

# Evaluation of Heritage Lottery Fund's First World War Centenary Activity: *Year 3 report - Case Study Summaries*

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# **Evaluation of Heritage Lottery Fund's First World War Centenary Activity Year 3 report - Case Study Summaries**

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# Surrey Heritage (Surrey County Council): 'Surrey in the Great War: A County remembers'

## Summary

Surrey Heritage (SH) is Surrey County Council's (SCC) archive, archaeology and local studies centre based in Woking. The four-year project is engaged in coordinating a county-wide response to researching and commemorating the impact of FWW on Surrey, harnessing the enthusiasm and interest of community groups and individual researchers through the provision of support, training and advice. At the core of project activity is a website recording the stories of Surrey's towns and villages and individual men and women who experienced the war, both those who survived and those who fell. The creation of this resource enables people to explore, discover, record and understand the impact of the war on Surrey communities.

## Making a difference

The Surrey Heritage project is a four-year project (2014-18) and this case study is based upon consideration of the first two years of its activities. Project outputs in key areas are 'backloaded' to the later stages of project activity for example resource packs, commemorative books and a major celebration event.

### How the project achieved outcomes for heritage:

- Surrey Heritage has improved the management of heritage by bringing much of the community-level research taking place across the County together into a coordinated online hub where it can be accessed to answer county-level research questions regarding FWW.
- The project has preserved and identified many original documents and photographs and has been able to digitise documents and images of objects where owners wished to hold on to originals. These activities have helped to consolidate, preserve and expand the county's records for this period.
- Heritage is being identified and recorded in such a way that it can be shared online and this means heritage is accessible for interpretation. The project has made good progress in meeting its target for the online hub to collect 40,000 individual stories that are fact-checked and linked to images, documents, maps and other resources.
- The digitisation, indexing and dissemination of Surrey's FWW local newspapers has made a source of engaging FWW material available to new and experienced researchers to offer interpretation and explanation; a rich and detailed resource for local historians researching the people and places of Surrey's Great War.

### How the project achieved outcomes for people:

- SH have developed a volunteer programme of activity at its offices that is strong on 'real-life' engagement opportunities. They have also sought to develop volunteering opportunities by supporting researchers to work from home or within a local history group.
- SH is making good progress in attaining its target of 75 volunteers receiving advanced skills training, with a further 325 benefiting from entry level skills. In doing so the project is ensuring that volunteers have gained skills relevant to ensuring heritage is better looked after, managed, understood or shared across a diverse range of activities. Skills acquired include increased management and support skills, experience of heritage

teaching/training, uploading research onto the web, support with digitising archive materials and completing heritage research, and training on how to collect and record oral histories,

- People have learnt about heritage: the materials and data being collected and placed online are accessible and available for ongoing explanation and interpretation. Active use of the website for research questions and discussion forums has created dialogue between researchers that runs alongside the learning taking place 'on the ground' through SH and partner organisations events and exhibitions.
- SH is developing learning resources for schools, using the stories of people and places that have been discovered by volunteer researchers and newspaper indexers. The work in schools has been successful in promoting debates and discussions amongst pupils around diverse subjects: the role of women in the war and women's rights; attitudes towards disability and mental health; pacifist movements; and the activity of foreign troops in Surrey.

### **How the project achieved outcomes for communities:**

- The experience of participating and volunteering in the project has had positive effects upon the wellbeing for some, and had provided emotional enrichment and self-identity to others. A common theme was the enjoyment generated through engagement with others in project activity and from an interest in history itself. Volunteering raised self-esteem through the taking on responsibilities, learning new skills, and providing help and support to others.
- The HLF project has made SH more resilient as an organization and in a better position for the future. This has been achieved through greater public participation and local involvement in the organization. The engagement of many volunteers has meant SH has secured new sources of expertise, advice and labour, and the organization has been strengthened by their work and enthusiasm.

## **Lessons learnt**

Making the boundary between SH and the public more permeable has been beneficial for the organisation, but it has not been without its pressures. SH is adapting to the increased and differing demands of a large volunteer programme. Staff, however, feel that they have valuable experience that can be shared with other organisations new to working with volunteers in similar fields. Keeping volunteers motivated, engaged and encouraging personal development are learned skills, as is the integration of public participation in the organisational life and activities of SH.

We've captured a lot of important heritage which would have remained scattered or lost. As an archivist, it has been marvelous to see formerly hidden documents, secreted away in peoples draws and attics, being brought forward and deposited within the archives... These stories and artefacts are given a virtual form by being uploaded on to the projects website. (project Lead)



# Friends of Rock Road Library (FRRL) ‘The Great War: Stories from a neighbourhood’

## Summary

The Friends of Rock Road Library (FRRL) is an association of residents that exists to help support the long-term sustainability of Rock Road library. The HLF funded ‘Stories from a neighbourhood’ aimed to engage residents in their local library through finding about their local FWW heritage.

## Introduction

‘The Great War: Stories from a neighbourhood’ comprised 3 public exhibitions over the course of the grant at the local Rock Road Library examining the impact of FWW on the men and women who lived in the area. The exhibitions used oral testimonies and historical research to put together a picture of life, home and away. (FRRL) also delivered activities relating to FWW including drama and tapestry workshops, and public talks on differing aspects of local FWW heritage.

The project was motivated by the desire of the Friends of Rock Road Library (FRRL) to strengthen the position of the local library vis a viz a perceived threat of closure by ensuring that it became a focus for public engagement and use. The HLF grants scheme offered the opportunity to engage residents in the discovery of local FWW heritage and enhance a sense of place based identity through connection to this past, and through involvement in the library.

## Making a difference

### How the project achieved outcomes for heritage:

- The FRRL achieved outcomes for heritage by identifying and recording the FWW heritage of their locality. The research used to produce the exhibitions is specific to the local area and was previously hidden, not well known, or not accessible to the public.
- FRRL provided interpretations and explanations of heritage through the provision of accessible and enjoyable activities and events for residents. The exhibitions and launch events, the radio programmes, the poppy plaques, the newspaper, textile banner and drama workshops, provided different mediums that captured the interest of the residents living in the area.

### How the project achieved outcomes for people:

- Volunteers and residents all learnt about FWW heritage. FRRL provoked an interest in history for residents which had previously been dormant, and they provided enhanced understanding of local heritage to others. The exhibitions succeeded in drawing attention to FWW heritage because they were tightly focussed on the local area and therefore had immediate relevance.
- There was some evidence that the project succeeded in getting participants thinking differently about FWW heritage; for example, volunteers spoke about new considerations of gender and the role of women and families through a research focus on the Homefront and the hospitals.
- Those participating and volunteering in the project had an enjoyable experience. Enjoyment came from the positive feelings of contributing to the realisation of differing

aspects of the project, and from attendees who learnt interesting things about their area and history. It also came from being engaged with others in group activity.

- A tapestry workshop, 'Threads of War', was a good example of how volunteers gained a variety of new skills (fabric printing, needlecraft, teamwork.) whilst learning and sharing knowledge about heritage, as well as enjoying their experience
- People volunteered time: The project involved 20 persons but relied on a small nucleus of key volunteers.

### **How the project achieved outcomes for communities:**

- Project leads, and volunteers, felt that the local area was a better place to live. This was attributed to arising from increased social connections amongst residents, but also a strengthened sense of the areas heritage and a consequent realisation of a placed based identity
- FRRL has become more resilient. Volunteers recruited for the FWW project have gone on to become valued committee members and the organisations work has expanded to new areas. Perhaps the key to FRRL's increased sense of resilience is derived from the sense of legitimation it has gained from HLF activity

## **Lessons learnt**

Members of FRRL feel that the HLF project has provided them with a sense of legitimacy and confidence that they can take forward. It has done so by proving to the community (and themselves) that they can deliver different types of activity and can handle well the pressures of managing larger projects. They also feel that the HLF project will give them evidence to take to other funders, offering proof that they are a viable organisation that has integrity.

## **Quote/ fact**

Unlike other areas of Cambridge this area does not have a history society, so we have formed the elements of a local association devoted to research that was not there before ... I think it is probably fair to say that until now there was not anywhere that people thought of as a focus for local history and I can see now that other history projects will follow this one, and the library has been identified as a very good, a central, focus and for exhibitions (volunteer researcher)

# Sheffield Industrial Museums Trust (SIMT): 'Sheffield 1916: Steel, Steam and Power'

## Summary

The FWW heritage grant has provided a focal point for bringing together multiple priorities for SIMT and Kelham Island Museum (KIM), including conserving an important piece of physical heritage in the River Don Engine (RDE), improving the educational facilities and the visitor experience of KIM through new exhibitions, and developing a programme of community participation. The building and display elements of the HLF project are now completed and the delivery of the community programme is well underway and has been impressive in its reach.

## Introduction

The project is noteworthy for the ways it has ensured that its activities, events and exhibitions are as far as possible accessible to people with learning and physical difficulties, and for the concerted effort it has been made to increase participation amongst groups that are underrepresented in the Industrial Heritage field. The work that KIM is doing in the access and diversity field is being recognised both regionally and nationally. Outputs, include

- The capital work for replacing the old boiler for the RDE has secured its future as a working steam engine of great heritage importance.
- The new boiler, housed in the Power House, is accessible to the public via a mezzanine viewing gallery, enabling visitors to experience the boiler in action. New displays are on show relating the history of Kelham Island and steam power
- A 1916 House installation marks the Zeppelin raid on Sheffield in FWW, explores the lives of women munitions workers, and the Home Front. It also introduces visitors to the history of Belgian refugees in Sheffield and links are made to stories of sanctuary recounted by those who have made Sheffield their home today.
- The creation of a Power Lab has included the addition of interactive exhibits, relating to the generation, transmission and conservation of different forms of power. The space is multipurpose, and functions as a school, conference and STEM facility
- KIM has held two large public events, commemorating the centenaries of the Battle of Jutland and the Zeppelin raid on Sheffield. Both were well attended by the public
- KIM has overseen the publishing of a book "Forging the Fleet", telling the unknown story of Sheffield as a 'city of ships' through the lens of the armour plate industry
- KIM has rolled out an active volunteer programme that is now an integral part of the museums life. It is a diverse and vibrant group and the volunteers enjoy their roles, and are appreciated by staff and visitors
- KIM has made extensive outreach efforts and made partnerships with an impressive range of organisations. Its work in establishing a dementia group using the museum as a reminiscence resource is an example of how this work has extended the notion of heritage through social care.



## Making a difference

### How the project achieved outcomes for heritage:

- HLF funding has ensured the sustainability of the RDE. It now continues to impress, and draw in, the public with an iconic demonstration of the city's history of steel, steam and power.
- The exhibitions highlight the hidden histories of Sheffield as a 'city of ships', of the Zeppelin raid, of women munition workers and Belgian refugees. The investigation of the museum's store resulted in the conservation and display of many objects of industrial heritage. It also uncovered archival information that became the focus for the book "Forging the Fleet".
- The exhibitions are accessible, and offer enjoyable and informative ways of exploring and understanding Sheffield's heritage.

### How the project achieved outcomes for people:

- Volunteers and staff have been given training focussed upon making KIM more accessible and inclusive
- A notable achievement of the project has been the way in which it has worked to give responsibility within its volunteer programme to persons who are often ignored or at the best seen as 'recipients' of support, allowing them to feel more confident and valued
- The displays and exhibits provide resources for visitors to learn about FWW, and industrial and social history. Admission numbers have risen, reflecting that KIM has been successful in widening its audience
- KIM has ensured school projects can be tailored to the new exhibitions. Visits and bookings for educational visits have increased
- KIM has developed an under 5 service that engages young children in the museum and in heritage as well as introducing parents to KIM, many for the first time.

### How the project achieved outcomes for communities:

- The work of the CPO in broadening the range of people that work with the museum, and in establishing the diversity of its volunteering and audience bases, has provided a return in terms of organisational resilience.
- The Trust is building upon this experience of community engagement to form partnerships and share best practice across the heritage and arts field; such work derives from its increasing good reputation, and promises to generate future revenue funding
- The HLF project has ensured that the RDE, the museum's 'unique selling point', can continue working for the foreseeable future, attracting visitors to the museum and guaranteeing income for KIM
- In securing the future of the museum and the RDE, the project has helped ensure that it continues to be central to the ongoing regeneration of Kelham Island.

## Lessons learnt

With so much that is positive regarding KIM and inclusivity, volunteering and active engagement in industrial heritage, it is of vital importance that it finds the right level of support to meet the challenge of funding an ongoing volunteer programme beyond the life of the project, and does so in a way that it can support and meet the needs of those who

participate in it. Such programmes are not a free resource or a cost saving vehicle; they require a significant degree of coordination, skill, and resource deployment. The CPO offers good warning for those designing future projects;

With these kinds of (HLF) projects, volunteering tends to be just shoved in. I also have a community outreach role and that is busy, a role without volunteer management on top, and then the skilled engagement and support of refugees and asylum seekers... these things could be afforded a post in their own right. So, we need to be conscious of what level, and what time, we can commit to the different strands of the post...

## **Quote/ fact**

The lottery investment has set in train a whole lot of other things like ripples in a pond that have engaged a lot of people in the museum; paying off in terms of admissions but also in terms of value the community places on the museum, it becomes more than a place to visit, it becomes a community hub (project lead)

# Aberystwyth Mind: 'Archaeology for Mental Health': War Memorial Survey

## Summary

The project utilises heritage activity to provide service users of Mind with the positive experience and benefits of archaeological field work practice to support them in their recovery and rehabilitation. The overarching aim of this pilot project in respect of these activities is to produce data to evidence the efficacy of archaeology as an activity to promote such recovery, coping and well – being.

## Introduction

The idea for 'Archaeology for Mental Health' came about from staff at Aberystwyth reading about a project run by Mind Herefordshire in conjunction with Hereford Archaeology Unit, and a project run by the Ministry of Defence, Operation Nightingale. The project lead for 'Archaeology for Mental Health' had a university background in archaeology and was employed by Mind Aberystwyth to carry out one to one support work and group work involving autistic service users through woodland and ecotherapy sessions. Aberystwyth Mind, with the interests and background of its staff member taken in to account, wished to pilot a small project with users of Mind's services to explore the efficacy of 'therapeutic archaeology'.

Participants engaged in the project face a broad range of issues including psychotic illness, those who are on the autistic spectrum, and those with depression and anxiety. The ideas behind the belief that archaeology activities would have benefits for those suffering poor mental health are outlined by the project lead, below;

... it is a team activity, when you get people working together like this it is usually a positive experience of other people. Mental health problems are terribly isolating and having interaction is extremely good for recovery. It also involves getting out and about so there is exercise, fresh air and dare I say it sunshine. It is also something that takes a fair amount of concentration and immersion, while your attention is focussed it drives out forms of self-loathing or hopelessness and other aspects of mental health conditions (project lead)

'Archaeology for Mental Health' is in the second month of its 4-month activity plan. After an initial 3-day planning, and training stage, participants with mental health difficulties have begun fieldwork investigation into several war memorials in and around Aberystwyth. Fieldwork is planned in for 6 days and the sessions are currently attended by up to 4 participants, recruited through Mind and other mental health referral routes. The research will be written up, with data uploaded to archaeological and heritage sites, and participants making presentation of their findings.

## Making a difference

### How the project achieved outcomes for heritage:

- Participants have learnt about local heritage and developed skills in archaeology fieldwork through conducting surveys of local memorials. Activities have included site measurement, drawing, photography, exploration of symbology, site survey and measurement of memorials, research into the biographies of those they commemorate and uploading findings to heritage online hubs

- The project is promoting greater understanding and awareness of local FWW monuments and ensuring they are better identified/recorded. Fieldwork has discovered two local memorials that have not been previously registered, and it has also discovered details on others that were incorrectly recorded.

#### **How the project achieved outcomes for people:**

- The project is monitoring the schemes effect on participants by using a well-being scale at the start and end of each session, but it is too early to say whether activities had seen improvements in mental health. The lead, however, reported that those he had expected to display challenging behaviour had not, and correspondingly that they had expressed positive enjoyment in project activities.
- All those who had participated in the project had enjoyed themselves, and there was some evidence that the project had inspired participants to pursue an interest in heritage and learn more about their local history and FWW

### **Lessons learnt**

Engagement, in general, but fundamentally at entry point to the project, appears to have been problematic with smaller numbers attending than expected. It is possible that Mind Aberystwyth could have benefited from doing some preparatory research to find out if there would be a demand for such an activity, and more specifically what form of archaeological and heritage work would appeal.

It can also be surmised that the recruitment process needed to be more targeted and proactive. The project had the assistance of a HLF development officer at application stage, and it is somewhat disappointing that the issue of take up and engagement for its intended activities was not more thoroughly planned at this stage.

### **Quote/ fact**

Things tend to be more successful, resilient, more likely to succeed if you start something small and build up the experience and the expertise... I was keen to build incrementally on top of the work we have done before (and this project) is a real learning experience for future projects, and I am hoping that what we have done here can be done again, and we can offer it as a service for other Minds around the country, and as something that might appeal to (the Ministry of Defences) Operation Nightingale, a project working with veterans. (project lead)

# Shetland: Those at Land, Sea, Home and Abroad, 1914-1918

Location: Anderson High School, Lerwick, Shetland.

## Summary

This is an immensely impressive and successful project. It began with a lost roll of honour at Anderson High School, Lerwick, and has grown into the main WW1 project for the Shetland region, bringing together Anderson High School, Shetland Museum, Shetland History Association, the Family History Society and local history groups and community museums throughout the islands.

## Introduction

The project originated with a history teacher at Anderson High School. It emerged from the teacher's personal interests in the Great War (in which his grandfather fought) and in military history more broadly. The impetus for the project came from research into the names on the school roll of honour initially carried out by the Family History Society. Linking this research with the school curriculum, the teacher initially envisaged a trip to the battlefields on which students would research the names on the roll of honour. An HLF advised that a trip could not be funded but encouraged him to think in terms of developing a bigger project. As a consequence, Jon made contact with Shetland Museum and Shetland Heritage Association and discussions began which gave shape to the project.

## Making a difference

### How the project achieved outcomes for heritage

A key legacy of the project is the creation and recording of a collection. Through the project, physical heritage artefacts from the FWW have become better known by museum staff and heritage volunteers, enabling them to be able to more accurately direct interested parties to them. They have been brought to the attention of the general public, among whom there is an enhanced understanding of their significance, including the importance of preservation. Furthermore, artefacts in private collections have been donated by individuals in the community, expanding collections and providing new artefacts for future use. Museum staff have developed greater awareness of those artefacts which are still in the community. Extensive research, much of it undertaken by the student volunteers, has enabled the combining of artefacts in Shetland Museum with a human story. Pupils also recorded the material that was brought in on the Open Day for the museum to contact people subsequently. Finally, heritage partnerships have been created and formalised through the project. These have ensured the success of the present project and also offer great potential (and models) for future collaborations.

### How the project achieved outcomes for people

School students have: developed confidence and skills in research, fieldwork and presentations; interacted with relatives and recorded stories from older members of the community; developed understanding of the significance of commemoration in their community; and have been emotionally engaged. The project lead has developed skills in project management, budgeting, working to targets, inter-agency work, inter-generational work, thinking about displays etc. Individual participants and stakeholders talked about being very moved by the project and people in the community generally are more aware and



interested via the project. This includes young people. Museum staff note that people are more interested in finding out about their ancestors and in participating in events. Young people have been drawn into the museum and some local history groups have schoolchildren conducting recordings.

People further afield have engaged with the project. For example, individuals in Australia and New Zealand whose ancestors were from the Shetland Isles have made contact. In turn, project participants have developed interests in the colonial dimension of Shetland history.

### **How the project achieved outcomes for communities**

Community benefits that are the greatest successes of the project. Museum staff reported that the project was exceptionally successful in engaging local community interest. All sectors of the community were involved, from primary schools, Brownies, Girl Guides, up through the age groups. The project has brought the community together and involved intergenerational work as well as collaborative efforts in terms of recording and detailed research.

Shetland is very geographically dispersed and individual groups of (often) elderly and retired local historians can be quite insular: the project brought all the activity together to provide a greater understanding of the region as a whole. Bringing community history groups together has had a knock-on effect. More groups are undertaking research into the FWW and learning from each other. Many of the smaller groups are now working more closely with Shetland Museum, pooling research and making it accessible to the wider community.

There was also some impact on the local economy: utilising local businesses in making the display boards, for example, or people travelling from the isles.

## **Lessons learnt**

The importance of communication and playing to peoples' strengths in order for groups to come together: the project 'opened a door for the community to look at the FWW and remember those who served locally.'

The impact and inspiration of the focus on local history: the inter-generational aspect of the project was a real highlight and people have found it 'heartening' (EA) that young people can care so much about events that happened so long ago.

## **Quote/Fact**

"They got in the trenches... They were given a real understanding of how close the British and the German trenches, how close they were to each other ... They got a feel for the battlefields themselves and experienced what they would have been like a hundred years ago... They visited gravesides of unknown soldiers as well ... They focused on names that they were researching and they got the poppy crosses from the British Legion with a picture laminated of each man and they left that at the war memorial as a gesture, along with the Shetland wreath with the flag on it as well... It was emotional... 'That's what it was all about, making that link from home, that's really important.'" (Project lead)

# War Circus

## Funding Stream: First World War: Then and Now

Funding Amount: £10,000

Location: North East

### Summary

War Circus was a project led by the Chief Executive of Circus Central (the North-East Circus Development Trust), based in central Newcastle. The project focused on the impact of the First World War on the circus, its people, animals and equipment. The main focus of the project was archive research, which has led to a book-length publication, available in print-form and online.

### Introduction

The project was delivered by Circus Central in the north-east of England. This is a social circus for youths and adults, which offers a diverse range of activities and projects. The War Circus project built upon an earlier research project funded by the HLF. The Five Ring Circus Troupe, the regional youth circus of the North East based at Circus Central (for ages 11-18), carried out this research in 2013. Entitled 'Family La Bonche', it used the extensive collection of local circus researcher and supporter Arthur Fenwick (1876-1957), which are housed in the Tyne and Wear Archives.

### Making a difference

#### How the project achieved outcomes for heritage

The War Circus project has sought to uncover, research and record the largely unknown history of the circus during the First World War. This heritage has been gathered together in book form, which is being made available online and in print form. The book was launched at an event in Newcastle on March 17<sup>th</sup> 2017.

Heritage was better interpreted and explained through the main project output, the War Circus book. The decision was made to write this in the style of newspapers from the time. Much of the archive research was carried out using the *World's Fair* newspaper collection (at the University of Sheffield), which was the weekly newspaper of the circus and showground community. Material from this source was extrapolated and rewritten in an accessible style, often in the first person. Pictures and adverts have also been incorporated to make the publication visually stimulating.

The book includes a list of circus artists and show-folk who died during the war; the most extensive list ever available. This roll-call of names has also been uploaded to the Imperial War Museum website. The book has been put together so that all types of interested parties can read it: academics, the traditional circus community, social and youth circuses, and members of the general public. It is being made available in print and online form to reach as wide an audience as possible and to publicise the story of the circus throughout the war.

The project had been very successful in identifying and recording the lives of circus people during the First World War, something that had not been previously done. Although the stories had appeared in print at the time of the war these were not in archives that remain fairly inaccessible to the public.

## **How the project achieved outcomes for people**

There was strong evidence of people developing skills in a number of different ways, but in particular in relation to research. Experience in working in archives and libraries was key. Skills in creating databases, in transcribing and in developing systems to deal with the sheer volume of material, were also promoted. Networking skills were also enhanced, particularly in publicising the project within academic circles and taking the project to the traditional circus community. Writing skills were also developed, with the desire to make the publication as accessible and attractive to different audiences as possible. The researchers from War Circus knew that the impact of the FWW on the circus remained an untold story and they were keen to uncover this in detail and publicise it to a wide audience.

One of the real successes of the project has been to provide a bridge between the traditional and social circuses', which has established a dialogue between the two groups, and started to change attitudes.

## **How the project achieved outcomes for communities**

Although this project was small in scale, it has led to more ambitious plans to make the project more inclusive and for it to reach wider communities. It is hoped that young people can become engaged in the project by producing an educational pack for schools. A funding bid is planned for a travelling caravan that can tour schools. A circus research conference is also desirable in the future as are performative outcomes, turning the War Circus story into a large-scale show with an orchestra, choir and giant puppets that can tour large venues such as cathedrals.

## **Lessons learnt**

The War Circus team have delivered a highly successful project. It was built on existing and built new connections, it has widened people's understanding of an aspect of FWW history and it has built bridges between different aspects of the circus community.

Although the project had largely gone smoothly', there were several key lessons that the team would pass on to other groups. One was not to overextend too much - 'Projects are always bigger than you think they are'. Another was delegation – the CEO oversaw the whole project but had to think about what she could delegate.

## **Fact/Quote**

*'Partnerships are key. It is all very well having a good idea but partnerships with relevant bodies and wider ones (like the IWM) are key. Talk to people about the project. Get out there'.*