

LYMM HERITAGE CENTRE

Reg Charity No 1164961

Our Heritage Project No OH-15-04617

"Unlocking Lymm's History for all to share and understand."

Project Evaluation Report

January 2021



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1. Purpose of the Report

The purpose of this report is to provide an evaluation of the project “Unlocking Lymm’s history for all to share and understand”.

The report summarises how the project and budget were managed, summarises achievement against the Approved Purposes as well as who benefited and how, what worked well and what did not work so well. This is followed by an analysis of outcomes for heritage, for individuals and for the wider community. It includes quantitative data as well as feedback from visitors, participants in education sessions, volunteers, management team members and representatives from the wider community.

The report has been prepared with regard to the Evaluation: Good Practice Guidance document published by the National Lottery Heritage Fund – “NLHF”.

Aims of the project

Lymm Heritage Information Centre was awarded £88,200 by the Heritage Lottery Fund in March 2017 to deliver a project with the following aims:

- Transform engagement with the unique heritage of Lymm by establishing a permanent heritage centre.
- Improve interpretation of, and access to, Lymm’s story on site through a core exhibition exploring Lymm’s community history and revealing the impacts of the transport and industrial revolutions on village life.
- Improve access to information and objects online via digitisation and oral history projects.
- Develop learning resources to support school sessions, reminiscence sessions and groups with additional sensory needs.
- Develop opportunities to share and develop new skills and knowledge via volunteering.

2. Some Key Numbers

| | |
|---------------|---|
| 20,000 | Visitors since opening, June 2017 (Centre closed for 5.5 months 2020 due to Covid.) |
| 100 | The approximate number of volunteers involved in all aspects of the project. |
| 2,200 | The number of “volunteer days” input to the project—probably under-estimated! |
| 2,527 | The number of people who follow the Heritage Centre facebook page |
| 2,347 | The membership of the Lymm Memories reminiscence group |
| 4,753 | Unique visitors to Heritage Centre website during 2020 |
| 35 | The number of walks, talks, group sessions, on and off site since opening. |
| 1,104 | The number of children who have participated in education sessions. |
| 3,425 | The number of unique visitors to LyDiA thelymmarchive.co.uk |
| 783 | Participants in walks, talks, organised Centre visits -approximate . |

3. Project Summary

The original idea for Lymm Heritage Centre came from local woman and parish councillor at the time, Su Williams and her husband Alan Williams in the autumn of 2015. Informal discussions with other groups in the community showed there was potentially support for a Centre that would tell Lymm's story and act as a focal point for exploring the village further. An online survey with 250 responses followed which confirmed this view. Initial publicity drew together core supporters for the project enabling the creation of a team who set up a constitution for the group and achieved charitable status.

The prospect of the concept becoming a reality still looked challenging. However in 2016 local businessman, Howard Platt, impressed by the enthusiasm of the group and their vision, came forward with an offer to purchase the former Lymm Royal British Legion building, close to the village centre and Bridgewater Canal. He offered to become landlord to the Heritage Centre having first refurbished the whole building to a high standard. All of this was carried out at his own expense. The Heritage Centre charity has an initial 10 year lease on the building. This started from May 2017 with the rental set at considerably less than the commercial rate. The charity is administered in accordance with its constitution by a management team of nine people including the four trustees. Each of the nine team members has a specific role and responsibility.



LEFT: The building before the refurbishment RIGHT: The regenerated building, funded by Howard Platt, almost ready to open.

As a retired senior police officer I had organisational and communication skills and naturally adopted the role of volunteer co-ordinator. I joined the management team and was subsequently appointed as a trustee. I have largely been responsible for training the volunteers and ensuring that the Centre was always open and staffed correctly. As a result of this role, I have made many new acquaintances in Lymm and consider myself to be an integral part of the community..

Mark Linnell Volunteer Co-ordinator and Trustee

The charity established a Facebook page and a website. Both achieved their aim of attracting local publicity. In February 2016 the Centre staged its first event, an evening celebration followed by a four day exhibition at the Lymm Hotel to mark the fiftieth anniversary of the stay of Pele and the Brazil football team at the hotel. The event attracted national media attention and featured on the BBC home page. Significantly it also raised around £1.5K as a foundation for funding further activities. By this time the Centre committee were in the process of making an application to the Heritage Lottery

Fund for support under the Our Heritage scheme. The award would be equip the building, mount exhibitions, create a digital archive and develop an education programme aimed mainly at local primary schools but potentially involving groups across the age spectrum. That application for £88.2K topped up by £12.8K from Heritage Centre funds for a £101K project received approval in March 2017 and the Centre opened to the public on June 22nd that year. This was showcased with a successful temporary exhibition about the social history of cycling as it impacted Lymm and was supported by loans from Walton Cycle Museum.

“Being part of the team setting up and developing the Centre has given me a renewed sense of purpose following retirement in 2016 I have enjoyed using existing skills and learning new ones. These have helped the Centre develop a diverse set of well managed income streams. Patrick Knowles Treasurer & Trustee

Prior to the application a large number of visits had been made to other Centres in the region from whom we received help and advice; most notably Congleton Museum and the Birchwood Centre in Hebden Bridge. Nevertheless the group was still at the start of a steep learning curve. The original

funding included provision for a museum design company to oversee the project however it quickly became apparent that we were too small to be of interest to professional companies operating in this field. We did work briefly with an independent consultant who gave us useful advice but he dropped out when he joined a larger company. Moreover what was becoming apparent at this time was the enthusiasm from a number of local people and small companies with practical skills to be involved in the creation of the exhibition. It was also increasingly felt that as a small Centre we would have more value and impact if the exhibition were put together by people associated with Lymm. This was therefore the path that we chose to follow. Overall, we are



The Centre opened with an exhibition called “A Quiet Revolution” about the social history of cycling and how it impacted Lymm .

very pleased with the results but conscious that as a consequence of this approach the timescale to produce the finished core exhibition exceeded the initial two years permitted by the *Our Heritage* parameters. From March 2020 this was further exacerbated by Covid, forcing temporary closure, as well as limiting access to the Centre and to important sources of supply. We are grateful to the Heritage Fund for their understanding in allowing us to extend our timetable.

It's been brilliant to work on and see the developments over the last couple of years. The whole team dedication is inspiring and makes it a great project to work on. It's been a really healthy experience for me..

Tris Rossin Graphic Artist and Designer

We have worked with many local tradespeople, artists, designers, model makers and technical professionals. Some have insisted on giving their time as volunteers to the projects. Others have worked at a reduced charge rate. There is a list of key partners and suppliers in APPENDIX F. As a result of this community based approach, we have underspent against our grant by some 12% but feel that we have broadly achieved all of our objectives. A set of Appendices mainly focus on more detailed quantitative data illustrating the level of visitor engagement, volunteer activity and social media impact.

4. Analysis of performance in relation to Approved Purposes as set out in the award letter.

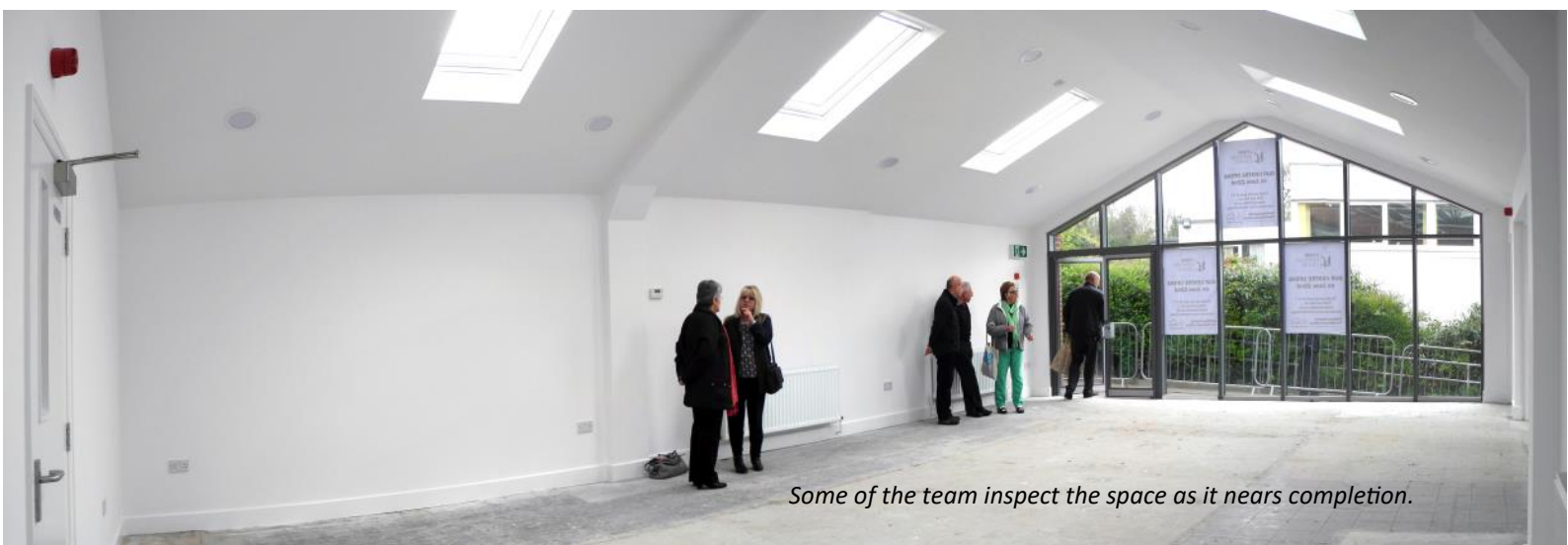
4.1. Fully furnish a former Royal British Legion building to provide a large interchangeable exhibition space, an activity room and storage space.

What we were aiming for

We aimed to develop an attractive and engaging exhibition area that could be quickly cleared and transformed into an open space for other activities ranging from education and talks to room hire that would help generate revenue and so contribute toward the sustainability of the Centre. (The main exhibition space is approx. 11 metres by 7 metres.)

How we went about it.

We were provided with an excellent “shell” unfurnished space. We invested in carpeting this space and also fitting the small kitchen area with cupboards and other equipment. (NLHF funding was not used for this).



Some of the team inspect the space as it nears completion.

After exploratory discussions with museum design companies whose solutions were beyond our budget, we were recommended to a shop fitter who produced a set of bespoke, flexible, wheeled, two-sided display boards with removable blocks.

We used the perimeters of the room – coming no more than 60cm into the room - to augment our display space with glass cabinets, artefacts and storyboard displays. Some of these incorporate storage. This greatly increased our display potential without undue impact on the overall space when the room was cleared for hire or other purposes.

We have added two long strips of adjustable dimmable spotlights which cover half of the exhibition. The existing on/off lighting was lacking in ambience and did not show exhibits to their best.

There were two other much smaller rooms plus a cleaning cupboard area. The first was



These three windows between the office and exhibition space have been transformed into Edwardian shop windows

converted into office space, with storage. The office houses the digitisation equipment.

The second room is for storage and has been fitted with racking and shelving. This mainly holds back up stock of retail items but also some exhibits from temporary exhibitions and a small collection of other artefacts and printed material.

Working with a local joiner we transformed three plain windows between the exhibition area and office space into three accessible cupboard areas. Together with a bespoke fascia in the exhibition area, this created three vintage shop windows: a mini-street in fact.

What worked well

We have been very pleased with the core elements i.e. the mobile display blocks. The room can be completely cleared for other uses in less than ten minutes.

The shop windows have great visitor impact and are easy to access

The overall quality of all of the fittings presents a very professional appearance.

The lighting works well to enhance the exhibits.

What worked less well

Clearing the room for hire means having to relocate everything into the office space.

This renders it unusable for at least two days a week.

We have realised that we cannot ask hirers to take responsibility for resetting the room. This involves volunteers having to undertake this task at least three times a week to clear and a further three to restore it. The room hire does, of course, bring in valuable additional revenue.



The exhibition space can be cleared in less than ten minutes to create a room hire space that can also be used for Centre activities

4.2 Equip the building with technology and equipment for digital artefact and oral history recording, touchscreen interactive displays and visual display areas.

What we were aiming for.

A varied, flexible set of interactive resources that would enable us to best deliver education, that would engage the public, enhance exhibits and maximise the potential to display our major asset i.e. visual images of Lymm.

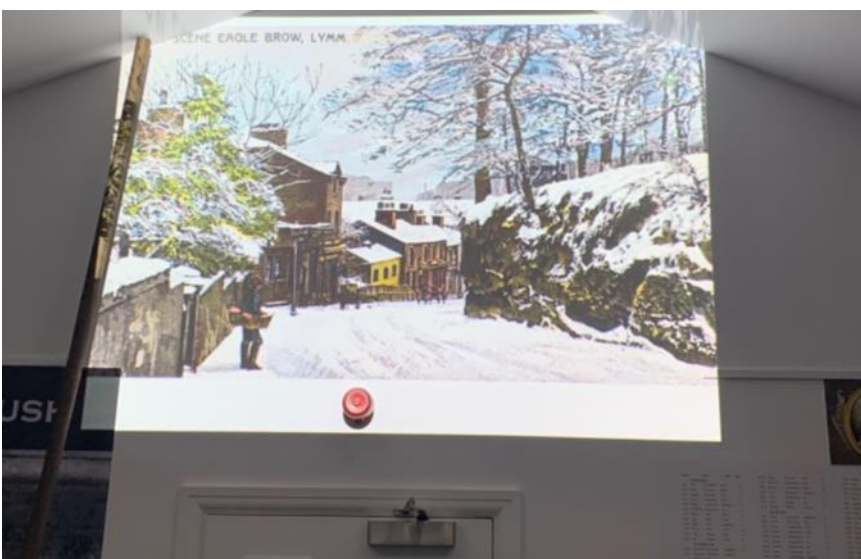
How we went about it.

Our first key purchase was a large, 65inch interactive touchscreen with integrated PC on a wheeled stand suitable for showing video or other visual material to an audience of up to 45 people. This could be anything from a primary school class to a retirement group.

We purchased a number of small 10-12 inch screens integrated into exhibits. At their simplest these are what are commonly known as digital photo frames showing a fixed rolling display. We also purchased two bespoke units from BlackboxAV at which users can select from a number of short displays using push buttons.



With the Belgian consul and local descendants of ~World War One Belgian refugees at an evening presentation



The ceiling mounted projector adds greatly to the visual impact of archive images and footage. (Note doorway at base of photo)

A ceiling mounted daylight projector takes advantage of an empty white wall space over the rear of the room to display images and video approximately 2 metres by 1.5 metres. The projector is linked to a video clip device supplied by BlackboxAV that enables the user to select one of eight video displays from a push button panel. These can be refreshed from time to time.

A 24 inch touch screen linked to an Intel NUC PC on Wi-Fi and set into a bespoke digital kiosk enables visitors direct access to the Lymm Digital Archive and also the Centre's website.

A monitor screen has been purchased for window display that will be used to promote the Centre and its exhibits.

A set of simple “talking buttons” has also been deployed to further enhance exhibits with reminiscence material, re-enactment and music.

An MP3 player provides background Edwardian street sound and music hall music as added ambience.

What worked well

In principle the projector throwing large images and video appears to work very well and will be a striking addition to our exhibition. This is expected to provide an immersive experience for visitors and enable them to relate modern Lymm to the village as it was in the 19th and 20th centuries. However, owing to the pandemic, we have barely been open to the public since its installation so it remains to be seen whether any further adaptations are required.



Talking buttons on the gold beating display

The digital kiosk is another feature that appears to work well in principle. It has yet to be used due to Covid restrictions regarding touchscreens but should encourage people to creatively explore the new Lymm Archive.

The facility to easily change content of display devices at no cost is attractive.

The talking buttons are highly successful for their excellent value (£12 each) simplicity and versatility.

What worked less well

Selecting the most appropriate IT from the vast choice was a challenge. Our initial major purchase of a large interactive touchscreen with integrated PC and display software has had relatively little use so far. We envisaged more use by schools which has not materialised. We need to review its use to maximise the benefit, including further training for volunteers and teachers.

Our outward facing shop window display screen has yet to be used and we need to address some reflection issues to make it as effective as possible.

Having mobile stands has meant we are not able to have mains powered devices operating away from the perimeter walls.



The digital kiosk giving easy access to 3,000 photos and documents plus wall projected videos

4.3 Install general office and visitor furniture and equipment.

What we were aiming for.

To turn an empty building into a versatile multi-purpose space for exhibition, administration, archiving and storage.

How we went about it

Installation of desks, chairs in the general office that also provided good storage space.

Stackable seating on a trolley for audience events.

Racked shelving in the storage area

Sundry equipment to enable us to produce printed materials – e.g. laminator, printer, comb-binder etc.

What worked well

The office space incorporating digital archiving suite, volunteer admin area and storage works well and is an ideal size.

The racked seating is good quality and comfortable.

What worked less well

We find ourselves short of seating for busy visitor events.

Storage space is at a premium. There is probably more back-up retail stock than we anticipated making the store room overcrowded.



One of the Centre's most popular exhibits: the Chirotherium set in a Lymm landscape.

4.4. Develop an exhibition including photographs, documents, artefacts, images and oral history recordings.

What we were aiming for.

Lymm Heritage Centre is not a museum. We do not have an extensive collection of artefacts. However, we saw a rich heritage based broadly on the Trades, Transport and Traditions of the village. With that in mind we aimed to tell the story of the village mainly around these three themes using a wide variety of media as explained below.

How we went about it.

We opened on June 22th 2017 with a temporary exhibition about the social history of cycling as it impacted Lymm. This included a large number of vintage bicycles on loan from the Walton Cycle Museum.

This was then replaced by an exhibition called *Look at Lymm* based on old photographs of Lymm centred round a variety of topic areas, reprinted large on Foamex with accompanying interpretation. This exhibition was comparatively simple and inexpensive to mount. It also bought us time while we worked on the more complex core exhibition but nevertheless attracted considerable interest.

Since then, we have replaced *Look at Lymm* with topic displays, each of which has had its own opening event. The first of these was *Lymm: A Place of Running Water* which covered the historic significance of Lymm's two canals: the Bridgewater and the Manchester Ship. This was followed by trade exhibits on fustian cutting, gold beating and salt extraction. We have also installed a set of Edwardian shop windows giving an insight into Lymm life 100+ years ago. Most recently we have developed a series of displays focusing on Lymm's traditions, including soul-caking, rushbearing, Morris dancing and May Queen festival. We created a unique art piece called "Lymm - A Journey through Time" which stands near the entrance and serves as an introduction to Lymm's story. There is also an exhibit of the Victorian discovery of the footprints of a chirotherium along with a geology trail publication. Finally, a small exhibit celebrates the visit to Lymm of the 1966 Brazil football team including Pele which was a major event for the village.

We have used a variety of media to tell the story for each topic. Extensive use has been made of models including: hand-made model (fustian cutter's cottage in dolls house scale), LEGO model, (Canal scene – featuring the ice-breaker), model railway layout, representing the construction of the Manchester Ship Canal, a full size model of a chirotherium and cut out models based on original art works representing village characters.



The scale model of a fustian worker's cottage has been a popular attraction but also a valuable teaching aid.

Working with local museums we have secured loans, in some cases long term, of relevant artefacts including canal boat models (National Waterways Museum Ellesmere Port) salt workers' tools (Lion Salt works) fustian cutter's knife (Warrington Museum).

We have received other artefact donations from members of the public that help to illustrate exhibits. These include gold beater's tools, a soul-cakers' "horse", a rushbearing cup from 1875, and a May Queen crown from 1926.

Exhibits have been underpinned with illustrated storyboards, video material and in some cases interactive elements e.g. the opportunity to see if you have a steady enough hand to be a fustian cutter, cut and colour your own May Queen crown, hunt for fossils, dress up as a Victorian child and trying games of the time.

What worked well.

The Centre is not "collection rich". Aware of this we were conscious of the risk of over-reliance on storyboards. We feel we have avoided that danger by making use of a variety of media. For example, the scale models of a fustian cottage, of the building of the Ship Canal and of the ice-breaker in the village centre provide an intriguing insight into a number of aspects of local history and clearly engage our visitors.



Features like the LEGO ice-breaker scene have helped to make the Centre popular with children

There are plenty of opportunities to participate and explore further, including sound buttons to hear stories, Victorian street games and dressing up box for children, "discover more" by opening doors and drawers, explore the archive at the digital kiosk or launch a short movie on the wall screen—installed pre-Covid closures.

The re-purposing of the windows dividing the office space from the exhibition space to create Edwardian shop windows has been a particularly striking visual success.

What worked less well

The concept of a highly mobile display that enables us to quickly clear the room for other activities, including fee paying hirers is vital to our business model. However, it does place constraints on our displays in terms of scale and versatility. (The designers are probably far more conscious of this than the visitors.)

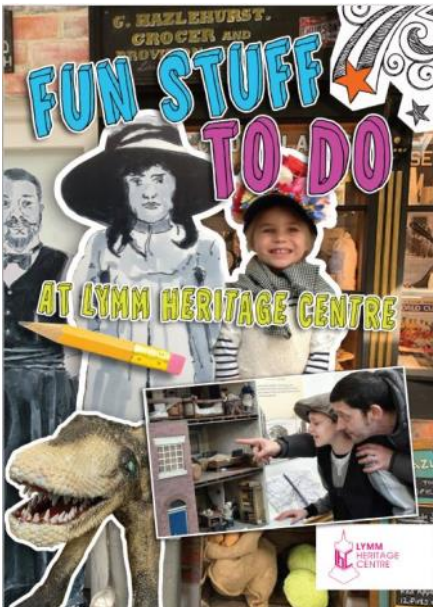
4.5 Provide heritage interpretation, relating to Lymm using digital and interactive mediums with associated learning resources and information.

What we were aiming for

To create an exhibition space that would appeal to a broad range of visitors from the casual drop-in to people with a deeper interest in local history.

To provide a resource that children could also enjoy and interact with.

To create a set of resources that could be accessed and enjoyed worldwide.



Activity book, available free to children visiting the Centre

How we went about it

In the exhibition space telling stories in an engaging way has been central to our approach. We have tried to do this first of all by presenting exhibits with a variety of media: storyboards, images, video, models, artefacts and interactive elements.

We have also had a philosophy of “dig deeper”. Some visitors will just want to walk around picking up on elements that catch their eye. But for those with a deeper interest there are flyers, pick up pieces and detailed videos that give a far more in-depth insight into the topic.

We encourage visitors to use the Heritage Centre as a start point from which to explore the village and its history. There is a booklet, *Look at Lymm*, that offers a short picture tour of the village centre. *The Time Traveller's Handbook* is a three mile walk round the village packed with stories and images but also accessing fifteen short videos through QR codes.

We have produced a free booklet for primary aged children packed with activities they can do at the Centre, at home and also around the village.



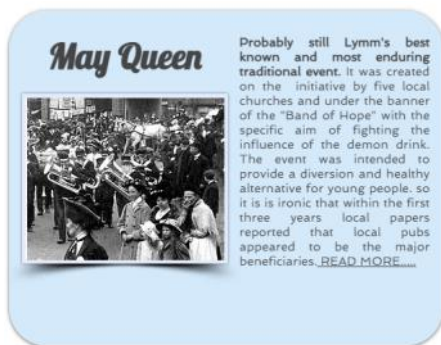
The push button video in the Salt exhibit enables visitors to explore in more depth.

The Heritage Centre is much more than just the building. “Sharing our heritage” underpins everything we do and we have striven to achieve this in a number of ways.

LyDiA, the Lymm Digital Archive - thelymmarchive.co.uk has been one of the key deliverables of our project. With close to 3,000 entries so far and ever growing, including both photographs and documents, it is a lasting resource for the general public, educationalists, researchers and local history groups. Appendix H gives further details of the 3,425 users of the site.

The Lymm Heritage Centre website. www.lymmhic.co.uk.

This is far more than an information point for the Centre. With almost 100 pages it provides easy access to a range



The Heritage Centre website

lymmhic.co.uk is a great way to explore topics in more depth .

of information and has had 4,769 unique visitors in 2020. There is more detailed analysis in Appendix E

Facebook – www.facebook.com/lymmheritage was created early in the project, even before we had funding or premises. It has been a vital conduit for getting our story out to the general public. The site has well over 2,000 followers and is accessed worldwide. As the Facebook site developed, we saw the demand for a second type of page, a reminiscence group, mainly for people who had grown up in Lymm but also read by others. This group *Lymm Memories* also now has over 2,000 followers. There is an Instagram page and a Twitter account but these are far less developed.

Who would have thought! 20,000 visitors to our heritage centre, small local businesses would be boosted by more visitors to a very unique village. Our village is very community orientated lots of large community events, the oldest being Lymm May Queen which started in 1889. I've lived here all my life. and have learnt a lot about Lymm I didn't know. The heritage centre is the hub of our history and I am so proud of the work that's been done there

Diane Kerfoot, Lymm Memories Administrator

Books, booklets and flyers: Two initial publications prior to the application, produced independently by members of the team raised funds for the Centre. Since opening several more books have been published. Some of these have been self-funded. Others were produced as booklets to support exhibits and were funded by the project. Flyers are free as is a children's activity booklet. Other books and booklets are for sale, with any profits going toward creating a sustainable future for the Centre. Sales of publications since opening amount to almost 3,000 units. Details of publications can be found in Appendix G.

What worked well

The “layered” approach seems to serve us well. Inevitably we get a fair proportion of visitors who have no specific interest in local history but initially come in out of curiosity. (There is no admission charge). We do have people who “skim” round the room, looking at images and little else and leave in a few minutes but the vast majority stay much longer and leave overwhelmingly positive feedback in the visitor book.(See Appendix D)

Face to face engagement with volunteers is an important aspect of interpretation in a small Centre like ours. Visitors on the whole seem to appreciate the interaction and it is one of the most positive aspects of the role for volunteers.

What worked less well

We still find we need to encourage some visitors to get more hands on with exhibits, opening doors, drawers, pressing buttons, trying games.

We would like our exhibits, the artefacts in particular to have their own story to tell. There is still more to do in that respect within a few areas. For example we have three canal boat models that are beautifully displayed in a glass case but they deserve to be set in a diorama rather than relying on a caption to tell their story.

We would welcome more resources to enable us to use a wider range of social media.

4.6 Recruit volunteers to help run project activities and to staff the Centre.

What we were aiming for.

To create a substantial team across a mix of ages, backgrounds and skills that could be trained to carry out a range of roles with the major one being to staff the Centre during opening hours. (Note: The Centre is open to the public for four sessions of four hours each, afternoons, Thursday to Sunday throughout the year. We have a firm policy of having two volunteers on duty for each session).

To provide a fulfilling experience for our volunteers with opportunities to develop new skills and knowledge as appropriate.

How we went about it.

Advertising and promotion

Promotional articles in the local press

Presence, stalls at other community events

Promotion on social media

Notices on local noticeboards and at the Centre itself

Word of mouth

Website <https://www.lymmhic.co.uk/theteam>

Recruitment

All those interested are able to access more detailed information at the website and complete an online application that covers a range of topics such as experience, areas of interest, health issues etc.

There is an online application form with telephone number as an alternative means of contact. Potential volunteers are followed up by telephone. They are given an induction and training session by one of the trustees.

Training

A Volunteer handbook including safeguarding policies provided the framework for original training which included open and close procedures, health and safety, interaction with visitors, exhibit knowledge, money handling etc. More recently this was extended to cover operation of contactless order taking and payment system and the health and safety regime needed to comply with coronavirus protocols.

A number of open evenings were set up to introduce new exhibits to the volunteers as they were installed. These enabled volunteers to gain a more in-depth knowledge of the subject that, along with printed notes, would enable the volunteers to pro-actively engage with visitors and also field questions.



One of our early volunteer open evenings.

What worked well

The volunteer time input to bring this whole multi-themed project to fruition has been massive.: over 2,000 volunteer days to date . This is analysed in APPENDIX B

Overall, we have been very pleased with our recruitment. In terms of numbers we have had close to 100 volunteers involved at one point or another in the project. There are a large number of organisations “competing” for volunteer input with three charity shops in the village, two community centres, Dunham Massey National Trust close by and a new Fire Service Safety Central site only a mile from the village which carried out a very active volunteer recruitment campaign locally.

There's been a wonderful sense of achievement when I've been able to help visitors to the centre to relate to their family history too. I like to be able to signpost (the jargon, sorry!) people to resources and, for me to learn of places of research that I didn't know existed. I do love learning new things and like what I call 'joining the dots' between topics/places/people. Carol Kerry Volunteer

With the numbers of volunteers recruited we have been able to offer a level of involvement that many were looking for – typically stewarding one afternoon a month.

I am a 4th generation Lymm resident and I have always been very interested in the area. In fact I have recorded Village life since the late 1950s having been aware of the need to preserve a record of the ever changing environment. It is wonderful to also now be able to share all that with visitors.

Alan Taylor Management Team, Centre Volunteer and Digital Team

A survey of volunteers carried out over a year ago indicated very little demand for additional training and a generally high level of satisfaction though responses levels were low. The general feedback from volunteers was very positive with enjoyment and sense of fulfilment in carrying out the role seen as key factors.

In addition to the steward volunteers we have also attracted a number of other people who have either offered specialist skills or acquired them as part of their volunteering. This ranges from our management team to people who have been involved in exhibition design, research, education, digital archiving, IT, writing and publishing. Whilst the volunteers in these categories are less numerous their contribution is vital. Note that so far, staffing the Centre has only accounted for 30% of all volunteer time.

What worked less well

It has proven difficult to recruit outside of the retired community. The raising of the retirement age has also probably had a negative impact. We have had a handful of high school students, three of whom have undertaken supervised Duke of Edinburgh award activities. Other younger people (below retirement age) have signed up but have a far higher drop-out rate due to other activities competing for their time.

The age profile of our volunteers meant that we did have a high dropout rate during 2020 for wholly understandable reasons related to the Covid pandemic. We launched a further recruitment campaign at the beginning of the summer which did bring in a few younger faces. We are hopeful some of our former volunteers will re-join when they consider it safe.

While we have a large number of volunteers there are only a limited number who are looking to get involved beyond stewarding. This puts a heavy workload on the management team, in particular the trustees. We will continue to encourage broader involvement.

4.7 Provide training to volunteers to enable them to record and digitise heritage, including interactive flat panel multi-purpose touchscreen use, digitisation and oral history recording.

What we were aiming for

To train volunteers in the use of digitisation software

To train staff to optimise the use of our IT equipment screens etc. in the Centre.

To train volunteers in the use of oral history recording.

How we went about it.

Initial training was provided in the use of digitisation software by the supplier (Townswest Archiving). The team subsequently developed documented procedures and good practice.



The Archive digitisation team in the office area

Volunteers have been provided with ad hoc training on an “as needed” basis – on the interactive flat panel screen. This was mainly for the education team.

A one-day training course in oral history recording was provided for eight people by a consultant, Dr Stephen Kelly from the Oral History Society trading as VOX Pops.

A specific group has been formed to take responsibility for managing our IT including security, backups, software updates and other maintenance as required.

Further training will be given on the newly installed hardware once we are able to reopen.

What worked well

The digitisation team have developed rigorous procedures that ensure new material is recorded efficiently and effectively. They meet regularly (currently online) to progress the building of the archive and to discuss future plans.

As far as possible IT elements of the exhibitions are intuitive and do not require volunteer intervention. Some elements are on timer switches; others are activated by push buttons or sensors.

What worked less well.

Some of the digital elements of the exhibition including the overhead projector, the digital kiosk for viewing the archive and a two further display screens have only been installed since the beginning of the coronavirus pandemic. This has severely restricted access to their use either due to closure or to other Covid safety restrictions.

We are conscious of the challenges of training a large team of volunteers, many of whom only work with us for 4 hours a month. With that in mind we are concentrating on making procedures straightforward and as intuitive as possible. More work needs to be done producing simple, documented procedures for use of IT – including a troubleshooting guide.

4.8 Work with schools and organisations to develop activities including oral history recording.

What we were aiming for

The first “object” of the charity’s constitution is “To advance the education of the public by providing and maintaining a Heritage Centre”. More specifically our project set out to assist and support primary schools by providing educational resources and sessions, within the curriculum area of local history.

We also aimed to offer other learning opportunities to other outside individuals or groups.

We aimed to supplement our archive with oral history recordings of local people.

How we went about it

One of our management team, a retired primary head, took on the role of education co-ordinator. From our initial cohort of volunteers, we identified a small group with an education background who were keen to support him.

The group individually visited all local schools, firstly to introduce the Centre but also to research areas where schools would most value input and assistance.

Over a period of time the team developed a half day session on World War One with particular relevance to Lymm. Working with groups this involved a practical activity, a session with artefacts, local stories plus AV support and a tour of the village visiting relevant sites.

Excellent . Children learnt lots and enjoyed hands on experiences and learning about WWI in Lymm.

A Lymm Primary School teacher

I would love to go back to the Centre and show my friends and family KS2 pupil

A further session on the theme of “Lymm Then and Now” has similarly been developed and delivered. Both of these topics are seen as having recurring value and relevance.

An existing education activity, previously run by the Lymm Historic Transport group and featuring half day sessions on working life on the canal, was transferred to the Heritage Centre. This enabled us to use the Centre as the base for some of the sessions and enhanced the facilities available.



One of our volunteers working with the team from the Boat Museum to present a session to Key Stage 2 children.

A one-day course in oral history recording was provided as outlined above. A number of interviews have taken place and been transcribed, with some interviews being incorporated into the gold-beating exhibit. Further activity has been curtailed by Covid.

The Centre has opened up specially to welcome groups ranging from retirement clubs to pre-schools. Talks on specific topics at the Centre have taken place, thirteen to date. Talks have also been given to local groups including WI and U3A away from the Centre. Walks have been arranged for small groups on vanishing Lymm and Lymm geology.

What worked well

The initial visits laid a good foundation for strong working relationships with the schools.

The sessions were thoroughly researched and refined before being delivered and were well received by the schools. In total 1,104 children have been able to participate.

...Good range of information and artefacts led to excellent discussion and writing at school.

KS2 Teacher Lymm School

The Canal sessions transferred seamlessly to the Heritage Centre under the guidance of one of the education volunteers who had previously run them for the Lymm Transport Group.

Walks and talks were well received and always fully subscribed. 35 separate events (excluding 38 primary school sessions) are listed in Appendix A including a number of free visits for Beaver, Cub and nursery groups.

I would love to come back with my parents because I think they would really enjoy it. KS2 pupil.

What worked less well

Setting up school sessions of this type calls for volunteers with some existing skills to co-ordinate them. With more volunteers with the right skill set we would be able to expand the range of offerings to schools.

We would still like to develop our education offering further with a wider range of resources including handling collections and other learning packs. This would include raising awareness of existing resources like the Digital Archive.

Matching available resources to potential interviewees has limited the amount of oral history recordings made to date. Ideally, we would benefit from a separate dedicated co-ordinator for this role.

Such walks and talks as we have run have been well received but a dedicated co-ordinator is needed if we are to develop this aspect of the Centre.



Key Stage 2 children make replicas of Princess Mary gift tins given to WWI soldiers in the trenches at Christmas.

5. Outcomes

Throughout the project we have been guided by our aim to fulfil our objectives around outcomes for heritage, individuals and the wider community.

5.1 Outcomes for Heritage.



Part of the Traditions exhibit showing the 1875 Rushbearing Cup (secured by its base) integrated into a Traditions exhibit along with models and artefacts.

Three boat models on extended loan from the National Waterways Museum at Ellesmere Port where they were in storage are of relevance to Lymm.

Top to bottom : The Lymm (steam tug) , The Duchess Countess (last packet boat) A Runcorn to Manchester coal carrier owned by a Lymm family.



We have also worked with local groups with Heritage related activities e.g. Warburton Soulcakers, the Morris Dance group and Lymm May Queen.

Souling is a longstanding tradition of Cheshire, and of Lymm, so it is very pleasing to be able to display one of our main artefacts associated with the Warburton play. With the play only being performed for a few days each year having this all year round visibility to the tradition is excellent for us.

Laurence Armstrong—Warburton Soulers

We have accumulated a small collection of documents, leaflets, articles, magazines and other small artefacts and have undertaken preliminary cataloguing of these. We have acquired archive quality storage boxes and papers in which to store these.

We have set up a simple system for recording donations/loans and cataloguing our collection.

Most important though has been the creation of “LyDiA” the Lymm Digital Archive where we have to date stored 2,668 items. There is scope and capacity to add much more in this ongoing project. These are mainly photographs but also advertisements and documents. The latter have all been OCR scanned, greatly enhancing the search capability of the database.

The approach has been to digitise, explain, secure and share. After a false start with what turned out to be an unsatisfactory software solution, we were fortunate to be able to team up with Townsweb Archiving and purchase the new “lite” version of their Pastview product. As well as providing a secure environment for the archive it also offers a user-friendly, intuitive interface for online viewers and centre visitors at the digital kiosk in the Centre. The archive enables us to add searchable descriptions as well as creating collections and tagging entries in a systematic manner.

During the Covid crisis the team also developed a way of working remotely so that they were not reliant on shared access to the office space.

An analysis of site traffic is shown in Appendix H .

As a result of collaborative training and development with PastView, the software configuration now means the Centre has complete control as to how these images are displayed on its site. But perhaps more importantly, it is about securing Lymm’s history for future generations, particularly as so many people have photographs of interest. This will not only further knowledge - but fill in those all-important gaps. Glynis Allen Digitisation Co-ordinator and Trustee



Thelymmarchive.co.uk home page



All the above activities mean that Lymm's heritage has been better identified and recorded. Our exhibitions, talks/walks, educational activities, archive and books/booklets mean that the heritage of the area is now far better interpreted and explained.

The Edwardian shop windows display a mix of genuine historic Lymm related artefacts and more generic or repro items to recreate shop windows of the time.

5.2 Outcomes for Individuals

The creation of the Centre has had an impact on a wide variety of people ranging from those closely involved in the development of the building and the exhibition to our thousands of social media followers all over the world.

Our volunteers have had first-hand opportunity to learn more about Lymm's heritage and then to share that with our visitors. For most of them that appears to have been the most positive aspect of their involvement. Many visitor book comments reinforce the view that well-informed volunteers' input was a major factor in the enjoyment of the visit.

It has been my pleasure to learn from the Heritage Centre team about the history of Lymm and the environment I enjoy every day. Living alone and being retired has given me the opportunity to volunteer and to share the knowledge I have acquired with visitors to the Centre.

Mary Trotter Volunteer and Education team

(We made a conscious decision not to have any sort of desk or reception area in the exhibition space, preferring to have our volunteers engage with visitors at the exhibits themselves.)

Almost all of our volunteers have had the responsibility of running the centre including going through opening up and closing down procedures. Early on this required cash reconciliation but since Covid this has been replaced by managing our touchscreen payment system.

The Heritage Centre helps me feel connected to the community. I love talking to the visitors, especially those who have stories to tell about the past. It has been good to get to know my fellow volunteers and making new friends as well.
Honor Giles—Volunteer

Many of the volunteers have enjoyed the opportunity to establish new friendships and links in their retirement. (We always have two volunteers on duty at a time).

Volunteers have acquired specific new skills.

We ran a one day oral history recording course which was attended by 8 people. (Our follow up to that has been limited to date, largely due to Covid restrictions.)

We have had a core digitisation team of three, all of whom received training from Townsweb Archiving in the use of their software. Since then, they have developed protocols and good practices for the management of the archive and will potentially be able to train others into this role.

For me the benefits have been enormous. Being involved in the Heritage Centre has contributed towards my early retirement planning and gives me a focus in retirement. Involvement lets me continue to contribute to my continuing professional development in support of my continued institute chartered and fellow status. Carol Sparkes Digitisation Team

Most recently we have established a small IT support team who will manage our in-house hardware.



A group of volunteers supporting our Brazilymm Event

Other volunteers have learnt new skills or had the opportunity to develop existing ones. These have included exhibition design, research, writing, book production, education, financial management, governance, marketing, social media, public speaking, use of presentation tools, use of IT, both hardware and software.

Many teachers of local history are not from this area so they are more likely to have to rely on outside assistance and support to provide the resources they need to deliver local history. We are consciously working to fill that gap. (See pic page 26)

In my work for the Heritage Centre, I have been able to develop new research and IT skills. I have enjoyed making friends with other volunteers who have an interest in Lymm's heritage; we make a good team.

Roger Hannam - Researcher and now, author.

We have provided opportunities for four young people to carry out Duke of Edinburgh projects and also had a small number of high school students as volunteers.

We have provided an outlet for artists and model makers to extend their skills in a meaningful project with the construction of models and exhibition layout.

We have felt privileged to be part of a very talented and dedicated team, under excellent leadership - It has given us a useful role in the community and increased our purpose and focus, especially during the pandemic, and has enhanced our general wellbeing. Colin & Janet Grimes- Rtd teachers responsible for design & layout.

Since opening we have received 20,000 visitors in spite of being closed for a large part of 2020. (A full month by month analysis of this data is given in APPENDIX C). This number does

not include visitors for talks, walks or groups: This is analysed separately in APPENDIX A. We have several visitor books with close on 3,000 entries full of positive feedback. We have many repeat visitors who come back to see new exhibits or just because they see the centre as a friendly drop-in site. APPENDIX D includes a selection of particularly pertinent comments.

Our social media platforms and website have enabled us to reach thousands of people around the world who respond enthusiastically to the stories we share and also offer new information and material.

Facebook.com/lymmheritage has 2,555 followers in over 30 countries.

During 2020 we made 61 posts sharing stories, videos and promoting the Centre and our products. In total these posts achieved a reach of 82,871, an average of 1,358 per post.



These were our 10,000th visitors who were presented with copies of our then new publication "Pubs, Inns and Alehouses of Lymm"

The Lymm Memories Facebook group has 2,400 members and re-connected many people and friendships through shared nostalgia. It has also provided interest to new inhabitants of the village.

Called into the heritage centre for the first time today, it was lovely to see photos of the old Lymm that I grew up with and remember so well, thank you to all who make the centre possible and the lovely lady we chatted with in there today.

Lymm Memories Group member .

All ⓘ

581 Posts

13,133 Comments

25,310 Reactions

Jan 31, 2020 - Jan 24, 2021

Posts

Comments

Reactions

All

Group by Lymm Heritage Centre

Lymm Memories

Private group · 2.4K members

+ Invite

About

Discussion

Announcements

Rooms

Members

Media

Files

Roge Walton

January 14, 2019 · 🌐

...

What about the old shops when Lymm had them:
Porritts: Green Grocers
Edwards: Sweet Shop
Richardson's: Bike Shop
Saville's: Ironmongers
Seymour Meads: Grocers on the top Road
Smith's: Toys and Sweets
Norman's: Barber
Wards: Shoe Shop

There's more I'm sure, who can remember their Mums Coop divvy number (ours was 43259) and divvy pay out at the Methodist church on Eagle Brow?

104

639 Comments

About

This page has been set up for members to share images and memories of Lymm if you want to add comments about a photo then please do but if you n... See More

🔒 Private

Only members can see who's in the group and what they post.

👁 Visible

Anyone can find this group.

📍 Lymm

👤 General Group

24

5.3 Outcomes for the wider community.



Many local people still refer to Lymm as a village. This is a reference to its past and its compact centre. The “village” today has a population of 12,000+, the vast majority of whom do not have roots in Lymm but who do value living here. There has been a positive effort over the past 25 years to maintain a sense of village community by initiatives such as the creation of the ten day Lymm Festival and, more recently, Lymm Historic Transport Day. Lymm Heritage Centre has been another step in that process. We have had many visitors at the Centre who have either recently moved to the village or who are considering the move and keen to find out more about their potential new home.

We particularly value the opportunity to introduce younger people to the history of their home in an engaging and entertaining way. We have had many visiting groups from scouts, beavers and even nurseries as well as the more formal education visits. It is particularly gratifying when we discover that a family visit has been prompted by a younger

member of the family bringing their parents to see the Centre.

The former British Legion Club itself was only ever intended to be temporary when it was put up in the 1970s to house a bank while its premises were being refurbished. The prospect of the building becoming a Heritage Centre encouraged a local businessman to purchase and transform it into a “statement building” that has greatly enhanced its appearance to the general benefit of the village.

I believe the project has been overwhelmingly beneficial to the community as a whole. I see people on Love Lymm Locals, Lymm Rocks, Lymm Memories advising ‘try LHIC, they’ll know/help’ which shows the centre has made an impact on village life and people respect what it has to offer. Carol Kerry 4th generation Lymm resident/volunteer

Many of our visitors are “drop-ins” who find us during a village visit. We know there are others who have come into the village specifically to visit the Centre. Such visits prolong their overall stay in the village and increase the prospect of using other facilities such as pubs, cafes and retail. We have in the past had large groups booked in for talks who then go on for meals at local pubs. It is difficult to quantify but we do believe that we contribute to the vibrancy and the economy of the village centre in a fast-changing retail world. We have not actively pursued TripAdvisor reviews (something we should look at!) but there are currently 25 reviews with 24 excellent and 1 very good. This makes us number 4 out of 10 village attractions.

“As an independent business we have definitely benefited from having the Heritage Centre in the centre of Lymm. Our footfall can be measured by the numbers of new visitors buying our products. The universal statement is “what a lovely village, so pretty and interesting” Nick Harris local bakery and café manager

Lottery funding has provided us with the means to create a village focal point of which the community can rightly be proud. One reflection of this confidence in us as a long-term asset is the donations and grant funding we have received over the past four years from local voluntary bodies, the parish council, legacies, our “Friends” association, businesses and other one-off donations. These have amounted to £71,640 in total.

“The Heritage Centre already contributes a great deal in the promotion of Lymm to residents and visitors alike, but also is a terrific educational resource. We on the Parish Council are delighted to support it and are committed to help ensure its continued success.” Geoff Hawley Chair of Lymm Parish Council

The Centre received a nomination for the Queens Award for Voluntary Service. This resulted in a panel visit from the judging team. The Centre was commended for its work but the panel felt that the Centre had not been in operation long enough to receive the award.

During the life of the project the chair Alan Williams was nominated for, and received, a British Empire Medal, in part for his contribution to the setting up of the Centre. Alan’s wife was awarded an MBE, again in part for her contribution to the Centre.

We can point to many outcomes already achieved by the project but possibly the most important is the lasting legacy for Lymm that the Heritage Fund grant, backed up over 16,000 hours of volunteer effort, has produced.

It’s been a pleasure to become involved with the setting up of the Heritage Centre. I am in awe of what has been achieved in such a short period of time. It is such a valuable asset to the Village.

Alan Taylor—Management & Digitisation Team and donor of the Alan Taylor collection to Lymm

The amount of work involved in bringing this project to fruition, mainly volunteer effort, far exceeded our expectations. We are therefore delighted that the outcomes have similarly surpassed expectations.

The commitment from such a large number of individuals and community groups together with the financial support of the Heritage Lottery Fund has resulted in a Centre that we believe will be an important asset for the village for decades to come.

Chair of Trustees Alan Williams



Local children receive their prizes in a creative writing competition with the Chair of Parish Council (left) and Mayor of Warrington. (right).



Our Education co-ordinator briefing local primary schoolteachers about the resources of the Centre at an after-school session. Most teachers of local history are not from this area so we hope our input will be a valuable support for them in delivering National Curriculum.

6. The Project Legacy; an Investment for a Secure Future.

The HLF project was always seen as the means to create a foundation for a permanent new resource for Lymm. In this respect it has been a resounding success.

We not only have outstanding premises but thanks to astute financial management and a business plan that generates income from diverse sources we are also confident that we are financially resilient and have the means to cover the annual costs of running the Centre far into the future. This has been no small challenge. Many other small centres like ours start with the advantage of a rent-free property, possibly provided by the local council or other benefactor. We are extraordinarily grateful to the generosity of our landlord, Howard Platt but nevertheless conscious that our annual costs are likely to be of the order of £20K-£25K.

"Carefully managing the Centre's finances has meant that it can face the future with confidence after the financial support of the NLHF project ends." Patrick Knowles Treasurer and Trustee

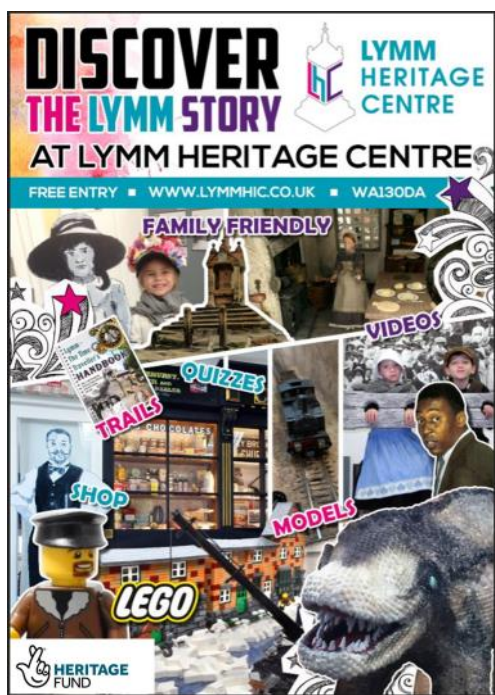
Thanks to Heritage Lottery funding

We now have a comprehensive exhibition in place, backed up by a strong social media presence.

LyDiA, the Lymm Archive is a top quality archive using industry leading software that is easily accessible by all.

We have been able to establish an excellent reputation with local schools as a provider of curriculum based local history education.

The Centre is clearly a source of local pride. This is exemplified by our well supported Friends' scheme, financial support by local organisations and the comments and feedback that we regularly receive.



New publicity posters reflecting the complete exhibition, prepared for post-Covid relaunch.

"The Centre has increased footfall and generates a wider community spirit. It is helping to bring business and the community together for the greater good for future generations." Neil Stockdale—Owner of local Estate Agency

There is a growing public awareness of the Centre but now with the core exhibition complete, we will redouble our efforts to promote the Centre through a variety of means as soon as we can see a date for re-opening.

Most importantly the Centre is underpinned by a strong, enthusiastic and extensive team of volunteers with a great mix of skills. We will continue to nurture and grow that team.

With the HLF project complete, we now have the potential to introduce a series of temporary exhibitions focussing on specific aspects of Lymm heritage. Local authors are still keen to add to the growing collection of Lymm history publications and we will continue to strive to share the heritage of the village and contribute to its prosperity with walks, talks and other activities.

We look forward to developing our links with schools further and to growing the Lymm Archive to become a valued focal point for information on Lymm's heritage.

APPENDIX A

Walks/Talks August 2018 to Feb 2020

NB no such activity June 2017 to August 2018

| Month | | Attendees | location |
|-----------------|--|-----------|----------|
| | Aug-18 Urmston retirees - Lymm 1766 to 1966 Part 1 | 12 | Centre |
| | Sep-18 Daniel Adamson | 40 | Centre |
| | Oct-18 Little Belgium in Lymm | 45 | Centre |
| | Oct-18 Latchford History Soc | 10 | Centre |
| | Nov-18 Urmston retirees - Lymm 1766 to 1966 Part 2 | 12 | Centre |
| | Dec-18 Probus | 10 | Centre |
| | Jan-19 Lymm Jubilee WI | 60 | Centre |
| | Feb-19 Geology walks (2 walks) | 16 | |
| | Feb-19 Little Bollington WI | 30 | |
| | Feb-19 U3A - Thelwall | 50 | |
| | Mar-19 John Parry -Disappeared Lymm Walk | 10 | |
| | Mar-19 Stockton Heath Tangent | 15 | Centre |
| | Apr-19 John Parry -Disappeared Lymm Walk | 10 | |
| | May-19 Lymm Inner Wheel | 15 | Centre |
| | Jun-19 Geology walks (2 walks) | 16 | |
| | Oct-19 U3A - Grappenhall | 40 | |
| | Dec-19 Urmston retirees | 12 | Centre |
| | Feb-20 Outreach Session - Keate House Care home | 20 | |
| | Feb-20 Friends of Arley Hall | 60 | |
| | Feb-20 WI talk at Lymm Youth & Community Centre | 30 | |
| | Feb-20 Salt exhibition launch event | 40 | Centre |
| Autumn 2020 | Slitting Mill site clean up | | |
| Unknown date in | | | |
| 2019 | Fustian exhibition launch event | 35 | Centre |
| Unknown date in | | | |
| 2019 | Gold beating exhibition launch event | 35 | Centre |
| | TOTAL | 623 | |
| | Approx 8 visits from Beaver/ Cub/Nursery Groups | 160 | |



A group of volunteers undertaking a major clean up of the Slitting Mill site—Autumn 2020 prior to installing an exhibit at the Centre.

Talk for visiting Twin-town group from France

Participation in National Heritage Open Days 2018 and 2020. Numbers included in general attendance

Participation in Warrington Local History Day September 2019 - attendance approx 350.

Participation in Cheshire Residents Festival 2018-2019 Little perceived impact on attendance

Miscellaneous other smaller events including formal opening (July 2017) and other exhibit launches mainly linked to Lymm Festival.



A fun night for a local Beaver group with the chance to get dressed up

APPENDIX B

Analysis of Volunteer Time Input

| LYMM HERITAGE CENTRE ESTIMATE OF VOLUNTEER TIME | 30 MONTHS ENDED SEPTEMBER 2019 | | | | 16 MONTHS ENDED JANUARY 2020 | | | |
|---|--------------------------------|--------|-------------|-------------|---|------------------------|-------------|-------------|
| | Total no of | | Total no of | | Total no of | | Total no of | |
| | Number of days per month | days * | £ per day | Est value £ | Number of days per month | days * | £ per day | Est value £ |
| Description of volunteers' task | | | | | | | | |
| Finance - Treasurer (also fundraising) (PK) | 4 | 120 | £350 | £42,000 | 4 | 64 | £350 | £22,400 |
| Core exhibition content development (AW/CG/JG) | 4 | 120 | £150 | £18,000 | 4 | 64 | £150 | £9,600 |
| Heritage Centre staffing | 17 | 459 | £50 | £22,950 | 17 | 153 | £50 | £7,650 |
| Volunteer Co-ordinator (ML) | 3 | 81 | £150 | £12,150 | 3 | 27 | £150 | £4,050 |
| Centre Manager (AW/PK/ML) | 3 | 81 | £350 | £28,350 | 3 | 48 | £350 | £16,800 |
| Retail, donations management, procurement, management (AW/GA/PK) | 3 | 81 | £150 | £12,150 | 3 | 48 | £150 | £7,200 |
| Exhibition artefact management - mainly handling collection and display items | 1 | 27 | £150 | £4,050 | 1 | 12 | £150 | £1,800 |
| Digitisation project (GA/AT/Cs) | 3 | 81 | £150 | £12,150 | 5 | 80 | £150 | £12,000 |
| Learning and Engagement - Session Leading (5 days MY, 12 days Mary T) | | 17 | £350 | £5,950 | | 1 | £350 | £350 |
| Learning and Engagement - Session Leading (15 days others) | | 15 | £150 | £2,250 | | 3 | £150 | £450 |
| Learning and Engagement - Session & Material development (MY/GH/JM/SA) | | 60 | £150 | £9,000 | | 2 | £150 | £300 |
| Secretary role | 1 | 30 | £150 | £4,500 | 0.5 | 3 | £150 | £450 |
| Management meetings inc prep (10 people * 15 meetings * 4 hours) | | 75 | £150 | £11,250 | 10 people*2 meetings * 4 hours | 10 | £150 | £1,500 |
| Volunteer Training - assume 5 hours training across 50 volunteers | | 36 | £150 | £5,400 | Assume 3 hours training across 40 volunteer | 15 | £150 | £2,250 |
| Centre Marketing and promotion (AW) | 1.5 | 45 | £150 | £6,750 | 1 | 16 | £150 | £2,400 |
| Project Management (AW/PK) | 2 | 60 | £350 | £21,000 | 2 | 32 | £350 | £11,200 |
| Property management | 1.5 | 45 | £150 | £6,750 | 1 | 16 | £150 | £2,400 |
| Research (RH/Jackie/AW) | | 80 | £150 | £12,000 | | 80 | £150 | £12,000 |
| Health & Safety (PK/ML) - say 10 days | | | | | | 10 | £150 | £1,500 |
| | | | | | | | | |
| Total | | 1,513 | | £236,650 | | 684 | | £116,300 |
| Non- cash contributions - rent free premises for period 1/5/19 to 30/9/19 | 28 months @ £1,250/month | | | 35,000 | 8 months @ £1,250/month | to 31/5/20 | | 10,000 |
| * 30 months 1/4/17 to 26/9/19 | | | | £35,000 | 8 months @ £250/month | from 1/6/20 to 31/1/21 | | 2,000 |
| | | | | | Centre open 9 months out of 16 months from 26/9/20 to 31/1/21 | | | £12,000 |
| <u>Project totals</u> | | | | | | | | |
| Volunteer days | 2,197 | | | | | | | |
| Volunteer hours @ 7.4 hours per day | 16,258 | | | | | | | |
| Volunteer value | £352,950 | | | | | | | |
| Rent | £47,000 | | | | | | | |

APPENDIX C

Heritage Centre Visitor Number Analysis

| | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> | <u>Days open to public in 2020</u> | <u>Average visitors per day</u> | <u>Average visitors per day</u> 2018 | <u>Average visitors per day</u> 2019 |
|-----------------------|-------------|--------------|-------------|-------------|--|---|---|---|
| Jan | | 322 | 748 | 390 | 18 | 22 | 20 | 50 |
| Feb | | 264 | 814 | 387 | 17 | 23 | 17 | 54 |
| Mar | | 381 | 546 | 253 | 9 | 28 | 20 | 29 |
| Apr | | 497 | 618 | 0 | 0 | | 28 | 36 |
| May | | 269 | 604 | 0 | 0 | | 16 | 36 |
| Jun | | 1106 | 1086 | 0 | 0 | | 55 | 57 |
| Jul | | 285 | 361 | 231 | 8 | 29 | 17 | 23 |
| Aug | | 477 | 526 | 303 | 18 | 17 | 27 | 28 |
| Sep | | 435 | 296 | 258 | 16 | 16 | 24 | 19 |
| Oct | | 388 | 394 | | | | 24 | 23 |
| Nov | | 516 | 389 | | | | 29 | 22 |
| Dec | 5161 | 913 | 772 | | | | 51 | 59 |
| Total | 5161 | 5853 | 7154 | 1822 | 86 | 83 | 28 | 36 |
| Centre opened 22/6/17 | | | | | | | | |
| TOTAL VISITORS | | 19990 | | | | | | |

Commentary

- Year round opening was discussed at the outset . There were doubts in advance about likely numbers but it has proven well worthwhile.
- It was very difficult to set a target attendance number as there was no benchmark for a facility like this in Lymm. Overall we are very pleased with the numbers in comparison to the limited amount of data we have been able to gather from similar Centres.
- Lymm has a number of events that attract large crowds These include Historic Transport Day each June, Duck Race at Easter, May Queen in May or June, Dickensian Day in December. The Centre makes the most of the opportunity which plants the seed for return visits.
- The high figures for January / February 2019 reflected interest in the dinosaur/chirotherium exhibit. oO the 1,562 visitors in those two months 416 were children and it brought many families in for the first time.
- 2020 started very promisingly with numbers Jan-March up almost 25% on the same period in 2018. We closed on March 15th.
- After that 2020 was very disjointed. Even when we were open we suspect people were quite reasonably reluctant to visit indoor venues. This was particularly noticeable once face masks were made mandatory.
- Prospects remain uncertain with no open date in sight. We look forward to relaunching when we open as we will have many interactive features available, subject to Covid handling rules .

APPENDIX D

Sample of Visitor Book Comments

Commentary

The visitor books have around 3,000 entries in total.

Entries are too inconsistent to allow anything like a geographical analysis but broadly reflect what volunteers feel anecdotally is the mix of visitors .

People from Lymm and surrounding who come to learn more about their area. Many return bringing visiting friends .

The visitor mix also underlines Lymm's status as a popular day or even half day destination for some of the large neighbouring conurbations including Manchester, Trafford, Warrington, St Helens, Liverpool, Widnes.

There is a smaller third group for whom the Centre is a main destination on a visit to Lymm. Some of these are existing facebook followers from all over the world.

Not surprisingly there is a strong element of repetition in the comments though we have not found a negative one. The comments selected highlight specific aspects that were referred to on numerous occasions including

Professionalism of displays

The amount of material to absorb, leading to many return visits

Level of interest for children

The welcome and knowledge of the volunteers

The quality of the models

It is worth noting that many key new exhibits have only been added since the first Covid closure in March of last year so will not be reflected in visitor comments

K.W. Marvellous and really feel at home here now .. Fascinating. We will need to call again to digest further.

Holly Grange Montessori Nursery –Thank you for an amazing learning experience.

S & K D. Bedfordshire (arrived by boat) What a find ! So many fascinating topics exhibited

M & P H. Every time we visit you have something new to see – We love the Centre

A & T – New Zealand- Great history thanks for all your time.

N & L A Widnes – Very impressed both with the history of the village but also as it has been displayed-very professional.

Dr S – Germany – Thank you for the wonderful place and good guidance from the volunteers.

B. P. Lymm – lots of thought and hard work, but really worth it, great exhibits.

F.Y. – Amazing exhibition – Can't wait to visit again with my father.

V.R. – Very informative volunteers, Well worth the visit, exhibits were excellent and well explained.

B. D. – Heaton Moor – My 60th year and I've only just learnt about fustian cutters.

Mr & Mrs R.– Stockton Heath – We are local people but there are lots of new info about things we were not aware of.

S. D. Croft – My second visit. What a great place.

W family Lymm - so wonderful to see the history of the village brought to life.

J. S. , Cilcain North Wales – A great afternoon.

A. M. – Swalinbar Ireland – Loved this place, gorgeous village, Keep up the good work.

Statham Little Foxes nursery – Fantastic place – Thank you for being so welcoming to the children .

The W. family always enjoy coming here and learning bout Lymm- What a resource.

D.T. Warrington. Wonderful. You have an exhibition that is an inspiration.

K & M. Rossendale – Very informative guide who made it all interesting, well worth a long visit..

A.& L. M (children)– loved everything in The Centre- especially the fustian cottage.

W. W .Lymm Good to learn a great deal about the village we lived in since 1982

B. family, Lymm. Really enjoyed our visit. Surprised how much the kids loved and learned. Angela the guide was fantastic, really knowledgable.

C. W. (child) - I loved dressing up.

R. & C. – Great exhibition, Interesting history. Makes me see how lucky we are today.

A. and R. H. – Lymm – Bringing our history to life.

L. D. , Lymm - Glad I came –Found out so much I didn't know about Lymm..

R. family – You really captured the children's imagination. We enjoyed dressing up and hearing about the fustian cottages. We love the dinosaur.

P. S. Urmston – A real eye opener.

S. J. Llangollen – always good to come back

S. S. - Just popped in and saw the new book and jigsaw. Had to have both.

P. and C. Y. - Another visit , each as enjoyable as the last.

E. Lymm (child) I love the LEGO display because it is very detailed.

J. M. - I loved the LEGO display but most of all I loved the book about the little cottage display.

APPENDIX E

Traffic Overview of Heritage Centre website www.lymmhic.co.uk

The website has three key aims.

1. It is an information point about the Centre itself, location, hours, current exhibition etc.
2. It is there to invite and encourage support whether by donation or by volunteering
3. It is a resource point for those wanting to learn more about Lymm's Heritage.

A separate online Heritage shop was developed in late November www.lymmheritageshop.co.uk. It took approximately £1,800 in the run up to Christmas



APPENDIX F

Key Suppliers and Partners.

List of Suppliers and Partners

Equipping the building and creating the exhibition has involved working with a wide range of suppliers and partners. Key ones are listed below

Fitting & equipping the building

Lymm based joiner- to create Edwardian shop window mini-street.

Altrincham based specialist display lighting company

Urmston based specialist AV suppliers for projector and window screen

Manchester based printer of storyboards and other large printed material.

Liverpool based Print Company for printing of several books.

Lymm based IT company to provide IT support and some hardware.

Stoke based bespoke shopfitters to create mobile display blocks and large glass cabinet.

Golborne near Warrington based company for provision of large touchscreen.

Lymm based supplier for alarm system

Lymm based electrician for fitting of specialist lighting

National suppliers for best quality and value

Pastview – Digital Archiving

iZettle – Point of Sale system

Wix – For website and online shop.

National supplier for best quality/value tables, chairs etc.

Specialist suppliers of museum AV equipment (South Wales)

National supplier for rack storage for store room.

IKEA local branch – for storage units, cupboards, shelves.

Various suppliers including Amazon for sundries, accessories.

Exhibition Development

Chester based Channel 4 “Legomaster” for production of Lego canal scene.

Warrington Model Rail Society for model rail layout

Sale based Professional Graphic Artist and designer, storyboards and Time Traveller’s handbook design plus miscellaneous other items.

Lymm based professional model-maker

Retired Lymm art teachers with experience of mounting exhibitions, model making and painting.

Lion Salt Works, Northwich

Warrington Museum

Ellesmere Port Boat Museum

Saturn Canal Education Project

Warburton Soulers

Thelwall Morris

St Mary’s Church Lymm

Lymm Photographic Society

Lymm Festival

Lucy Wright “Artistic Researcher”.

Warrington Borough Council Ranger Service

APPENDIX G

List of Publications during the lifetime of the HLF Project

| Title | Description | Funding | Sale Price | Approx number of copies sold or given away. |
|---|---|--------------|----------------|---|
| BOOKS | | | | |
| Look at Lymm | 24 page soft back stapled photo book with short tour of village | Self-funded | £2.50 | 500 |
| Pubs of Lymm | A social history of Lymm's pubs, inns and ale-houses. – 100 pages, perfect bound book. | Self-funded | £10 | 840 |
| A Journey through Time | A 96 page A4 perfect bound book linked to the large timeline exhibit telling Lymm's story in 22 episodes | Self-funded | £10 | 580 |
| Time Traveller's Handbook | A 60 page A5 spiral-bound book with QR Code links to 15 short videos. It is in the form of a village trail with quiz | HLF funded. | £6 | 165 |
| The Great Heatley Salt Rush | 44 page stapled booklet telling the story of Lymm's salt industry. | HLF funded | £4 | 125 |
| The Story of Lymm Slitting Mill | 36 page stapled booklet telling the story of Lymm's historic early Industrial Revolution slitting mill. | HLF funded | £3.50 | 30 (only published Dec 2020) |
| Hannah & William's Colouring book | A4 24 page stapled, Linked to an earlier children's story. It introduces aspects of Victorian life in Lymm for children. Potentially for use in education sessions. | HLF funded | £2.50 or less. | 20 (only published Dec 2020) |
| Lymm Geology Trail | A4 24 page stapled booklet describing in lay terms the remarkable geology of Lymm gorge and dam. | Self- funded | £3 | 190 |
| Double Take | A collaboration with Lymm Photographic Society – 96 pages, perfect bound book, linking old photographs with modern day equivalents | Self- funded | £10 | 280 |
| Fun Stuff to do at Lymm Heritage Centre | 12 pages A5 stapled booklet of activities for children age 4 -11 both in the Centre and around the village. | HLF funded | FREE | |
| FLYERS/HANDOUTS | | | | |
| Goldbeating info flyer | Tri-fold A4 | HLF funded | FREE | |
| Journey through Time – Timeline | Tri-fold A4 flyer with text explaining the 22 elements of the timeline exhibit | HLF funded | FREE | |
| Geology | Folded A4 flyer explaining basic features of local geology and the Chirotherium | HLF funded | FREE | |
| Heritage Centre publicity piece | Tri-fold A4 promoting the Centre as a visitor destination | HLF funded | FREE | |

APPENDIX H

Traffic Overview of Lymm Digital Archive Site

thelymmarchive.co.uk

