

## **PARTNERS**

### **1. CORE PARTNERS**

- a. MASHAM COMMUNITY OFFICE & LIBRARY
- b. ARTISON
- c. HERITAGE CRAFT ALLIANCE

### **2. LOCAL PARTNERS**

- a. MASHAM PARISH COUNCIL
- b. MASHAM TOWN HALL
- c. LOCAL SCHOOLS
- d. LOCAL HISTORY GROUPS
- e. CHURCH GROUPS, SOCIETIES AND CLUBS
- f. COMMUNITY CARE PROVIDERS
- g. SWINTON ESTATE
- h. LOCAL MICROBUSINESSES & TOURISM PROVIDERS
- i. LARGE FAMILY BUSINESSES

### **3. REGIONAL AND STRATEGIC PARTNERS**

- a. NORTH YORKSHIRE COUNTY RECORDS OFFICE
- b. NIDDERDALE AREA OF OUTSTANDING NATURAL BEAUTY (AONB)
- c. HERITAGE SCHOOLS, HISTORIC ENGLAND
- d. HARROGATE BOROUGH COUNCIL / VISIT HARROGATE (HBC)
- e. NORTH YORKSHIRE COUNTY COUNCIL (NYCC)
- f. WELCOME TO YORKSHIRE (W2Y)
- g. NORTH YORKSHIRE LOCAL ENTERPRISE PARTNERSHIP (LEP)

h.

Tourism businesses	Local schools	Local history groups	Sheltered housing and care facilities	Community care providers
Masham Town Hall	Churches & Community groups	Masham & villages Parish councils	Lower Wensleydale Youth Project	Micro & small businesses
Swinton Estate	<b>LOCAL PARTNERS</b>			Large family businesses
<b>Heritage Learning Centre</b>				
<b>CORE PARTNERS</b>				
<b>ArtisOn</b>		<b>Mashamshire Community Office &amp; Community Library</b>	<b>Heritage Craft Alliance</b>	
Nidderdale AONB	<b>REGIONAL &amp; STRATEGIC PARTNERS</b>			NYCC Stronger Communities
Harrogate Borough Council	Heritage Schools (Historic England)	Funders	Visit Harrogate & Welcome to Yorkshire	North Yorkshire County Records Office

## 1) CORE PARTNERS

### A) MASHAMSHIRE COMMUNITY OFFICE and COMMUNITY LIBRARY

Our primary partner is the Masham Community Office and library. The community office is the central point of information within Masham. As well as being the tourist information point for the area it provides a wide range of services to local residents that would otherwise be unavailable in the area, such as an access point to County Council and District Council services. The community office provides a “one stop shop” for local people and families – connecting people to the services, information, community groups or activities they need.

MCO enabled the start-up of The Making of Mashamshire by hosting our initial project, and is very supportive of our ongoing development. The MCO trustees are pleased to be supporting the Heritage Learning Centre proposal, and see the centre enhancing the existing reciprocal working relationship between the two organisations.

The community office also plays the leading role in bringing together Masham businesses and trade through the Masham Connections network. This network has worked extensively in recent years to improve the visitor experience and increase “shop local” offers, and The Bakehouse will develop these opportunities as a key hub of the network.

In addition, the community office building is home to the rural community police officer, Masham Parish Council, Acorns Pre-school, and the Mashamshire Community Library. All these activities are operated from an old police house, and the lack of space and display areas is a significant issue in developing any further heritage provision within the existing structure.

## **B) ARTISON (community Interest company)**

ArtisOn is a very popular organisation providing art and craft workshops just outside of Masham. They have recently become a community interest company, and are already working with The Making of Mashamshire to deliver workshops targeted to local people and reach out to socially excluded groups through reminiscence art programmes. They have already delivered a series of workshops working with vulnerable adults from housing associations.

ArtisOn is a core partner in The Bakehouse, helping us to deliver an ongoing programme of workshops for all based on heritage crafts and skills. These will also become entry routes for those exploring careers in heritage crafts.

## **C) HERITAGE CRAFTS ALLIANCE**

The Heritage Crafts Alliance (HCA) is based within Mashamshire at Thorp Perrow, and is an accredited national training and assessment provider dedicated to the built environment. HCA provides support on all aspects of heritage. Through training, education and assessment they offer access to traditional skills for a wide range of interest groups, in addition to their building industry training programmes for heritage apprentices and career builders looking to improve their heritage skills.

As a heritage and conservation skills training facility, HCA is extremely keen to be involved with the Bakehouse. One of their key remits is to “spread the good word” about the heritage all around us, and the skills required to ensure this historic built heritage receives the care, attention and upkeep required so that future generations will also have the benefit of it. HCA is giving MOM both advice and hands-on help during the initial stages of refurbishment, and will use the Heritage Learning Centre as a workshop base for apprentices visiting Masham to learn more of the buildings and the skills they need to protect them

## **2) LOCAL PARTNERS**

### **A) MASHAM PARISH COUNCIL**

Masham Parish Council (representing the town and the areas around) has had a long-held commitment to address the considerable lack of information publicly available to visitors and locals about the area’s history. It was very supportive in MOM’s work to establish a Heritage Swift Trail as a legacy of the former Masham Arts Festival. The council has shown a unanimous support for our ongoing work programme and the potential for developing a Heritage Learning Centre for Mashamshire, and has worked with us over a number of years to explore a variety of location options. Although a small council with few available funds, members have found alternative ways to support our work and the council is currently supporting our development plans by leading the planning application process on our behalf.

We are working closely with the Parish Council’s town development committee to build heritage into a programme of town-wide events.

### **B) MASHAM TOWN HALL**

Masham Town Hall is a large and well used community venue. It provides a year-long programme of theatre, comedy and music as well as hosting a daily programme of fitness activities and social clubs.

In 2013 the town hall celebrated its centenary and The Making of Mashamshire was proud to produce an exhibition and booklet on its history. It’s very existence tells the story of the strong connections between

our landscape and sheep farming with the intensive milling industries of the West Riding. The Town Hall was paid for by the gift of the first Lord Swinton, mill owner in Bradford and resident of the local Swinton Park.

The Town Hall provides the perfect venue for our large-scale community events. Our recent celebrations of the photographs of George Hare were booked out in a matter of days and we required second nights to accommodate the 300+ people wishing to attend.

### **C) LOCAL SCHOOLS**

Masham CE Primary School is one of MOM's longest standing collaborators, and we have worked together on several projects looking at family and business history within the town, archival study generally, and bringing Year 5-6 pupils together with community elders for intergenerational work about memories of Masham, and how the town has changed in the last century.

There are eight other state primary schools within our area of benefit, none of which have a total enrolment of more than 100. All of these schools are eager to work with MOM on similar projects to connect the pupils with the living history and social development of the area.

To further this work, we are working with the Harrogate BC education department to create "history loan boxes" which will give small rural schools the tools and materials to develop community history activities within and alongside the curriculum.

Secondary-age children in Mashamshire attend seven different secondary schools, all a bus ride away. Following on from the success of our Heritage Lottery Fund supported project with Bedale School on World War 1 and local health outcomes, MOM will expand its education programme to work with more of these schools; as well as augmenting curriculum activity for the schools, this will be a focus for our local secondary-age children who can feel disengaged from their community as they spend so much of their day at or travelling to and from school.

### **D) LOCAL HISTORY GROUPS**

MOM has always sought to bring together and share the work of local history groups. We have found an important part of our work to be cataloguing the work and collections of research groups and enabling this information to be shared more widely through our website and events. Local groups have been able to reach a much wider audience and have recruited volunteers and unearthed expertise following this partnership working.

Within the area, and just beyond, are a number of smaller history groups. Some are focused on a particular theme; for example the Pott and Agill Study Group look in detail at the archaeology of the Burn Valley, while the Dallowgill History Group has been working to uncover the families who lived in their area. Other groups including the Masham Local History Group are focused on a programme of evening talks on subjects of interest to members.

As well as helping these groups to use our collections to aid their research, we have also been able to bring their members and their studies into our school programmes and exhibitions. We have presented our work frequently at Masham Local History Group talks.

MOM sees the Heritage Learning Centre as a facility to be shared by all these groups, encouraging shared programmes and displays and to promote the individual work programmes we each have.

## **E) CHURCH GROUPS, SOCIETIES AND CLUBS**

Masham is lucky to have Church of England and Methodist congregations which are active in community life, and MOM has partnered with both groups effectively. We have hosted displays of local history materials at St Mary's Church on topics including the general history of Mashamshire, the history of sheep trading and the sheep fair, milling in the area, and the development of major family businesses which are still active within the town. With the Methodist Chapel our partnership has been more project based; our work with older people and intergenerational activities at the sheltered housing unit at Maple Creek has been facilitated via the chapel's HOPE community project.

As well as work with vulnerable older people via the HOPE project, MOM has collaborated with the youth projects run by both church and chapel. The chapel has also been a welcoming venue for children from Leeds schools on a history exchange programme exploring the first world war history of the Leeds Pals.

Many of the areas societies and clubs are themselves fascinating to people with an interest in community history. From the local women's institutes (some of whose early 20<sup>th</sup> century papers are in our collection) through the Masham Players, now celebrating their 70<sup>th</sup> anniversary, to the country's oldest snooker club, meetings takes place every week of clubs and societies which have shaped our local community just as the farms, shops and family businesses. Most interesting of all is the Masham Four-and-Twenty, a membership organisation which began life centuries ago as a guild and is still active in securing and funding apprenticeships for local young people.

MOM has worked with many of our active local societies and clubs, giving talks and curating exhibitions, with the area's sports clubs particularly well represented in exhibitions which we have curated from the George Hare photographic collection. The Bakehouse will enable local participants in these activities to find out more about the history of their groups, an activity which for many will be as enriching as family or building history.

## **F) COMMUNITY CARE PROVIDERS**

As well as several projects at Maple Creek involving Harrogate BC's social care team and the HOPE community project, MOM offers resources for local carers, whether provided via local government, commercially, or informally by family members or friends. We work with carers to help create and curate memories, and provide resources including memorabilia and recording equipment for reminiscence activities, in groups and in one-to-one sessions. At The Bakehouse our resources will be available for carers and their clients on a drop in basis.

## **G) SWINTON ESTATE**

The Swinton Estate is the largest landowner in Mashamshire, or many years owning the majority of properties in Masham and other local villages as well as Swinton Park, the manorial house. The estate continues to be the biggest local landowner, having numerous tenant farms and many residential properties across Mashamshire. The Cunliffe-Lister family, which has owned the estate since the 1880s, are still very involved with the community and the estate and run Swinton Park as an exclusive hotel. Susan Cunliffe-Lister, mother of the current Lord Masham, is a significant expert on local history and wrote the popular history of the area "Days of Yore" in the 1980s. The family still retain the family and estate archive that holds much of the information available on local matters over the past centuries.

Susan, and Lord Masham, are very supportive of The Making of Mashamshire and have actively helped us in researching a number of key topics and areas. The majority of their collection is on loan to North Yorkshire County Records Office but is not publicly available. The Bakehouse will provide an access point and a curated exhibition of content.

## **H) LOCAL MICRO BUSINESSES AND TOURISM PROVIDERS**

Mashamshire has always attracted tourists, the most famous perhaps being JMW Turner who sketched and painted Masham, surrounding villages and Hackfall woods in 1816. In recent years tourism has become a major thread of the local economy. It supports a number of small accommodation providers, a developing collection of galleries and gift shops, and a range of small eateries and drinking establishments. In addition, the surrounding landscape tempts walkers, cyclists and motorcyclists who will all spend time in the town and villages. A recent analysis by the Mashamshire Community Office showed that a group of 20 on a day visit would spend £400-500 at various locations in Masham.

The activities and stories at the Heritage Learning Centre will encourage day and overnight visitors to stay longer in town and the wider landscape as well as encourage our global friends with an interest in Masham history to come and stay whilst using our facilities.

Through the Masham Connections business network MOM will work with these local micro businesses to make the most of their own heritage stories – both of location and in trade. There is already great interest in running practical workshops that highlight the products they offer and the local traditional crafts and skills they require – whether that be making traditional sweets or using locally foraged ingredients to produce pickles.

## **I) LARGE FAMILY BUSINESSES**

In Mashamshire we are fortunate to have retained a number of historic businesses that have records going back generations and are still managed by family members. We have the two breweries, T&R Theakston and Black Sheep, both run by Theakston family members who have been involved with Masham brewing for over 200 years. We also have two agricultural milling firms, I'Anson Bros and W.E. Jameson, and we have a collection of shops, farms and businesses that can trace their family lineage across several centuries.

Many of the individuals from these family businesses have a significant personal interest in their family's journey and how it links with the story of the whole town and area. We are fortunate that we have members from each the four "big" firms who are actively involved in our work both as volunteers and as trustees. We are able to share information and sources to help build a strong picture of our shared past whether this is as a big national firm or as a traditional butcher's shop handed down over many years. The businesses are also able to help MOM in a number of very practical ways from storage to printing.

## **3) REGIONAL AND STRATEGIC PARTNERS**

### **A) NORTH YORKSHIRE COUNTY RECORDS OFFICE**

Over the past four years MOM has been able to work closely with the team of archivists and conservators at the North Yorkshire County Records Office. The team have been able to support us in setting up our oral history project, following on from their learning on the "Catterick Voices" project.

When the Edmundson and Gowland legal office on Millgate in Masham was cleared in 2013, the earlier papers went into the Records Office collection with MOM receiving the remaining ones. The archivists and conservators were able to support MOM in caring for and cataloguing these papers, and have helped train our volunteers. Whilst we do not currently have a venue to continue cataloguing our section of the legal papers MOM volunteers are working with the Records Office to catalogue the collection held by them. This is also increasing the level of training for our volunteers.

The Records Office has also been able to support our education programme with access to sources as well as trips to the archive for our participants.

## **B) NIDDERDALE AREA OF OUTSTANDING NATURAL BEAUTY**

Although Masham is not in the AONB, the border comes to within a mile of the town and encompasses most of Mashamshire – its remote villages, moorland and farmland. MOM has been able to work closely with the AONB heritage team through their First World War programme. This has particularly referenced the Colsterdale Training Camp at Breary Banks, one of the few remaining WW1 camps that has not been developed upon due to its remoteness. The Leeds Pals were stationed here, and we have also been able to work closely with schools in Leeds, the Leeds Museums and Discovery Centre over the past two years. We would like to be able to continue to bring pupils from regional towns and cities to explore local history in a rural setting, and help them to develop the skills to take back and build their own local stories.

MOM is looking forward to continued work with the AONB as part of their Landscape Heritage programme, recognising the impact of landscape and environment on a community's character and survival. Below are the commitments that the work of MOM can help support. Together we will be able to deliver them through the proposed work of the Heritage Learning Programme.

### **Nidderdale AONB planning**

HE1 – Protect the historic landscape and features of archaeological importance by resisting inappropriate development and supporting owners and managers to improve condition where possible

HE2 – Support innovative proposals for sustainable future use of historic buildings and structures where this does not cause unacceptable harm to the asset or the wider landscape

HE3 – Encourage initiatives designed to increase awareness and understanding of archaeology and the historic environment

LW2 – Support growth of tourism businesses that do not cause landscape harm, cause damage to or have an adverse impact on protected wildlife sites, that comply with the principles of sustainable tourism, and that actively contribute to improving environmental quality

### **AONB Heritage and the Historic Environment**

- The importance of the historic landscape is understood by everyone and designated assets are being protected and actively cared for.
- There is a strong and recognisable sense of identity which is linked to deep rooted cultural heritage.
- Local people and visitors are actively investigating, enjoying and celebrating heritage, and the value of the AONB's heritage assets is producing economic and social benefits.

#### **Understanding and Enjoyment**

- Nidderdale is a welcoming place, and people of all ages, abilities and backgrounds are enjoying the peace, tranquillity and opportunities for adventure it provides.
- The importance of conserving the AONB will be recognised by visitors, and people living in adjacent urban areas will be aware of the AONB's recreational potential.
- The AONB's landscape is being used as a learning resource by schools, universities and adult education providers.

### **C) HERITAGE SCHOOLS, HISTORIC ENGLAND**

The Heritage Schools programme is part of Historic England. Its aim is to ensure that:

- Children develop a sense of pride in where they live;
- Children understand their local heritage and how it relates to the national story;
- Teachers are more confident in making effective use of local heritage resources in delivering the curriculum;
- Local historic context is embedded in the school curriculum;
- Heritage providers are more connected to the needs of local schools;
- Parents are engaged in their children's learning;
- Communities are more deeply involved in the life of the school.

These aims reflect closely the values of the MOM education programme, and we are proud to be a Heritage Provider working to support a local cluster of primary and secondary schools. Our local Heritage Schools adviser has helped greatly with the development of our programme and its relationship with local and regional schools.

As the Heritage Schools programme extends to cover a broader region, there will be increased opportunities for MOM to share good practice, supporting schools and their staff to increase local history elements across the curriculum through site visits, within school and online.

### **D) HARROGATE BOROUGH COUNCIL / VISIT HARROGATE**

MOM is the only organisation to have been awarded two Harrogate Borough Council (HBC) grants from their community and arts fund; this is indicative of the value which the council places on grassroots community heritage work of the sort we provide. We are also beginning to work with the HBC Museums and Galleries department to develop "local history loan boxes" which will give small rural schools the tools and materials to develop community history activities within and alongside the curriculum.

The HBC Planning and Development team have provided both practical and inspiring support in helping us make headway in our future plans. Their Enterprise Gateway team provides ongoing support with finance and business management to ensure we make sound and sustainable steps.

Visit Harrogate, the borough's tourism information and promotion arm, has worked with MOM through its local networks to promote our open activities, particularly when we had a public-facing building in 2013-14. Tourism hubs across the borough, and particularly in our adjacent Ripon and Nidderdale areas, are effective at promoting potential activities to local people, day-trippers, holiday-makers and dedicated family history researchers alike.

### **E) NORTH YORKSHIRE COUNTY COUNCIL**

Over MOM's development we have received support from departments across the authority covering help with adult education, education programmes, apprenticeships and much more. In particular, the North Yorkshire County Council (NYCC) Stronger Communities team shares MOM's commitment to heritage as an inclusive activity for a resilient community, and particularly as a means of engaging older and/or vulnerable people who are in or in danger of falling into social isolation. A series of meetings has resulted in the development of plans to work together over a three-year period. The Stronger Communities team has been involved in helping MOM design what this delivery might look like. It is worth noting that they are firmly of



the opinion that a physical centre where local people can come or be brought both for regular activities and informally is essential to the development of this strand of work.

#### **F) WELCOME TO YORKSHIRE**

Welcome to Yorkshire is acclaimed as the country's leading tourism and business development organisation, and is very aware of community history as an area of inward investment which has not yet been properly explored. Again, in meetings they have expressed enthusiasm for the work we are doing and for the prospect of there being a community Heritage Learning Centre to celebrate the history of the town as an important driver of the amount of time and money that is spent by people coming into Masham. Featuring on their comprehensive website – the first stop for many or most people planning holidays in Yorkshire – will be significant in building attendance and awareness amongst potential visitors.

#### **G) NORTH YORKSHIRE LOCAL ENTERPRISE PARTNERSHIP (LEP)**

The LEP works with public and private sector partners to deliver economic improvement across North and East Yorkshire, and the City of York. By working together with the LEP we harness their skills at bringing good small business practice into voluntary and community settings. The LEP aim of creating a skilled and inspired workforce is well served by MOM's involvement in heritage craft apprenticeships, and the Bakehouse project is a good example of their aim to create "successful and distinctive places" through infrastructure investment. We will work with the LEP through their "growing places" scheme to develop support for businesses across the region.