

PARTNERSHIP OPPORTUNITIES BETWEEN MASHAMSHIRE COMMUNITY OFFICE (MCO) AND THE MAKING OF MASHAMSHIRE (MOM) THROUGH THE ESTABLISHMENT OF MOMS HERITAGE LEARNING CENTRE (THE BAKEHOUSE)

BACKGROUND

The relationship between Mashamshire Community Office and The Making of Mashamshire (MOM) has been integral from day one. The heritage work of MOM was initially conceived and developed by MCO until it became clear that the limited building and organisational capacity of MCO required a separate organisation to be set up. MCO remains in a close working partnership with MOM and is very keen and enthusiastic to see the development of a Heritage Learning Centre that can directly support and develop the work of MCO.

Mashamshire Community Office's purpose is to promote and deliver a broad range of services and activities that further the interests of Masham and the Mashamshire community as a whole.

The MCO aims to further the community's economic prosperity, quality of life and access to appropriate services by:

- Partnering with other agencies to provide residents and local businesses with easy access to information and the services they need.
- Promoting Masham - its location, its businesses and its facilities, by providing information and services to visitors and potential visitors.
- Maintaining a stable financial position in order that these activities are sustainable.

HOW CAN A MASHAMSHIRE HERITAGE LEARNING CENTRE SUPPORT THE BUSINESS OBJECTIVES OF MCO?

MCO considers a Mashamshire Heritage Learning Centre as a great asset to Masham.

As a tourism information point. MCO receives daily visitor, online and telephone enquiries about local history and family history but the information in our small community library is limited. We are grateful to be able to pass on these queries to MOM where possible but there is no venue to direct people to for further research or advice. The Heritage Learning Centre will provide all this local history information in one place with expert interpretation and guidance.

To raise local awareness of the range of vital services delivered by MCO. MCO is an access point to both North Yorkshire County Council and Harrogate Borough Services. Raising awareness of these services is of particular importance to the isolated and vulnerable locals who will be a key user group of the Heritage Learning Centre. The partnership with the Heritage Learning Centre will underline the position of MCO as the central community "hub" for accessing the information and services to ensure a resilient local community.

To support the role of the Mashamshire Community Library. The small community library is run by MCO. MOM, through the Heritage Learning Centre, will be able to provide; safe storage for fragile documents whilst still enabling public access, training for Library Volunteers to help make the most of the local history collection; and study space for visitors and locals to look more fully at the local collections.

To develop the breadth of volunteer opportunities for the people of Mashamshire. MCO provides a central role in coordinating voluntary opportunities within the community. MOM already provides

a number of opportunities for Heritage Volunteers but these will be significantly increased through the work of the Heritage Learning Centre. A developed partnership with MOM will include shared training programmes and combined volunteering roles.

To substantially enhance the “Mashamshire visitor offer” that MCO can promote. MCO is the “one-stop-shop” for promoting the local offer, accessing tourist information and booking things to do in Masham and the surrounding area. An active Heritage Learning Centre with a regional profile will significantly enhance this offer meeting a substantial unmet need.

HOW CAN MCO AND MOM WORK TOGETHER THROUGH THE HERITAGE LEARNING CENTRE?

Providing a shared cross-marketing strategy to ensure that MCO and MOM both have a high profile locally and online via our website and other social networking platforms.

Providing additional venue space for MCO’s function as an “agent” for the booking of local venues and conference facilities and thus creating additional revenue streams for MCO and MOM.

Increasing the number and variety of heritage-linked events, walks and visits that are devised and organised in conjunction with MOM.

Offering workshop opportunities for local small and micro-businesses to promote their services and skills that have developed from heritage crafts or are based on locally available natural resources – for example, pickle and cheese-making.

Working together, through the Masham Connections business forum, to encourage a link between local associations, agencies, businesses and committees so that all can work together wherever possible.

CONCLUSION

The above is only a flavour of the extensive potential outcomes delivered through a partnership between Masham Community Office and MOM through the Heritage Learning Centre.

It has been important to establish very early in discussions the different role and remits of the two organisations and ensure they are not in competition but working in harmony. The roles of the two provisions are quite distinct; the MCO being a community service and information hub whilst the Heritage Learning Centre to be focussed on improving the tourist offer and working with the local community through education and inclusion. Opportunities for sharing costs, activities and resources have been well thought out and built into the design of the proposed centre and proposed programme.

Both organisations are looking forward to the potential the new centre will provide Mashamshire, its residents and visitors.