

HLF Programme Objectives							
Objective	Outcomes	Main (tick only)	Objective one box	I I II IK C	to	other	
1	The heritage will be better managed				✓		
2	The heritage will be in better condition				✓		
3	The heritage will be identified/recorded		✓				
4	People will have developed skills				\checkmark		
5	People will have learnt about heritage				✓		
6	People will have volunteered time				✓		
7	Negative environmental impacts will have been reduced						
8	More people and a wider range of people will have engaged with heritage				✓		
9	The local area/community will be a better place to live, work or visit				√		

Objective 6: Record Elan's diverse cultural heritage ensuring accessibility and benefit into the future

6: Elan Links – People to collections



Summary

This project has been developed to protect, record and celebrate Elan's cultural heritage which includes documents, memories, pictures and artefacts. This heritage includes:

- Elan's natural heritage and traditional farming systems;
- Elan's built and ancient heritage;
- Elan's cultural heritage including our links with Birmingham;



This project will achieve the following objectives:

- 1. Develop an archiving strategy to be agreed by all partners to ensure that heritage items are safeguarded;
- Ensure that all pertinent heritage is assessed, archived online and made accessible to benefit our different audiences and their appreciation of Elan;
- 3. Provide training for volunteers to learn and undertake a number of aspects of archiving, memory gathering and online collection logging;
- 4. Implement an engaging programme of events, including; memory sharing, recording distinct cultural customs, contemporary life and activity:
- 5. Develop online collections featuring some of the items from within the partner organisations respective collections.

Project Details

Elan Links – People to collections project will deliver actions to meet the above 5 objectives. More information about each objective is given below:

- Develop an archiving strategy to be agreed by all partners to ensure that heritage isn't lost. We will raise partnership awareness of heritage and cultural records and artefacts and provide guidance to enable them to implement best practice. The archivist will facilitate this.
- 2. Ensure that all pertinent heritage is assessed, archived and made accessible to benefit our different audiences and their appreciation of Flan

We will undertake the collecting of material relating to the social, environmental and cultural identity of the area. There are significant gaps in the historic data as well as little contemporary collecting occurring.

This will include oral histories, photographs, films, digitised documents relating to life in the area, particularly agricultural practices, the family farm in the context of Elan, the social use of the Elan Valley since the building of the dams and the links between Elan and Rhayader.

We will also, with partner organisations, create an archive of the project which will form a contemporary archive in itself as well as form part of the monitoring and evaluation process.

 Provide training for volunteers to learn and undertake a number of aspects of archiving, memory gathering and online collection logging. There will be training for volunteers in best practice – SPECTRUM standards will be used to ensure that partners are advised of how to keep their collections in best possible environment.

We will use industry standard collections management software, MODES complete and train volunteers in its use. The software package includes a dedicated website which will allow public access to the digital collections

Implement an engaging programme of events, including; memory



sharing, recording distinct cultural customs, contemporary life and activity. These events will take the following forms; recording oral histories, photographic and film documentation, documenting contemporary and historic agricultural practices, the social use of Elan, environmental practices, and looking at links with Rhayader and Birmingham. The items collected will add to the online collection and generate interest and learning within our audiences.

5. Develop online collections featuring some of the items from within our partner organisations respective collections. The relevant material will be used for interpretation, exhibition and display purposes linking in with the Elan Links Interpretation Strategy. It will also be used to promote the area, provide content for the Elan Links Facebook page, displays, website and new app.

Need and Opportunity

This project has been developed to mitigate the threat identified in 4.2.5 of the LCAP - Inadequate evidence-gathering, recording and understanding.

By bringing together the partners with different expertise relating to heritage within the Elan Links partnership and the development of the LCAP a number of threats relating to the above has been highlighted, including:

- The loss of Elan's heritage through a lack of understanding of what is valuable:
- Valuable material is inaccessible to the partnership team and the general public due to its storage by a number of organisations in a number of locations;
- Further loss of memories and personal collections of people associated with Elan are also at risk as people die or move away;
- Unrecorded changes in agricultural, social and cultural practices and lifestyles;
- Eroding of links with Birmingham.

Through the expertise of the partners such as CARAD, Royal Commission of Ancient and Historical Monuments Wales and Powys Archives we will be able to mitigate these risks and also develop a programme of activity which will enhance people's engagement and learning from Elan's diverse heritage strands.

This project enables us to stem this tide and create a culture of recording the past in the local community on a regular basis. It will raise awareness in partner organisations of the value of this recording. We recognise and welcome the need for partnership working to enable our community to thrive.

The experience of Foot and Mouth in 2001 closed the valley to visitors. The threat of this re-occurring, the consequences of climate change and subsidy reductions all make us aware of how fragile the farming way of life is and this project gives us the opportunity to record that.

We will have the opportunity to find out what resources exist with our new



partner organisations due to the established Elan Links partnership and outside the area including Birmingham.

Under 4.2.2 of the LCAP, changing land management practices are highlighted as a threat. This project will support the mitigation activities proposed as the traditional farming methods used in the past are now what's considered best for the environment. Working with the farming families at Elan to document the past will enable and inform present day activities under the natural heritage strand whilst providing valuable information for future generations and all of Elan's audiences. There will be a number of opportunities to use the information collected in line with our Interpretation Strategy (appendix LCAP4).

This project is part of the tools that are needed to meet the overarching vision of Elan Links. It will create a valuable resource for all projects and partners throughout the course of the project and in future.

Project Management

Cultural Heritage Officer and Archivist reporting to the Partnership Manager and CARAD Trustees.

Project Partners

Lead partner: CARAD

Other partners: EVT, DCWW, Rhayader Town Council, Powys Archives, RCAHMW, People's Collections Wales, Severn Trent, Tir Coed and others.

Project Development

Rhayader Museum & Gallery is a CARAD run project which enables participation in Arts and Heritage activity for social, personal, cultural and wider economic benefit in order to create a sense of place. We care for the Rhayader collection of artefacts, some of which are on permanent display and have a changing programme of temporary exhibitions throughout the year. This project will add value to our usual activities by focussing attention on an important and special area that is a part of our locality. It will enable us to extend our offer in terms of engagement and participation, as well as preserving artefacts both historic and contemporary.

CARAD's activities were restricted by a funding cut in 2012 which led them to focus on reorganising the organisation to make it more sustainable and viable. As CARAD were the only organisation locally carrying out community archiving and recording, this of necessity took a back seat. They have completed their restructuring and, since 2014, have been able to restart our heritage outreach work. This project will enable that recording to be more encompassing in its scope and available to a wider audience.

Rhayader Museum & Gallery was developed and built with substantial financial contributions from ordinary people in Birmingham and Birmingham City Council. CARAD have run community projects in Birmingham in the past including several based around creating a large copper dragon sculpture. Rhayader used to have regular annual visits from the Lord Mayor of Birmingham. This tradition has been revived this year. CARAD has also renewed its links with Cannon Hill Park and other arts events and storytelling.

Consultations have been held with Powys Archives, Powys County Council, Rhayader Community support (re volunteering), partner



organisations and Ceredigion Museum. We have identified key volunteers and members of the community as well as relatives of those who used to work in the Elan Valley, who hold information of interest. Often family members come into Rhayader Museum & Gallery with photographs and stories from family members. This project will ensure that materials are properly archived.

CARAD have a small data base of museum visitors who have a particular interest in or links with the Elan Valley and have donated items or hold personal relevant collections.

CARAD have enrolled volunteers in relevant training courses, e.g. oral history taking and Digitisation with People's Collections Wales and become a digital hub for them.

An oral history trial was run by CARAD to explore using volunteers' fresh from a training course; trialled updated equipment and added filming to recording the sessions.

They have also done some preliminary collecting and recording of local events to trial methodology and effective volunteer involvement.

We have attended volunteer development days re mental health, first aid and managing and getting the best from volunteers run by Mind and PAVO.

In the past CARAD have run a local history day with exhibits of photographs, artefacts and reminiscence gathering at Gilfach Farm as partners in the Radnorshire Wildlife Trust current successful HLF bid. They have been part of the team advising on recruiting the interpretation consultants and advising on heritage and archive management and activities

CARAD have held an annual Elan related photographic exhibition for the past three years and held two exhibitions with artefacts from our collections in the last year.

We have re organised some of our spaces to be more flexible in both storage and volunteer workspaces.

Key Audiences (Please see Audience Development Plan. appendix LCAP3, for more details about Elan Links

targeted through this project:

- Policy makers/influencers;
- 3 Community groups;
- Visitors who are within 1 hour's drive away:
- Visitors coming for a specific activity;
- Residents of Elan and Rhayader.

Audiences that will be primarily Secondary audiences who will also benefit as a result of the project:

- Businesses Elan in and Rhayader;
- Visitors form Birmingham (Birmingham Residents);
- All other visitors;
- Families.

Activities and Timescale

audiences.)

Development of an archiving policy



A local history and film and photography groups will be set up in the first year of the project. These will be initially facilitated until the groups are established with weekly alternating afternoon and evening sessions arranged for three months.

This will enable motivated and interested volunteers to have training where required as well as support each other in exploring new avenues we may not have thought of.

Oral Histories

We will record and in some cases film, identified significant people to collect their memories and experiences of Elan over the course of the project.

We will run **reminiscence sessions** for targeted groups, including some intergenerational work. We will initially work with existing partners and user groups at CARAD and then expand in years three, four and five into groups with members with known direct links with Elan. The sessions will be recorded and any relevant interesting stories transcribed, if necessary anonymously.

We will do ongoing oral history contemporary collecting from visitors as well as those who live and work in the valley over the course of the project. We will do this on a 'as opportunity arises' basis. We will have a presence at Elan events where we know a larger number of people will be available to record for example, over holiday periods or at the local agricultural shows.

Oral histories will be transcribed and held digitally for use during the project and for future reference.

Photography

As well as collecting and cataloguing historic photographs over the course of the projects.

This project will include documenting individual scheme projects and other changes over 5 years in conjunction with the partner organisations. We will ask the partner organisations to record their work in the landscape.

We will collect selected subjective perceptions of what is important to people about Elan via our photography group, by contacting residents and people who work in the Valley as well as those who visit. We will ask them to send their images for a competition and an exhibition in years two and five.

Filming

As many as possible of our projects and events will be filmed as a record. A film group will be established in the first year who will film contemporary life and activities in Elan, particularly agricultural life to form a picture of modern farming practices in Elan over the course of the project.

Documents re agricultural practices

Farm paperwork has always been a contentious issue and is constantly changing. We will collect historic and contemporary paperwork, contextualise and archive it. We will use existing contacts for example those in Rhayader Young Farmers as well as partner organisations and government publications to achieve this. This will be ongoing over the



course of the project. If possible this will consist of blank originals with filled in documents likely to be confidential.

The Family Farm

We will record a year in the life of a farm over the five years of the project using oral histories, film, interviews, photographs and other relevant documents (e.g. diaries.)

We will collect or archive historic data to do with life on the family farm.

We will use existing contacts in the farming community as well as arranging visits, for example during lambing, harvest or for celebrations to record contemporary life.

Social use of Elan

As well as collecting historic data, we will record the modern social use of Elan by using oral histories, film, interviews, photographs and other relevant documents (e.g. events leaflets)

Environmental Elan

We will be working with partner organisations and local natural history groups to ensure that environmental issues and interesting observations are documented. For example we would interview Rangers and other estate workers about their working lives.

We will connect with partner and other local groups to see what they regard as important issues. We will do this throughout the project to monitor any changes in perception.

Links with Birmingham

We will hold two history days in Birmingham in the third and fifth years to showcase the project, offer an opportunity for contemporary collecting, record oral histories, (for people with connections to Elan and the Water supply) and inform residents about Elan and their water.

We will have a presence in Birmingham, at other Elan Links events to encourage people to share historic and contemporary links with Elan.

Links with Rhayader

We will be including the residents of Rhayader in our historic and contemporary collecting as many have family connections with the valley. Rhayader was a significant 'feeder' town for Elan re supplies, accommodation, labour and transport links as well as industrial and civil administration. It is likely that there will be documents and stories relating to Elan which have not yet been recorded and which will surface over the course of the project.

Many of our volunteers will come from Rhayader as this is the main population centre adjacent to the Valley. Projects will further develop over the five years as a result of interest from the History Group.

Archiving

We will be using and training people to use, Modes Complete, industry standard collections management software. We can also use this to produce an on line archive via a dedicated Modes led website, available to the public via the internet. There will be a facility to restrict access to



sensitive documents which would be archived and accessibility criteria determined. Records will be held on a dedicated laptop and backed up onto three external hard drives. One will be for film, one for photographs and oral histories and one for documents and Modes.

We will be working closely with Powys Archives to archive, advise and make accessible records and documents from the projects. They will also help with a Conditions Survey report, advice on collections management and environmental conditions.

We will audit any collections before assessing further actions.

In the first instance, it will be important to include existing collections as part of this online presence. In the first year we will audit existing collections, for example in partner organisations as well as identifying archives held nationally. CARAD will use their expertise in the collections management of Rhayader Museum and Gallery to undertake this with the support of specialists where necessary, for example Powys Archives.

Being able to benchmark the current position will be important if we are to be able to assess the success of the project. The project will be documented.

The aim is to create a collections archive for public, professional use consisting of exhibitions, interpretation, and research material for the duration of the programme.

We want to inspire people to be passionate about their own heritage. The archive will house the material collated in the above project and have capacity to be added to.

Review of collections

Within our aim of creating an accessible archive, we will be working with Powys Archives, the National Museum of Wales, National Library of Wales and relevant archives to signpost items of interest. We will audit these in the first year. We will fund an archivist for two months to start the process and do initial work with volunteers.

Events, training and workshops

We will train 18 people over the project in the use of Modes. We will train 6 in the first, third and fifth years of the project.

We will train 20 people in oral history taking.

We will train 5 people to film oral history sessions

We will train 10 people run reminiscence sessions.

We will train 10 people to film and edit.

We will run one history day locally per year which will consist of an exhibition of artefacts and documents and give an opportunity for contemporary collecting and identify subjects for oral histories.

There will be best practice in house training given to volunteers.

There will be free MALD training days available at Rhayader Museum for interested volunteers on topics such as; Collections management, documentation, conservation etc.

Publication

We will produce a publication based on new collecting over the course of the project in the fourth year of the project.



We will produce a range of illustrated educational documents and booklets on subjects related to the project, over the course of five years. Online Exhibitions We will set up an annual online exhibition on the Modes hosted website from year 2, with the option to change and add to it over the course of the year. These can be archived. These will also help to raise the profile of the project and the role of partners in the life of Elan. New ways of interpreting the collections devised to promote education and understand environmental issues We will use the opportunities provided by local history days, local events, online exhibitions and our interactions with volunteers and visitors to produce a range of educational documents, films and articles aimed at a variety of ages and abilities. Recording of the Elan Links Landscape Partnership With staff we will be ensuring that work done by the Partnership documented and recorded and this will form part of the monitoring and evaluation of the project. Outputs All material will be assessed, documented and stored, appropriate storage advised on) by the end of the project; 50 oral histories per year acquired over the course of the project; 10 people actively gathering stories of the area; 20 people trained in Oral History practice; 1 sharing history days per year Elan / Rhayader; 3 2 sharing history days - Birmingham(Frankly and Cannon Hill Park); A minimum of 10% of all digitised material to be uploaded to PCW (Peoples Collection Wales); All Contemporary Collections data uploaded to MODES Complete; Online archive created to enable access to Contemporary Collections via online archive; 18 people formally trained in the use of MODES Complete; 25 people will have active involvement in collections management; 10 people will develop a series of four online exhibitions; 10 people will use the Elan Links collections to raise the profile of the project and the participating partner organisations via production of educational documents, films and articles. Output indicators recordings and film clips of memories, 3 and targets evidence of memory gathering events including attendee lists 3 evidence of those trainer 3 evidence on PCW 3 number of documents and artefacts archived archive database Outcomes Heritage Outcomes: The collections of the 3 key partners and new collections will be better managed, in better condition and recorded and interpreted: Better managed – using approved documentation procedures.



- Existing audited material from CARAD, DCWW and EVT will be catalogued, providing a comprehensive resource for the future.
- In better condition during the process of auditing the areas' collections housed in the 3 locations of EVT, DCWW and CARAD, we will undertake a Conditions Survey;
- Identified/recorded the process of auditing will mean that our combined collections will be better identified and recorded. Other organisations holding relevant collections will be identified and signposted
- New ways of interpreting the collections to promote education and understanding of important issues relevant to the area.

People Outcomes:

People will be able to:

- A Have better access to the collections both physically and virtually via the online archive;
- Have a more fully developed interest in personal memory recording, private collection care;
- Be more passionate about local heritage in all its forms;
- Have extensive opportunities to learn new skills or progress existing ones focusing on oral history recording, collections management, digitizing material, digital and film skills, best practice, museums archives and interpretation;
- Have learnt about local heritage and compared it to that of Birmingham;
- Collaborate in something they feel is valuable to the area and thus worth looking after;
- Visit places they may not have been before;
- Have the opportunity to volunteer their time and expertise in which ever is their field of interest.

Community Outcomes:

- Through the Elan Links People to Collections project communities, groups and organisations will have a better knowledge of what material exists on Elan:
- The Elan Links area is sparsely populated stronger cultural links between our families of linked communities will have benefits both economically and socially. They are widely different environments and both can use Elan Links to expand their knowledge and understanding of each other;
- The Elan Links programme is not just limited to a 'seasonal' programme of events and activity a key outcome will be a more resilient economy that has generated more employment, and wealth but also there are champions for the area and everyone feels that they belong.

Monitoring and Evaluation

- The Cultural Heritage/Interpretation officer will ultimately be responsible for collating individual project reports from the project leaders which will contain clear records of participation, stages of progress and quantitative evaluation.
- Progress will be reported to the Management Committee quarterly.
- Regular meetings held with the Project Officer to monitor the progress;



More local history records into local archives through archiving strategy and collection.

Evidence

Discussion with partners has shown that all material is not kept and archived in the way that it should be. Some of the partners do not have a best practice strategy for archiving their material and as a result of this, their material is not archived. As a result of the material not being archived, a lot of valuable information is being lost, thrown away in clearouts or deteriorates due to unsuitable storage conditions. On the other hand, some organisations archive all of their material and therefore, over the years the archive has become unmanageable. The best practice strategy will ensure that the partner organisations archive their material for future use.

During the development phase 2 oral histories were recorded. (Transcripts for these can be found in appendix PP20 and appendix PP22). Having shared a few clips of these oral histories on the Elan Links Facebook page, we can see that they are very popular amongst those who follow the page. Combined, the snippets of oral history have reached 2,141 people. This goes to show that those interested in Elan Links area already interested in oral histories and this project will enable the collection of oral histories to grow and develop.

Local film nights with showings of locally made films have been successful.

Consultation has taken place during the development of Elan Links and it has been identified that many residents are already interested in recording their oral histories for the partnership. It has also been identified that many of the local residents who have been living in the area for a long time or have lived there all their lives are very keen to share their personal collections with the partnership.

Visitors bring articles, photographs and artefacts into the museum to show us. We are often asked for information from visitors, locals and people tracing their family history. Partner organisations have asked us for information from our archives. Sometimes we are left photographs and documents from people's estates

Visitor comments show how popular our oral histories, photographs and exhibitions are. The following comment was written in May 2017:

What a lovely place to visit – excellent exhibition, nice to see different artefacts and photos.

During the recent visit of the Lord Mayor of Birmingham, Cllr Carl Rice , he indicated the importance of continuing educational and cultural links between the two communities at either end of the pipeline and preserving that heritage as a resource for the future.

Wider Context

There are several museums and national organisations with Elan related information and artefacts such as The National Library of Wales National Museum of Wales including St Fagan's, National Film Archive of Wales, Birmingham Library, Joseph Chamberlain Society, and Institute of Civil



Engineering, internet sites, parliamentary and civic records in Birmingham, Powys and London. It would be useful to be able to indicate to those interested in Elan where records are held and where to find information on a central catalogue which would be user-friendly.

Although Elan has a whole other history beside links with Birmingham, the links formed in the past 130 years are the ones that are dominant.

Our work will be in line with the Elan Links policies and strategies, and local and national policies:

- Rhayader Museum Collections Management plan
- Powys Archive's Access, Collection, Outreach, local studies and Volunteer policies <u>www.powysarchives.gov.uk</u>
- Association of Independent Museums' www.aim-museums.co.uk publications and policies
- Rowys County Council 'One Powys Plan' www.powys.gov.uk
- Welsh Assembly museum strategies policies (Welsh Assembly awaiting update from 2016.) www.cymru.gov.uk

Legacy and maintenance of benefits

Establishing and continuing to develop the collections will have many benefits. It will:

- Contribute to cultural tourism in Wales which will raise the profile of the area nationally and internationally. This will make the area's economy more sustainable;
- In the future this archive will be a valuable resource for the area and because of its digitized format; it will be easily accessible.
- It will contribute to a thriving, living community and promote a positive view of itself to local citizens as well as to visitors by encouraging self identity and cohesion;
- The collections will continue to develop and represent a rich and diverse culture for future generations as well as wider audiences to explore;
- The collections will develop people's learning potential and engage new and existing users;
- It will dismantle barriers to access;
- Volunteering will continue. This contributes to community wellbeing, enables personal development and involvement in a shared heritage;
- Enable academic as well as leisure research to take place in a more coherent and accessible way;
- Allow and support development of heritage and creative products.

We will maintain the benefits by ensuring that volunteers are engaged in new, related projects and that the town and business communities in Rhayader will have seen the benefit of access to a robust heritage provision. We expect that the momentum generated by special interest teams of volunteers (e.g. film, photography, documenting, etc.) will enable them to continue. We will encourage this by developing new projects to tap into these interests.

We will use some material for publications both for education and for interest. In the future, publications can be a source of income generation.



continued to be produce a put substantial use from the 5 year Risks and risk mitigation Risk 1: Failur CARAD are organisations. Risk 2: Partner	y few books on the area and Rita Morton's book has a popular purchase for visitors. In the meantime we plan to dication as part of the Elan Links legacy. This will make of the new material as well as the images and sound bites programme. The for CARAD to deliver project. Mitigation: Ensure that supported throughout the project by the other partner organisations unable to provide commitments e.g. People's rales closing. Mitigation: Use CARAD's experience to
mitigation CARAD are organisations. Risk 2: Partner Collections W	supported throughout the project by the other partner organisations unable to provide commitments e.g. People's
Collections W	· · · · · · · · · · · · · · · · · · ·
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experience of	e unwilling to share memories. <u>Mitigation:</u> Use CARAD's memory sharing in different formats and situations which are g than a one to one filmed interview.
the Cultural H	rs not abiding archive policy. <u>Mitigation:</u> One of the roles of eritage officer will be to encourage compliance, along with the support of Powys Archives.
	est exceeds capacity. <u>Mitigation:</u> Ensure that enough recruited to deal with the interest from the community.
Mitigation: Ensister share their contevents and so	ntial to cause upset with people's personal collections. Sure that the right policies are in place and that those who elections are happy for the material to be used in various cial media. Create a form for those donating their collections of sign with the different uses of the material clearly stated.
	to continue the archivist role after 1 year. Mitigation: Train eers to support the activities by building up a knowledgeable
Links projects 10a, 10b, 10c	b, 1c, 2a, 3a, 3b, 3c, 3d, 3e, 4, 5a, 5b, 5c, 7a, 7b, 7c, 7d, 9, & 11: Through Objective 6, Elan Links will link with the listed ecording any relevant memories or artefacts which are
selected from t 8. Volunteers v of Elan can be	The volunteers that are required for this project can be the database of volunteers that is collected through objective who participate in activities that aren't already part of Friends e referred over and from there they will be offered a wider eering opportunities.
information of the Market to Wales and is farmsteads, st	in the Cambrian Mountains, Mid Wales, 5 miles to the east own or Rhyader. Elan's 20,000 hectares comprises 1% of a unique landscape combining remote hill land, isolated eep-sided wooded valleys and the extraordinary feat of eering that brought clean water to Birmingham.



The community of farmers, tenants, the town of Rhayader and the village of Elan are the backbone of this vast area, with farming and tourism activities being the most significant economic activity in the area.

Elan Links: People, Nature & Water Landscape Partnership has an ambitious vision: to generate a step-change increase in beneficial outcomes for people, communities and heritage.

Elan Links is a £3.5 million project with a significant £1.8 million secured from the Heritage Lottery Fund Landscape Partnership Scheme.

The Elan Links: People, Nature & Water Landscape Partnership is currently made up of 17 different organisations who aim to deliver 26 projects under 12 strategic objectives over 5 years.

