instructed by the Wild Rose Heritage and Arts management committee, the main stakeholders, potential audience and participants.

b. Project Duties:

- Collect and archive 60 interviews (30 per year).
- Arrange full transcriptions of all the interviews and put them onto our website as full text and audio with video clips.

- Arrange to produce 2 performances (1 each year) by school students based on the collection. Use volunteers including primary pupils as interviewers.
- Arrange to assemble a body of short and longer stories based on the collection using direct quotes and language to be told in schools and community based centres for adults.
- Produce a series of educational resources for use in schools working with Calderdale MBC Museum Service educationalists.
- Display our collection as part of Heptonstall Museum and other local or regional outlets.
- Create guided walks (1 each year) including pod-casts and leaflets for public learning and enjoyment and as part of other leisure and cultural developments in the area.
- Additional dissemination outputs:
 - Presentations and articles at regional and national conferences and in journals e.g. the Oral History Society.
 - Articles in newspapers and pod-casts.
 - Working in partnership with other similar endeavours such as My Yorkshire, Community Archives and West Yorkshire Archive Service.
 - Responding to requests from the general public. We have received over 75,000 hits pa on our website since it and numerous e-mails confirms the need and usefulness of our work.
 - Expand and update our data-base of interviews and supporting information.
 - Embody best practice working with West Yorkshire Archive Service, the Oral History Society, Calderdale MBC and the British Library to maintain our standards to the highest levels.

c. Charity Duties:

- Produce regular reports to the management committee and other bodies as necessary.
- To be responsible for identifying, purchasing and use of new equipment necessary for the effective running of the project.
- Manage and monitor project income and expenditure.
- Prepare and implement detailed project plans, ensuring that delivery is kept within the budget and timescales.
- To support and contribute to the general operations of the charity.
- Organise project meetings as needed.
- Work within equal opportunities guidelines to actively promote the involvement and inclusion of all people.

4. Selection criteria

The criteria against which all written quotations will be judged are:

- 50% Value for money
- 50% Qualitative criteria to include:
 - Application of creative solutions to the situations presented
 - A thorough and robust approach
 - Evidence of appropriate skills and experience
 - An understanding of oral history based projects

5. Relationship between Wild Rose Heritage and Arts and the consultant

Core management team:

- Tudor Gwynn: Projects Director, Eureka! The National Children's Museum
- Dr. Mike Sanders: Senior History of Literature Professor Manchester University.
- Phil Kennedy: Train Manager & Pennine Heritage, (environmental trust registered as a charity)

Supported by other representatives of the management team:

- Greg Hobson: Curator of Photographs, National Media Museum
- Jim Botton: Retired Royal Mail staff
- Jenny Connelly: Former Archivist - English Heritage
- Paul Rigg: Insurance Broker, committee member Worth Valley Railway and Blue Pig Working Men's Club
- Dr. Michelle Winslow: Sheffield University Research Associate, International Observatory on End of Life Care and regional representative of the Oral History Society

It is suggested that the Core delivery team will consist of a:

- Project Manager: contracted as per this brief and others appointed by the Project manager:
 - Theatre Facilitator
 - Transcriber
 - Digital Development (Web and Archive)
 - Storyteller
 - Others as suggested by the tender for Project management services

Support team of volunteers (some examples):

- Ray White: Retired Senior Sound Advisor BBC London
- Richard O'Brien – Former sports journalist
- Eugene Massey – Retired English teacher – secondary
- Pate Read: Primary school teacher
- Andrew Creedy – Youth worker – Calderdale MBC

Project partners:

- Calderdale MBC
- National Trust
- Pennine Heritage
- Pennine Horizons

6. Publication and copyright

Any reports produced will be the property of Wild Rose Heritage and Arts with full acknowledgement of the author's right. Wild Rose Heritage and Arts will share the information as see fit with the project funders and their evaluators.

7. Budget, timeline and quotation

It is expected that the successful consultancy would complete the work between March/April 2011 to February/March 2013 and the total budget for the project is £50,000 exclusive of VAT. The submission should be broken down into the project management fee, estimated costs for the other members of the core team as highlighted in point 5 and then a breakdown of revenue costs which should include all expenses and overheads.

The amount quoted must be a fixed price which should be inclusive of any expenses or other miscellaneous costs.

A Project Plan should be provided giving suggested timings for activities.

8. How to quote

We welcome quotations sent by email to tudor.gwynn@eureka.org.uk which must be received by 16th March at 17:00. We can only accept questions about the brief via the email above before this date.

Please ensure you outline the following:

- Who at your organisation would be involved and who would be responsible for managing the work
- Responses to each of the required elements as stated
- What your reporting structure would be including how many meetings you would anticipate having with the management committee's core team and how you intend to go about providing progress updates to the broader team
- A budget detailing all elements of expenditure, a Project Plan and fixed price quotation
- Relevant experience
- Any other information which you feel strengthens your application
- A full CV and details of two referees should also be submitted.

We are not seeking a detailed timetable of your proposed activities at this stage, apart from the suggested Project Plan, as these can be discussed between the successful consultant and the Wild Rose Heritage and Arts team.

9. Appointment

Appointment will be through a fixed term contract.