

Powys Pioneers Digital Heritage Feasibility Study

Heritage Hub 4 Mid Wales

Volume 2: Appendices

“By teaching the influence of surroundings, the Earth will gradually be made a paradise and its inhabitants angels... I intend to make Newtown the happiest place on Earth” – Robert Owen, 1858



CONTENTS

1. Digital Options report by Royal Commission for the Ancient and Historical Monuments of Wales & People's Collection Wales
2. Legacy Projects report by Chris Blandford Associates
3. Locations of Pioneer archives
4. Schedule of Meetings & Events
5. 8th June 2019 public consultation event – Laura Ashley
6. 3rd October 2019 Public consultation event – Pryce Jones
7. HH4MW Social Media Activity and Community Digital Heritage Hubs

APPENDIX 1

Powys Pioneers Digital Heritage Project: Stage 1

- Long List of Digital Heritage Tools

Tom Pert – PCW/RCAHMW


Casgliad y Werin Cymru
People's Collection Wales



APPENDIX 1

Powys Pioneers Digital Heritage Project: Stage 1 - Long List of Digital Heritage Tools

Tom Pert – PCW/RCAHMW

Brief:

The proposed “Powys Pioneers Digital Heritage Project”, led by the Heritage Hub for Mid Wales, has been set up to assess how digital technologies can be used to celebrate, promote and advance the heritage of the Pioneers, to raise the profile of the Pioneers and Newtown, for the benefit of communities’ resident in and around Newtown.

This report represents the first of three stages during which appropriate technological approaches will be identified, evaluated and reviewed with a focus on how these digital technologies have been applied to existing heritage projects. The identified options will be strategically evaluated for their potential to be applied to the heritage-led regeneration of the historic market town of Newtown and surrounding areas.

What are the aims of the Powys Pioneers Digital Heritage Project?

The Powys Pioneers Digital Heritage Project will seek to tell the story of how Newtown and the surrounding area have developed over time through the efforts of four notable individuals; Robert Owen, David Davies, Pryce Jones and Laura Ashley.

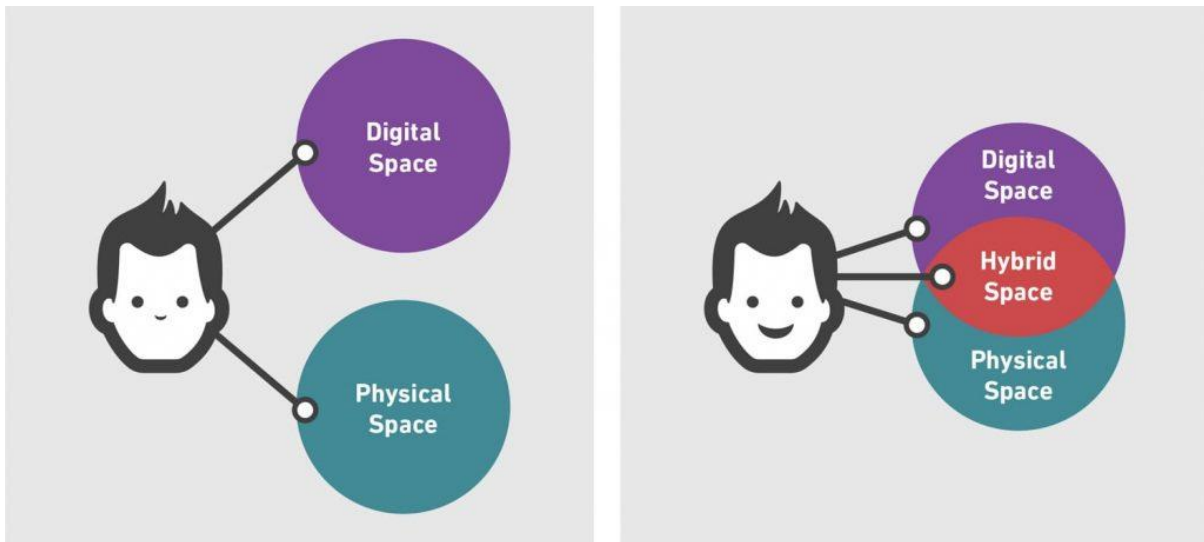
The project will demonstrate how the stories of these individuals relate to one another, how these individuals changed the town, society, industry and the wider world, and explore the lasting legacies these four individuals have had on Newtown and the surrounding areas.

Why develop a digital approach?

By producing digital material, the Powys Pioneers Digital Heritage Project will be able to reach and engage with a far wider audience than those that would be able to visit a purely physical experience.

We want the information captured and shared about the Pioneers to reach as many people as possible – some may only engage with this information online, others may be inspired to visit the physical locations that feature in the stories being told, and those with smart devices (increasingly all of us) will be able to experience the stories of the Powys Pioneers in the hybrid spaces around the town in which the digital and physical will interact with each other.

We want the information generated through this project to be as accessible as possible, so will utilise open licensing and open-source software as much as possible.



What stories do we tell, and where do we tell them?

The story of the Powys Pioneers needs to be told at relevant locations around Newtown and the surrounding area; the Royal Welsh Warehouse, Robert Owen Museum, Robert Owen Memorial, Newtown Railway Station, Oriel Davies, Gregynog, Laura Ashley Factory in Carno, etc.

In order that the most engaging stories are told to the biggest audiences at the most appropriate locations we must collaborate with those who hold the information. Early in the development process there will need to be a workshop process where key locations are identified and visited in order that opportunities, challenges and constraints are identified and can be mitigated through the appropriate use of technologies.

The message is more important than the medium

Advances in technology mean that there are now more ways than ever to communicate heritage to the public. New technology has the potential to enhance enormously our experience of the historic environment, but technology alone cannot replace careful planning and creative storytelling.

No matter how amazing the technology might be, if we don't follow the basic principles of producing engaging interpretation our potential audiences will shrug their shoulders and move on (Interpretive Planning <http://www.interpretacija.si/arhiv/exactly.pdf>).

Two key questions we must keep returning to are:

- 1. Why would the visitor want to know that?** If we can't answer this question, we are going to have trouble "marketing" the program or service. We don't want to be in the business of giving answers to questions no one is asking.

2. How do we want the visitor to use the information we are interpreting to them?

If we don't want visitors to use the information we are interpreting, then why are we giving it to them.

The project should also be wary of being led by the technology. The emphasis must always be on what the project wants to achieve, not finding a technology that is interesting and then trying to apply it to the project.

The Powys Pioneers Digital Heritage Project will involve a range of different activities/approaches:

- 1. Establish a Powys Pioneers presence online**
- 2. Digitisation of Physical Material and Objects**
- 3. Publication of Digital Items Online**
- 4. Digital Recording Techniques**
- 5. Digital Presentation Techniques**
- 6. Public Engagement through Collaboration, Events, Exhibitions and Installations**

1. Establish a Powys Pioneers presence online

- a. **Website:** Establish a project website during the early phases of the project to act as a single point of reference for people interested in the project. During early phases this could just be a "brochure site", carrying very basic information about the project background, aims, contact details, and links to social media accounts. Over time the website could incorporate multi-media and widgets allowing all resources generated through the project to be found, viewed and explored in a single location online.

The website should be built on a free, flexible, open-source and well supported Content Management System such as Wordpress.

Example: <http://kyffin100.wales/> <http://uboatproject.wales>

Costs: approx. £2,000-£8,000

- b. **Social Media:** Promotion of the project through social media is also important – the project should have its own identity on Facebook (where there is already a large community of local heritage enthusiasts). Establishing a twitter and Instagram account should also be considered as these are platforms that

are favoured by different demographics, professionals and younger people respectively. These platforms can also be used for more wide-ranging calls-to-action (see Crowdsourcing).

Example: <https://www.facebook.com/llogauUboat/>

<https://twitter.com/LlongauUBoat>

Costs: N/A

2. Digitisation of physical material and objects

- a. **Photographs and documents:** People's Collection Wales will conduct a one-day training course for project volunteers to learn about copyright, metadata and how to organise, scan and digitise photographs and documents. There is also the potential for those who want to learn more to pursue follow-up training to gain NVQ Level-2 Agored Cymru accredited qualifications in digitisation. <https://www.peoplescollection.wales/adult-learning>

Newtown Library is already a People's Collection Wales Digital Heritage Station, providing free access to basic digitisation equipment and support for those who would like to use it.

Example: <https://www.peoplescollection.wales/adult-learning>

Costs: £15/person for accredited training

- b. **Physical Objects:** Using free apps such as QLONE or Scann3D it is possible to quickly and easily capture objects in 3D and publish these online as 3D models on the People's Collection Wales or SketchFab. <https://sketchfab.com>

Example: <https://sketchfab.com/discoveryprogramme>

Costs: Nil. (\$15/month for Pro subscription)

3. Publication of digital items online

- a. **Digitised Archival Material:** Items digitised through the activities of this project should be published on the People's Collection Wales website in a series of relevant collections/themes under a newly created Powys Pioneers account.

- b. **3D items/objects:** 3D material should be published on SketchFab and the People's Collection Wales (upload to PCW of 3D items may require assistance from PCW).

4. Digital Recording Techniques

- a. **Photographic recording:** Ensure that all relevant locations are adequately photographed. These photographs can then be compiled in to collections and combined with archival images to allow “now-and-then” comparison. (this could also be crowdsourced or run as a competition)

Example: <https://youtu.be/wmAeaXidSQk?t=168>

Costs: N/A

- b. **360-degree imagery and tours:** 360-degree photography can be captured very rapidly using 360 degree cameras, such as the Ricoh Theta, and used to provide virtual tours to visitors online or via smartphones or tablets. This approach can be very effective when used to provide virtual access to locations that are otherwise inaccessible or hard to reach. 360-degree images can be combined to create interactive tours around a building or location, and can include hotspots that include information or links to additional media. Very high-resolution images can be created by using Gigapixel photography techniques.

Example: <http://www.welshchapels.org/bethania/tour/>

Costs: Ricoh Theta V camera £350

- c. **Gigapixel photography:** Mosaicking multiple high-resolution photographs to create a single very large panoramic or spherical image that can be explored through zooming and panning online.

Example: <http://www.welshchapels.org/bethania/tour/>

Costs: Gigapan mount £400-£500 plus SLR, plus software licence approx. £2000

- d. **Laser Scanning:** Laser scanning is the process of capturing digital information about the shape of an object with equipment that uses a laser to measure the distance between the scanner and the object. Terrestrial laser scanners collect highly accurate and detailed information on any object or surface

within their field of view. This can allow for complete recording of monuments or objects in a short space of time. The resulting data can be used to generate a point-cloud that can be explored in its basic format in a 3D viewer such as SketchFab or used as the basis for a rendered model that can be used in virtual or augmented reality applications.

Example: https://youtu.be/39rID_S0MBE

Costs: Partner with RCAHMW / visualisation agency

5. Digital Presentation Techniques

- a. **Digital Story-Telling:** Combine digital media to tell the stories of the Powys Pioneers. This approach could work particularly well in schools where pupils could combine oral history recordings, with archival material, photography, video and stop-frame animation to create movies for the project. Could tie-in with the Welsh Heritage Schools Initiative

Example: <https://youtu.be/oG6l83cCg5c>

Costs: N/A

- b. **Virtual Reality:** Virtual reality is an artificial environment that is created with software and presented to the user in such a way that the user suspends belief and accepts it as a real environment. Virtual Reality can be used to allow people to explore and interact in fully immersive environments that recreate sites or landscapes from the past or have never existed in reality.

VR environments require specialist equipment to be worn by those experiencing the environments, such as the HTC Vive or Oculus Rift VR kit, and require connection to powerful computers, meaning that they have to be experienced in an indoor and controlled environment. Once developed, VR environments can be shared with VR enthusiasts globally through platforms such as Steam.

Virtual objects, buildings or locations can also be shared through platforms such as SketchFab.

Example: <http://footsteps.bangor.ac.uk/en/vr>

Costs: £10,000+

- c. **Augmented Reality:** Technology that superimposes a computer-generated image on a user's view of the real world.

Augmented reality can be used for way finding, to allow visitors to a location to meet historical characters from the past, to provide interactive games for children, or to superimpose 3D or 2D graphics in a real-world context.

Example: Museum AR <http://cardiffmummysays.com/cardiff/museum-explorar-augmented-reality-at-national-museum-cardiff/>

Volograms <https://medium.com/volograms/augmented-reality-is-the-next-audio-guide-2a098c926bc7>

AR Portal -

https://www.youtube.com/watch?time_continue=57&v=9ADo50NTGRY

Costs: Vary from free to £000's

- d. **Binaural (3D) sound:** The recording of sounds or music using binaural microphones allows those that later listen to the recording to experience sound in three-dimensions. It can be used very effectively to capture the unique effects the indoor environment can have on sound, or to heighten tension or anticipation through techniques such as whispering in someone's ear or directing them to follow a sound around a building.

Binaural recordings of performances at the Gregynog Festival could give the festival an audience that extends throughout the year and could encourage users to explore Gregynog Hall in an interesting new way.

Example: <https://www.youtube.com/watch?v=nyyaFuVFrYQ>

Costs: Binaural Microphones £80 - £400

- e. **Smartphone App:** The development of a native smartphone app could allow for the presentation of Powys Pioneers interpretation and information to a user based on their location, proximity to an iBeacon, or triggered through image recognition.

Platforms such as Locly (<https://locly.com>) or Situate (<https://situate.io/>) allow subscribers to create their own apps using simple Drag & Drop interfaces, and then to publish themselves on app stores.

It should be noted that Apps can cost thousands to develop and may only be downloaded in the tens or low hundreds of times. Without major promotion,

ongoing enhancements of content and technical maintenance they can become a white elephant in a community project.

Native vs Web Apps: Native Apps are developed to be downloaded from an app store and run on a specific smartphone operating system. They are able to utilise hardware components found in the smartphone, such as the camera. The principal advantage of native apps is that they optimize the user experience and offer greater levels of interactivity.

A native smartphone app could combine many of the techniques and technologies featured in this report to offer engaging experiences to users of all ages. It could incorporate augmented reality, 360-degree imagery, binaural audio, etc. along with thematic content and way-finding information.

Example: <http://www.at-creative.co.uk/app-development/native-apps/>
<https://locly.com/gallery/>

Web apps are not available through app stores, but are hosted online and are accessed through the smartphone's browser. The principal advantage of a web app is that they are cheaper to develop and easier to maintain.

Example: <http://www.at-creative.co.uk/app-development/web-apps/>

- i. **iBeacons:** An iBeacon is a small device that uses Bluetooth 4.0 / Bluetooth Low Energy (BLE) technology to emit short bursts of simple data using a radio signal – a device that recognises this unique signal can be programmed to perform a certain action when it “hears” the signal.

Example: <http://blog.locly.com/>

- ii. **Image Recognition:** Image recognition is the ability of software to identify objects, places, people, writing and actions in images. Smartphones running image recognition software can be programmed to perform an action when their camera “sees” a relevant image or object.

Example: <http://vizgu.com/#/home>

- iii. **Location:** A device running appropriate software can be programmed to perform an action when entering or exiting a specific location.

Example: <http://blog.locly.com/>

- iv. **Filters and Selfie Spots - #PowysPioneers:** Native apps can also help to encourage engagement with a project on social media, through the use of themed filters, or the inclusion of “selfie-spots” in relevant locations designed to encourage the sharing of hash-tagged media on facebook, twitter and Instagram.

Example: <http://blog.locly.com/>

6. Public Engagement through Collaboration, Events, Exhibitions and Installations

- a. **Minecraft:** Minecraft Newtown – pupils could use Ordnance Survey open data to build the Newtown of the future, as it is today, as it was at different periods of its history, or to recreate historic paintings or views of the town in Minecraft.

Example: <https://www.youtube.com/watch?v=d-op10jN2dE>

<https://www.ordnancesurvey.co.uk/innovate/developers/minecraft-map-britain.html>

<https://www.arnewood.hants.sch.uk/launch-minecraft-project/>

Cost: N/A

- b. **Crowdsourcing:** The practice of obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet.

- i. **Wikipedia editathon:** volunteers attend a venue with their laptops which offers free wifi. Those who need it are given training on how to create a user account, then how to create new or enhance existing Wikipedia articles. Wikipedia editathons often concentrate on enhancing the articles for a given theme e.g. women in science. Focus for this project would be the Powys Pioneers and other relevant people/places.

Example:

https://wikimedia.org.uk/wiki/Expert_outreach/National_Wikimedian_at_the_National_Library_of_Wales/Women_in_Tech_Edit-a-thon_Cardiff_Uni

- ii. **Instagram competition:** Many museums have successfully run Instagram competitions requesting the submission of images on a particular topic over a given period of time. Submissions can then be displayed in an online gallery. Some museums have gone on to display contributions in a gallery with a launch event to which contributors are invited.

Example: <http://www.vam.ac.uk/content/exhibitions/exhibition-constable-the-making-of-a-master/competition-constableskies/>

- iii. **Archival resources:** If a particular archival collection can be identified and digitised, this could become the subject of a crowdsourcing effort to transcribe or tag it to make it more readily searchable online. The National Library of Wales has recently developed its own crowdsourcing platform for exactly this sort of project

Example: <https://crowd.library.wales/en/s/home/page/welcome>

- c. **Creative Installations:** Moving beyond conventional approaches to interpretation and thinking more widely about creative approaches to telling the stories of the Powys Pioneers could lead to the development of creative installations that combine physical and digital techniques. Some of the ideas piloted at Calvium's Digital Placemaking showcase at Porth Teigr in 2017 (See Appendix 1 - Ideascape_ Digital Placemaking for Porth Teigr.pdf) could have potential in Newtown.

The opportunity to partner with artists and creatives associated with the Oriol Davies Gallery could lead to some interesting collaborations, as could opportunities to use vacant commercial premises for pop-up gallery spaces, talks or events.

- i. **Digital Town Crier** - A digital town crier announcing limited-quantity offers from local independent restaurants, cafés and shops.

- ii. **Teleconfusion** - Install a free telephone box at a key location in Newtown (Robert Owen Museum?) and New Lanark (Robert Owen's House?), which connect only to each other – allowing playful ways to connect with someone you haven't yet met and build connections between key locations in the story of Robert Owen and the cooperative movement.
- iii. **Past and Future Views** - Build a pair of mock coin-operated augmented reality sightseeing binoculars that allow visitors to travel through time and be connected with the past and future of the site.
- iv. **Connecting Physical and Digital Archives** - An installation of archival objects, which allows immediate access to relevant digitised archival film, audio and photographs.
- v. **Town Audio Trail** - A site-specific storytelling audio app that takes you on a journey around Newtown; exploring its heritage, and present day, in compelling way.
- vi. **Story-telling through projections** – tell the stories of the Pioneers through projection onto notable building. A technique used in recent years at New Lanark
https://www.urbanrealm.com/news/7066/New_Lanark_sets_shining_example_with_sound_and_light_show.html
In controlled environments (galleries/museums etc.) rear projection onto holographic film or water vapour mist can give an AR-like effect without digital devices
<https://www.youtube.com/watch?v=tIRKDDU4z5Y> and
<https://www.youtube.com/watch?v=JiVCXDrPtTc>
- vii. **Textile Art** – Three of the four Powys Pioneers were directly involved in the textile industry which was so important to the mid-Wales economy historically. Could there be an opportunity for a yarn-bombing type of activity, but one that focuses on the textiles manufactured, designs developed or markets opened up by the Pioneers? Perhaps best to develop a partnership approach with Oriol

Davies Gallery and the Arts Council Wales to explore opportunities for funding and running competition on this theme?

d. **PCW Events**

- i. **Community Digitization Day** - event to capture local memories, experiences and artefacts. Also opportunity for locals to learn more about the project.
- ii. **PCW training events** – Follow-up accredited training opportunities for community volunteers/coordinators

Agreed Next Steps

- Share the long list with the Heritage Hub and host a call / meeting to discuss and review the identified options. Following this, produce a concise note outlining the discussions and suggesting a short-list of approaches
- Prepare more detail on the shortlisted approaches in the form of a concise report with publicly accessible links to supporting material and the identification of key stakeholders
- Support the Heritage Hub with evaluating their relevance to Newtown's heritage and regeneration, their deliverability, their cost effectiveness and their likely impact on local, national and international audiences (note: the work at this stage will support the Project Manager – and will not require the consultant to write the evaluation)

Stage 2 - Stakeholder Workshop

At the stakeholder workshop held at Plas Dolerw, Newtown, on 2nd March, the longlisted technologies and digital approaches were presented for comment and feedback from those attending.

The proposal to focus initially on Laura Ashley was welcomed, and attendees discussed the various digital approaches mentioned in the presentation they had just seen and how these could be applied to the Powys Pioneers project.

Notes from workshop:

- Pop-up shop – the idea of utilising redundant retail space in the centre of Newtown for project activities was widely supported. People could bring LA material for digitisation & cataloguing. Digital projection onto shopfront window could showcase materials that have been digitised, as well as wider Powys Pioneers activities.
- Pop-up shop – a physical montage could be created in this space as an artistic exercise wall-papering (like yarn-bombing), projections onto buildings, “did you get married in a LA dress?”, factory visits?
- Cambridge Property Rentals own Carno Factory
- Link-up with Carno Station – Carno Station as LA hub? 1.7m development, Café,
- Lots of visitors now to LA headstones in Carno,
- Linking locations along 19thC communication network (railway)
- Try to engage kids via social media (pop-up shop),
- Laura Ashley is a trading company – are there problems in store regarding trademarks, copyright etc?
- Provide information about LA philanthropic activities. Check Powys Archives for what they have.
- Convey the “specialness” of LA and its impact locally, making it accessible
- Pop-up shop – dressing up clothes for children
- Intergenerational projects between schools and grandparents
- Dementia project
- Physical material – audit is needed (what stuff, where, how much?)
- Find a home for the physical archival material – local archive (Powys), national archive (National Library of Wales? National Museum Wales?)
- Embedding in Newtown – Education, Training, pop-up shop, events
- Jane Ashley photo archive – keen to support project (need proper policies in place re IPR, Copyright, Conservation & Archiving).
- Ceredigion museum – contact curator
- Small archive in Aleppo Merchant
- Powisland museum

- Tie in with modern/young people's interest in vintage, provenance, fair-trade, the fashion industry more widely – contrast working conditions – link with Robert Owen, etc...
- Sewing machines that went to Hungary (LA Diaspora – global manufacturing and supply)
- Llangoed Hall (Clough Williams-Ellis) – story of Bernard Ashley etc.
- Publicity – paid-for promotion on social media, digital marketing strategy, linking all local museums, attractions, events.
- Study Centre – like Wordsworth Centre (Grassmere).
- Patchwork supplies / quilting etc.

Stage 3 – Shortlist of technical activities

Following on from **Stage 1 – Long List of Digital Heritage Tools**, and **Stage 2 – Stakeholder Workshop**, this is a shortlist of high-impact, low-cost activities that have the potential to deliver a high level of public engagement with the Powys Pioneers project, without the requirement to first overcome barriers of technology, funding or convincing sceptical partners.

Activities 1 to 8 are presented in sequence and should ideally be developed in this order to ensure the Powys Pioneers project has a clarity of identity and purpose as it progresses. Activities 9 to 13 are optional activities that could be developed as resources and partnerships allow.

1. Ensure the Powys Pioneers project has a clear identity:

When publicising the activities below, it is essential that those thinking about getting involved have a clear understanding of what the project is. This should be communicable in a couple of sentences.

- What is this project called (in Welsh and English)?
- What is the mission statement?
- What are its aims?
- Does it have a logo? (see Social Media)

Costs	Nil
Constraints	Time – needs to be completed before all other activities
Partners & Stakeholders	All those who have provided letters of support
Further Information	

2. Social Media:

The project should have a clearly identifiable presence on social media very early in its organisation. This will allow it to publicise activities, ask and answer questions and engage with those interested in its aims. Powys Pioneers should use the Biography sections of the social media channels on which it is present to communicate its mission statement.

In order that the project has a clear identity it should also have a logo/avatar common across all its social channels.

Recommendation – establish Powys Pioneer accounts on Facebook and Instagram initially, look at Twitter later.

Costs	Nil
Constraints	Project team members willing to act as social media administrators
Partners & Stakeholders	N/A
Further Information	N/A

3. People’s Collection Wales Digitisation training:

The PCW offers free training to community groups and projects that want to learn about copyright, metadata and how to organise, scan and digitise photographs and documents.

The course is a full day’s training where the PCW team come to a local venue and share best practice for making images web-ready, and methods of creating master files for digital curation. The training will introduce you to People’s Collection Wales and all the features the website can offer.

Once a cohort of willing volunteers have received PCW training, the Project will be able to begin systematic digitisation of archival materials donated to it or held by other groups or organisations in the town. It will also be able to begin planning for a community digitisation day.

Costs	Nil
Constraints	Finding appropriate venue, identifying volunteers who want the training
Partners & Stakeholders	Local History Society, Newtown Library, PCW
Further Information	https://www.peoplescollection.wales/adult-learning

4. Community Digitisation day:

Advertised in the local press, through flyers/posters, and via social media channels, this will be a day where members of the public bring physical archival materials to a central location (ideally a pop-up shop in a disused retail space in the centre of Newtown) to have them reviewed, catalogued and digitised by community volunteers and PCW staff.

Digitised content will be prepared for upload to PCW by volunteers, with bulk publication handled by PCW staff.

The review and cataloguing of physical material during this event will be a key activity to assist with the production of an archiving plan for physical material relating to the Pioneers held by private individuals.

Costs	Venue hire? Pop-up shop?
Constraints	Number of digitisation stations and volunteers to review and catalogue material brought in
Partners & Stakeholders	PCW, Powys Archives? Newtown Library
Further Information	Example event from 2018: https://museum.wales/stfagans/whatson/10116/St-Fagans-Birthday-Celebration/

5. Establish physical archiving plan:

A key consideration for the Project must be the ingest of privately held archival material to an appropriate public archive, to ensure its long-term preservation and ensure wider public access and recognition.

Before any archive can agree to take on the physical material that could be amassed by the Project, they will first require an audit to tell them what to expect.

Costs	Nil
Constraints	IPR and Rights Issues relating to Laura Ashley plc. Willingness of archives to ingest material.
Partners & Stakeholders	Powys Archives, National Library of Wales, Laura Ashley plc,
Further Information	http://www.nationalarchives.gov.uk/archives-sector/advice-and-guidance/managing-your-collection/developing-collections/cataloguing-archive-collections/

6. Digital Story-Telling:

Use the PCW platform to collate digitised material into collections and stories that explore the history and legacy of the pioneers. Links to these stories and collections can then be shared via Powys Pioneer and PCW social media accounts, to encourage wider public engagement through Wales and the world.

Costs	Nil
Constraints	Items need to be published on the PCW before they can be organised into stories and/or collections.

Partners & Stakeholders	People's Collection Wales
Further Information	https://www.peoplescollection.wales/help/how-to/publish-advanced

7. Photographic Recording:

Organise an Instagram competition to capture photographs from members of the public on a theme that can directly relate to one or more of the Pioneers, or refer to them more obliquely, thereby giving more opportunity for creative responses e.g. #FabricOfNewtown.

If this approach is successful, the call for contributions via a hashtag could be broadened and repeated. It would be interesting to challenge local photography groups to submit images under a specific call for contributions or theme, too.

Costs	Nil
Constraints	Needs to be well publicised to engage with a community on social media that may otherwise not be aware of the project.
Partners & Stakeholders	Newtown College Camera Club, Oriel Davies Gallery
Further Information	https://blog.hootsuite.com/instagram-contest/

8. Website:

Only when some public engagement activities have been held will there be a need to establish a Powys Pioneers project website.

Initially, the website only needs to provide basic information about the project's aims and objectives, contact details and FAQs. Once material has been published on the PCW it can also be displayed through the project website via the PCW HTML widget.

Costs	£0 - £5,000
Constraints	Identifying a website administrator with basic skills necessary for maintaining the site. Domain registration costs approx. £20/year for 2 domains (Cymraeg/Saesneg).
Partners & Stakeholders	PCW (Widget), local museums, galleries & archives, community organisations
Further Information	https://wordpress.com

9. Wikipedia Edit-a-thon:

The Powys Pioneers project could run a Wikipedia edit-a-thon in collaboration with the National Library of Wales' Wikipedian in Residence.

An edit-a-thon is a scheduled time where people edit Wikipedia together, whether offline, online, or a mix of both. It is typically focused on a specific topic, such as science or women's history, and is a way to give newcomers an insight into how Wikipedia works.

Edit-a-thons improve the encyclopaedia and can be a great way to help new Wikipedians learn to edit.

Costs	Venue Hire? Travel costs for Jason Evans (NLW wikipedian)?
Constraints	Will only appeal to a more technically savvy audience, or those interested in IT/Computer Science
Partners & Stakeholders	National Library of Wales, WikiCymru
Further Information	https://wikimedia.org.uk/wiki/Expert_outreach/National_Wikimediam_at_the_National_Library_of_Wales

10. Newtown Schools Minecraft Challenge:

Challenge school pupils to create a Minecraft version of Newtown utilising modern or historic Ordnance Survey mapping. They could focus on the history of the textile industry in the town by recreating the dozens of woollen mills and factories that once operated in the town, look at the present textile-related industries in Newtown's industrial estates, or create a vision of Newtown in the future, looking at what industries might change the face of Newtown in the future.

On 22nd March 2019 it was announced that the Welsh Government will pay for all state schools to have free access for all pupils to Microsoft Office 365, and Minecraft: Education Edition.

Costs	Nil
Constraints	Willingness of teachers to engage. Stakeholders to assist with classroom teaching.
Partners & Stakeholders	People's Collection Wales, RCAHMW, Welsh Schools Heritage Initiative
Further Information	https://news.microsoft.com/en-gb/2019/03/22/wales-to-become-one-of-the-first-countries-in-the-world-to-give-schools-free-access-to-microsoft-365/

11. Binaural Recording – Town Audio Trail

Recording a site-specific audio story that takes you on a journey around Newtown; exploring its heritage, and present day, in compelling way.

Recorded using binaural microphones, a downloadable audio trail that utilises 3D sound could be produced and published very simply and promoted online, and to visitors at the town's local museums.

An alternative could be to record performances at the Gregynog Festival and make them available to visitors/residents at Gregynog, recreating the experience of being at a performance room by room.

Costs	£80
Constraints	Access to performances at the Gregynog Festival. Willing actors to record Town Trail.
Partners & Stakeholders	Gregynog Hall (University of Wales),
Further Information	https://www.classicfm.com/discover-music/latest/3d-sounds-specsavers-hearcare/

12. Connected Collections – Vizgu pilot

The Danish platform Vizgu utilises smartphone image recognition technology to allow users of its app to link to multimedia online simply by viewing a picture or object through a smartphone or tablet. RCAHMW have a developer account and collaborated with Vizgu in 2018 to translate the app and editor interfaces into Cymraeg.

Interpretation about paintings, photographs or objects can be delivered to the smartphone of anyone using the app. This technology could be used to link paintings held at the Oriel Davies in Newtown with those in Gregynog or the National Museum Wales, or to allow artists to explain their creative processes on film or audio when visitors view their works.

Costs	Nil
Constraints	Requires time from PCW/RCAHMW staff, consideration of how best to use this technique (which objects & locations).
Partners & Stakeholders	RCAHMW, PCW, Vizgu
Further Information	http://www.vizgu.com/#/home https://rcahmw.gov.uk/a-picture-paints-a-thousand-words-the-new-tech-making-our-exhibitions-more-accessible/

13. Pop-up shop digital window

The shop window of a disused retail space in Newtown town centre could be transformed from a depressing and dark gap in the high street into a large display screen, highlighting Powys Pioneers content held on the PCW, or promoting upcoming events and activities around the town. Rear projection from inside the shop using a standard LCD projector connected to a laptop will allow access to live content online.

Costs	£300 (152 x 300cm)
Constraints	Pop-up shop availability, power, Wi-Fi.
Partners & Stakeholders	Shop landlord, PCW (for custom rolling display of items).
Further Information	https://www.amazon.co.uk/HOHO-Projection-Transparent-Holographic-152cmx100cm/dp/B074YWWNK2/ref=sr_1_14?ie=UTF8&qid=1553636058&sr=8-14&keywords=rear%2Bprojection%2Bfilm&th=1

APPENDIX 2

Legacy Projects Report

Chris Blandford Associates



CHRIS BLANDFORD ASSOCIATES
landscape | environment | heritage

CONTENTS

1.0	INTRODUCTION	2
2.0	OVERVIEW OF OPTIONS	3
3.0	ANALYSIS OF OPTIONS	8
4.0	CONCLUSIONS AND RECOMMENDATIONS	13

=

1.0 INTRODUCTION

1.1 This document

1.1.1 This document has been prepared as an appendix to the main Powys Pioneers Digital Heritage Feasibility Study report. It is intended to provide a high-level review of potential options for the development of a permanent physical institution / space to celebrate the legacy of the Pioneers. It is the first step in a longer process of project and organisational development.

1.1.2 The report has been prepared by Chris Blandford Associates on behalf of the HH4MW. No liability is accepted for the use of the report by other parties.

1.2 Structure

1.2.1 The report:

- Identifies and describes three headline options (section 2);
- Analyses the options in the context of the overall project objectives and criteria (section 3);
- Provides a recommended approach (Section 4); and
- Outlines conclusions and next steps (Section 4).

2.0 OVERVIEW OF OPTIONS

2.1 Introduction

2.1.1 The following Identifies and describes three headline options for the strategic approach to the development of a physical legacy for the Pioneers Project post-2021. These three broad approaches: Dispersed, Centralised, Hub and Spoke; all have differing aspects and offer varied approaches to delivering a legacy.

2.1.2 All three seek to accommodate / address a number of potential elements. These different elements have been identified as either being essential, desirable or possible aspects of the project – these include (in alphabetical order):

- Archive for objects and documents relating to the Pioneers – Essential
- Educational spaces / facilities – Possible (these could be shared with other bodies)
- Gallery space(s) to display and interpret the stories of the Pioneers – Desirable
- Interpretative / artistic installations in key locations to celebrate the Pioneers – Desirable
- Interpreted trails / walks to connect people with the Pioneers and the locality – Desirable
- Space for retail offer relating to the Pioneers to support HH4MW – Essential
- Facility for events / lectures / gatherings relating to the Pioneers – Possible (likely to be able to use existing venues)

2.2 Dispersed

Aim

2.2.1 To create a network of smaller scale attractions and experiences across Mid-Wales to engage visitors with the stories of the Powys Pioneers.

Description

2.2.2 This dispersed approach would focus on developing and delivering smaller connected, but stand-alone, elements across the region, largely on a community-level. Key elements of the approach could include, amongst many ideas:

- Lodging of archival material in existing stores e.g. National Library, Powys Archives etc with a new digital catalogue and website providing a signpost between the collections
- Creation of a network of small permanent installations in the region including perhaps:
 - Laura Ashley Shop Gallery in Newtown exploring the legacy of the designer through an interpreted and displayed shop that highlights her story and the social history of the brand in the region through the medium of a recreated shop. This would also serve as a retail space for HH4MW.
 - Commemorative installations in Machynlleth and Llanidloes exploring Laura and Bernard Ashley's early retail story in these locations
 - Larger installation in Carno, perhaps linked to a walking tour telling elements of the Laura Ashley and Ashley family story there
 - Long distance walking route with installation exploring the impact of the Davies Family in the region, with links to their international influences
 - Retention and improvement of the Robert Owen museum
 - Development of an exhibition space at the Pryce Jones building
 - Further development of the Newtown Trails to reflect the stories of the Pioneers

2.2.3 At its core, this approach is about the delivery of smaller installations and facilities that can spread the story of the Pioneers across the region with reduced capital outlay and reduced ongoing operational expenditure. These elements would be community-led and could be delivered by a range of local organisations, supported by HH4MW.

2.3 Centralised

Aim

2.3.1 To create a Landmark destination that will attract visitors from across the region and beyond, creating a high impact venue that will change perceptions of Mid-Wales and the Powys Pioneers. All-in-one central facility with one operator.

Description

2.3.2 A significant new build or major converted building providing:

- Multiple gallery and interpretation spaces telling the stories of the Powys Pioneers
- A central store for the physical and digital archive of the Powys Pioneers and wider Laura Ashley collection
- Retail offer and supporting hospitality (café, restaurant etc)
- Educational facilities
- Back of house space for offices, curatorial staff and volunteers, and conservation of material

2.3.3 The development would be of a significant size, requiring considerable capital expenditure. Additionally, it would require sustained footfall to support its long-term operation – it would therefore either need to be in a town centre location where passing day-to-day trade could support its viability alongside seasonal tourist traffic, or in an easily accessible location for passing traffic (akin perhaps to the Rheged Centre in Cumbria¹ which provides a blend of entertainment and cultural offer at a service station). In either case, a substantial footprint would be required with significant capital costs.

¹¹ See www.rheged.com

2.4 Hub and spoke

Aim

- 2.4.1 To deliver a core hub for the stories of the Powys Pioneers supported by a wider network of facilities and attractions – with the aim of creating a network of encounters that can inspire visitors and shift understanding of the Pioneers. While enabling a range of partners to become involved in the delivery and operation of the offer.

Description

- 2.4.2 This approach would bring together elements of the Dispersed and Centralised approaches to create a mixture of attractions / facilities across the region with a central focus, albeit smaller than the Centralised facility. Key elements could include:

- A gallery / interpretation space in a central location telling the stories of the Pioneers, supported by retail offer, hospitality (café, restaurant etc) and educational facilities
- A store for the physical and digital archive of the pioneers and wider Laura Ashley collection, housed in an accessible but low-cost location. With back of house space for offices, curatorial staff, volunteers and conservation of material
- Creation of a network of small permanent installations in the region including perhaps:
 - Commemorative installations in Machynlleth and Llanidloes exploring Laura and Bernard Ashley's early retail story in these locations
 - Larger installation in Carno, perhaps linked to a walking tour telling elements of the Laura Ashley story there
 - Long distance walking route with installation exploring the impact of the Davies Family in the region, with links to their international influences
 - Retention and improvement of the Robert Owen museum
 - Further development of the Newtown Trails to reflect the stories of the Pioneers

- 2.4.3 The hub facility would be of a notable size and could take a variety of forms, e.g. a stand-alone newbuild, conversion of an existing building, or an extension to an existing related facility. It would require considerable capital expenditure. With it being a smaller facility it would require less footfall to sustain it than the Centralised option; however it may need to

support the offsite archival facility. The dispersed attractions could be delivered and sustained as individual projects by a range of organisations and stakeholders.

3.0 ANALYSIS OF OPTIONS

3.1 Introduction

3.1.1 The following explores the performance of each option against the project objectives and operational criteria set out in the main report, namely:

- Objective 1) Enhance local identity and pride in the Powys Pioneers, Newtown and Mid-Wales
 - Objective 2) Increase recognition of the Powys Pioneers, Newtown and Mid-Wales across Wales, the UK and Internationally
 - Objective 3) Achieve the monetisation of the Pioneers’ heritage for the future sustainability of the project
 - Objective 4) Develop the heritage-led regeneration of Newtown
 - Objective 5) Use the legacy of the Powys Pioneers to stimulate local entrepreneurship
-
- Criterion 1) Funding
 - Criterion 2) Capacity
 - Criterion 3) Urgency

3.1.2 This is followed by a narrative conclusion.

3.2 Dispersed

Objectives	Dispersed
Objective 1) Enhance local identity and pride in the Powys Pioneers, Newtown and Mid-Wales	The delivery of a range of smaller installations, attractions and facilities would serve a range a communities across Mid-Wales and would have a broad geographic spread of impact, however the impact on local identity and pride would be relatively limited given the nature of the proposed interventions.
Objective 2) Increase recognition of the Powys Pioneers, Newtown and Mid-Wales across Wales, the UK and Internationally	As with objective 1, there would be a good geographic spread of physical interventions that would ensure a broad range of local communities encounter the Pioneers on a frequent basis, albeit on a low-key low-impact basis. These interventions are also unlikely to have any significant impact at the UK or international level.

Objective 3) Achieve the monetisation of the Pioneers' heritage for the future sustainability of the project	This approach would require the least ongoing financial support. Consequently, interventions, such as the shop, could provide a realistic opportunity to deliver a viable level of income for the project.
Objective 4) Develop the heritage-led regeneration of Newtown	These small-scale interventions are unlikely to have a significant impact on the social or economic regeneration of Newtown.
Objective 5) Use the legacy of the Powys Pioneers to stimulate local entrepreneurship	Interventions could be developed to address this objective.
Criteria	Dispersed
Criterion 1) Funding	The approach offers the opportunity to attract funding from a variety of sources, at a variety of levels, to deliver the proposed interventions on a piecemeal basis over a sustained period of time. The approach is therefore likely to be fundable – or adapted to meet the required funding
Criterion 2) Capacity	Assuming that interventions are delivered over time by a range of partners, small-scale interventions such as those suggested should be deliverable and manageable, in the long-term, by the core HH4MW organisation and associated stakeholders.
Criterion 3) Urgency	Interventions could be delivered over time, with some emerging relatively quickly providing a sense of urgency to the delivery of the overall project.

3.2.1 In conclusion, this approach is likely to deliverable and sustainable but is unlikely to have a significant impact that would meet the objectives of the project.

3.3 Centralised

Objectives	Centralised
Objective 1) Enhance local identity and pride in the Powys Pioneers, Newtown and Mid-wales	A major new facility will have a significant positive impact on the image of the region and should strongly enhance knowledge of, and pride in, the Pioneers. The centralisation would however geographically focus the benefits of the facility which may lessen its regional impact.
Objective 2) Increase recognition of the Powys Pioneers, Newtown and	This approach would create a significant and notable facility that could potentially put the area on the UK and

Mid-Wales across Wales, the UK and Internationally	possibly international map. However, although the facility is likely to be ambitious and major in a Mid-Wales context, it may still be considered relatively modest on an international stage.
Objective 3) Achieve the monetisation of the Pioneers' heritage for the future sustainability of the project	This option would lead to the development of a single major facility requiring significant operational expenditure. It would probably have the highest operational costs of all the options. Although the facility would offer income generation opportunities this must be understood in the context of the limited residential and visitor population in the region ² and wider competitor offers. As such, there is significant risk of the facility raising insufficient funds to meet operational expenditure.
Objective 4) Develop the heritage-led regeneration of Newtown	A major new facility in the centre of Newtown could have a very significant impact on the regeneration of the settlement by driving additional visitation to the town and shifting perceptions of its offer. However, an out of town venue would have very limited impact.
Objective 5) Use the legacy of the Powys Pioneers to stimulate local entrepreneurship	The centre could be developed to address this objective, but it would not be core.
Criteria	Centralised
Criterion 1) Funding	As a major capital project significant funding would be required – possibly in excess of £10m+. This scale of funding is difficult to source. However, it would be a single high-profile project that might be attractive to a range of funders. The scale of funding required may therefore be achievable.
Criterion 2) Capacity	Currently there is no capacity to develop the project, source funding and importantly operate it. Developing, delivering and operating a facility of this scale is a major undertaking that will require a funded and established organisational structure.
Criterion 3) Urgency	Developing the project, sourcing funding, achieving consent and construction will take a significant number of years – a realistic estimate may be in the order of 7-8 years. Assuming that the process of seeking funding and developing the project commenced after the 2021 festival, it may not open until 2028-29. This does not reflect the

² See Newtown Tourism Plan for breakdown of current tourism market [see <http://www.newtown.org.uk/pages/town-council-documents/05%20Policies,%20Plans%20and%20Strategies>].

	urgent need for key elements of the project.
--	--

3.3.1 This is undoubtedly the high impact option – a large contemporary facility could shift perceptions of the Powys Pioneers, safeguard their heritage and deliver change for the host community. However, there are very serious constraints in terms of the organisational ability to develop and deliver the facility and the likely challenges that it would face in terms of its long-term viability, particularly given the nature of the regional economy, low levels of resident population and limited tourist numbers.

3.4 Hub and spoke

Objectives	Hub and spoke
Objective 1) Enhance local identity and pride in the Powys Pioneers, Newtown and Mid-Wales	A well designed and sited hub with quality facilities would enhance knowledge of, and pride in, the Pows Pioneers and also the wider area. This, supported by smaller interventions across the region, would spread that knowledge and pride. The impact is likely to be less dramatic than the Centralised approach but would be more widely spread
Objective 2) Increase recognition of the Powys Pioneers, Newtown and Mid-Wales across Wales, the UK and Internationally	This approach would potentially have some impact at a Wales-wide level and may also penetrate UK markets but is unlikely to add much to the international reach of the Powys Pioneers.
Objective 3) Achieve the monetisation of the Pioneers' heritage for the future sustainability of the project	The hub facility offers opportunities for income generation that may help support its long-term operation and viability. However, it is more challenging to foresee a situation whereby the facility would generate sufficient income to support the operation of it, the organisation operating it and the required archival store. Additional operational funding is likely to be required.
Objective 4) develop the heritage-led regeneration of Newtown	If placed in Newtown the hub could have a significant impact on the regeneration of the town by bringing additional visitors to it, as well as helping shift perceptions of Newtown's offer.
Objective 5) Use the legacy of the Powys Pioneers to stimulate local entrepreneurship	The centre could be developed to address this objective, but it would not be core.

Criteria	Hub and Spoke
Criterion 1) Funding	The mix of project scales and types means that a piecemeal approach to funding the various components could be taken – this could see some, most, or all of the options delivered.
Criterion 2) Capacity	Current organisational structures are insufficient to deliver and operate core elements of the project e.g. hub and archive. Smaller interventions are however feasible. The smaller scale of the Hub (compared to the Centralised facility) means that it offers the possibility of either being an extension to an existing facility (hence with reduced operational costs), or of being a small enough facility for a small organisation to successfully operate.
Criterion 3) Urgency	The mixture of interventions should enable some to come forward in the new future, other major elements such as the hub and archive would take significantly longer, maybe 5 -7 years.

3.4.1 The mixture of different types and scales of facilities and interventions means that at least some of the components would be delivered. While concerns remain about long-term viability of the Hub and Archive these projects could be designed with these parameters in mind – their relatively modest scale means that they could also more readily attract funding than the centralised option. The Hub building could have a significant local impact while signposting people into the wider region – encouraging further impact elsewhere, albeit at a lower scale.

4.0 CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions and Recommended Approach

4.1.1 No single approach offers a complete solution; all have their relative merits and their weaknesses. Given the current stage of organisational and project development and the likely timescale for its development post-2021, a final decision is not yet required.

4.1.2 However, of the three high-level options the Hub and Spoke option does seem to present the most flexible and viable way forward. It provides the opportunity to deliver a physical hub through which the stories of the Pioneers can be told, enhancing local pride and supporting the development of the region's tourism offer – alongside smaller community focussed interventions which offer a more immediate connection.

4.1.3 The interconnectivity between elements can foster exploration by tourists and residents; as well as providing educational opportunities. The mixture of scales and types of interventions opens up a range of funding sources and the potential to deliver the project in a piecemeal manner, through a variety of partners.

4.1.4 Significant matters remain to be resolved around long-term operational viability of the Hub and Archive, and further analysis and project development will be required to address these.

4.1.5 On balance, the mixed approach seems to offer the most viable way forward.

4.2 Next steps

4.2.1 In terms of next steps, the following are the key actions:

- Organisational development – before commencing any further development work a clear organisational structure should be adopted by HH4MW. This will facilitate partnership working, funding applications and conversations with key stakeholders. It will also help manage liabilities for the project. [Recommended timeframe – early 2020]

- Stakeholder / partner engagement – with a structure in place, key partners and stakeholders need to be brought into the project development process to ensure that it responds to local and national needs, without losing its distinctiveness and focus [Recommended Timeframe – 1st half 2020]
- Refinement of concept – currently only high-level options have been identified. The chosen option will need to be further refined in terms of the project requirements, scale of development, possible location, partners, timetable etc [Recommended Timeframe – mid-2020]
- Detailed feasibility study – with the concept further developed a detailed feasibility study will be required to explore both the development /delivery of the project and its long-term operation. It is critical that a viable approach to management of any facilities and the archives is clearly identified before significant capital funding is sought [Recommended Timeframe – finish end 2020]
- Decision on way ahead – with the above in place a decision can be taken by HH4MW as to how and whether to proceed. [Recommended Timeframe –early 2021]

APPENDIX 3

Locations of Pioneer Archives

APPENDIX 3: LOCATIONS OF PIONEER ARCHIVES

1.1.1 The initial phase of the Feasibility Study involved the identification of archives with holdings relating to the Powys Pioneers across Wales, the UK and internationally. Contact was made with all these archives to ascertain their digital plans and the potential for future partnership working to develop the digital footprint of the Powys Pioneers.

1.1.2 This appendix contains an archive listing for each of the Powys Pioneers. These archives were all contacted as part of the project. This archive list is not comprehensive and forms the basis of a working document to be developed as the HH4MW project grows.

1.2 Laura Ashley

1.2.1 Much of the Laura Ashley archival and object holdings are in private ownership, and there has not yet been a concerted effort to identify and collate holdings.

Laura Ashley PLC

1.2.2 Laura Ashley PLC holds a paper archive in their offices in London and an object collection in the TexPlan buildings in Newtown. These are in active use by designers in the day-to-day running of the company.

National Library of Wales

1.2.3 The National Library of Wales holds some papers as part of other holdings:

- Lord Hooson Papers <https://archives.library.wales/index.php/lord-hooson-papers-2> (follow the link and use the quick search box on the left to search for Laura Ashley within the collection)
- Development Board for Rural Wales Records <https://archives.library.wales/index.php/development-board-for-rural-wales-records-2> (search within collection as above)

1.3 Robert Owen Archive holdings

1.3.1 There are holdings relating to Robert Owen in Wales, Scotland, England and the USA.

Historic Environment Scotland – John Sinclair House

1.3.2 Has material relating to New Lanark rather than Robert Owen, including:

- Photographs and surveys of New Lanark buildings
- Prints and drawings – earliest is 1799 in a rare book
- Manuscripts of RCHAMS staff field notes etc

1.3.3 Material is mostly digitised and freely available via the website <https://canmore.org.uk/>

Scottish National Portrait Gallery

1.3.4 Holds at least 1x colour pastel drawing of Robert Owen. This gallery was not contacted as part of the study.

<https://www.open.edu/openlearn/history-the-arts/history/history-art/robert-owen-and-new-lanark/content-section-1>

Co-operative Heritage Trust

1.3.5 Holds Owen's correspondence collection (1821-1858) of over 3000 letters, as well as a large collection of books, journals and pamphlets written by him. The Correspondence Collection was deposited with the Co-operative Union (now included in the Co-operative Heritage Trust) by George Jacob Holyoake in the early 20th century. The Papers of George Holyoake Collection held by the Trust also contains a large number of pamphlets written by Holyoake on Robert Owen.

University of London Library

1.3.6 Holds draft plans and reports on "relieving public distress".

Senate House Library Archives, University of London

- 1.3.7 William Pare (1805-1873) was the governor of Owen's community in Queenswood, Hampshire from 1842-1844. The William Pare archive consists of a single volume of collected papers by, or relating to, Owen, including copies of receipts and letters, transcripts of public speeches and architectural drawings from Queenswood.

Bishopsgate Institute

- 1.3.8 The Bishopsgate Institute holds a number of items that directly relate to Owen, as well as extensive collections of papers relating to individuals who were inspired by Owen's work, or who worked with him. The Howell Ephemera Collection includes the library collection of George Howell (1833-1910), writer and politician, who collected material on 19th century politics, including original books and pamphlets by Robert Owen. The rest of the extensive Howell collection at the Institute includes material written by Howell during his time as an Owenite missionary. The Institute also holds papers by other admirers and historians who researched and wrote about Owen, including Charles Bradlaugh (1833-1910) and Raphael Samuel (1934-1996). The Paul Derrick (1916-1996) Collection includes papers of the Robert Owen Bicentenary Association 1970-74.

University of Wales, Swansea – South Wales Coalfield Collection

- 1.3.9 Holds a number of books and pamphlets about Robert Owen, the Co-operative Movement and Trade Unionism.

National Portrait Gallery

- 1.3.10 Four portraits, a medallion from a life mask and an engraving. All available digitally on the NDP website. This gallery was not contacted during the study.

<https://www.npg.org.uk/collections/search/person/mp03406/robert-owen>

National Library of Wales

1.3.11 The National Library of Wales catalogue lists a small number of Robert Owen materials. These are:

- NLW MS 10783 E - <https://archives.library.wales/index.php/robert-owen-4>
- NLW MS 4956C - <https://archives.library.wales/index.php/robert-owen-social-reformer>
- NLW MS 140045 f. 132 <https://archives.library.wales/index.php/letter-from-robert-owen-2>
- NLW MS 2163E - <https://archives.library.wales/index.php/robert-owen-social-reformer-2>
- NLW MS 14352C - <https://archives.library.wales/index.php/typescript-copies-of-robert-owen-correspondence-1822-1851-from-william-galpin-collection-english-in-boards-purchased-from-david-low-bookseller>

Robert Owen Museum, Newtown

1.3.12 Holds Robert Owen's deathbed diary and various objects associated with his life and death in Newtown.

Other significant holdings

1.3.13 The study has also contacted and been in discussion with other holders of archival and object collections relating to Robert Owen, but has not listed out the exact scope of these very significant holdings. These significant holdings are held at:

- **New Lanark WHS**
- **Co-op College and Pioneers Museum**
- **Glasgow University New Lanark Mills Archive**
- **University of Southern Indiana – New Harmony**

1.4 Pryce Jones Archive Holdings

1.4.1 There has not yet been a strategic effort to identify and systematically collect materials relating to Pryce Jones. Many items, such as historic catalogues, are held in private ownership.

Powys Archives

- 1.4.2 Powys Archives holdings include: “Records relating to Sir Pryce Pryce-Jones of Llanllwchaearn, Newtown, Montgomeryshire, including a framed grant conferring a knighthood on the then Pryce Jones 7 July 1887; and a framed grant of arms 1918” (M/DX/80) & 1888-1893 cash book (M/D/PM (add)) & a small number of other items. There are also, 1870-1985 minutes, accounts, photographs and miscellaneous papers of Pryce Jones Ltd, Royal Welsh Warehouse, mail order drapers (M/D/PJ)

Textile Museum, Newtown

- 1.4.3 The Textile Museum holds 51 items relating to the Pryce Jones family: “about half are items such as pieces of mosaic flooring, medals and tokens etc, and the remainder are postcards, photographs and a few portraits”.

Royal Commission for the Ancient and Historic Monuments of Wales

- 1.4.4 Holds archival materials relating to the Royal Welsh Warehouse building.

1.5 David Davies and family archive holdings

National Library of Wales

- 1.5.1 The National Library of Wales (NLW) has very extensive holdings relating to the Davies family. Of these extensive holdings in the NLW, only the unpublished biography of Lord Davies has been digitised. The NLW is keen to raise the profile of the remarkable cluster of historic mid Wales Pioneers, particularly the Davies family. They are keen to look at joint opportunities and explore sources of joint funding for digitisation and digital heritage. They always wish to promote interest in, and access to, their holdings.

- 1.5.2 NLW holdings include specific Davies-family collections, which are described in the text below

- David Davies collection

- Lord Davies of Llandinam collection
- Welsh Town Planning and Housing Trust

1.5.3 Other collections may also contain material of relevance to the Davies family:

- Rev Gwilym Davies Papers
- Girl Guiding Cymru Broneirion Papers

David Davies collection

1.5.4 A very substantial collection. 189 boxes and 79 volumes. Mainly business interests with a small number of personal papers. This is the main archive for David Davies's business history. It tells the story of the career progression from a contractor building small scale local infrastructure, through to the man who built Barry Docks. Includes papers from Barry Docks, the Ocean Coal Co and various railway companies. These include:

- Legal agreements
- Acts of Parliament
- Engineering reports
- Staff payments
- Correspondence
- Papers relating to specific historical events, such as the falling out over the Taff Vale Railway which precipitated Davies' involvement in new railway projects and the building of Barry Docks.

Lord Davies Collection

1.5.5 This is one of the largest collections of personal papers in the NLW. 180 large boxes and 47 small boxes. Other members of the family are included within this, so is not exclusively about Lord Davies, but these holdings are boxed separately by request of the family. The archive includes:

- Large amount of material relating to the peace movement, including the Welsh chapter of the League of Nations and the Temple of Peace
- Personal diaries and correspondence, including letters with Lloyd George

- Business interests, including Barry Docks, railways, collieries and business interests in Canada
- King Edward VII Welsh National Memorial Association, for the eradication of TB in Wales
- The unpublished biography of Lord Davies by Charles Tenyson. This is the only item that has been digitised in the entire Davies collections.
- Some material relating to David Davies, including his biography by Ivor Thomas, 'Top Sawyer'
- Margaret and Gwendoline's papers
- Gregynog collection. Very extensive, including artworks on paper such as engravings by Whistler and sketches by Leonardo da Vinci that were personally deposited with the Library by the sisters as part of their active support for the institution. Gregynog Hall has an exhibition of facsimiles of some of these artworks in one of the upstairs corridors. There are also sound and video recordings made at Gregynog in this collection and key documents, such as the Gregynog Hall Visitor Books.

Welsh Town Planning and Housing Trust Records

- 1.5.6 This organisation was set up in 1913 as a public housing utility company by David, Gwendoline and Margaret Davies. Arguably this was a radical organisation with strong social engineering ideals that predates the post-WWII foundation of the Welfare State. 56 boxes are held in the NLW.

Plas Dinam / The Davies family

- 1.5.7 Some letters, diaries, estate records and other materials relating to the Davies family, including the Davies sisters at Gregynog, are still in private family ownership.

Temple of Peace & Wales Centre for International Affairs

- 1.5.8 Hold some archives relating to David Davies and his work at the Temple of Peace and the organisations relating to it.

Glamorgan Archives for Ocean Collieries Coal Co.

- 1.5.9 Extensive holdings relating to Ocean Coal (1889-1944) deposited by a number of sources, including the National Coal Board. The holdings have been catalogued and the catalogue is

available digitally online, and the extent of the holdings are outlined in an associated blog post, with a digitised portrait of David Davies and sample extracts of documents from the archive.

<http://calmview.cardiff.gov.uk/TreeBrowse.aspx?src=CalmView.Catalog&field=RefNo&key=D1400>

<http://calmview.cardiff.gov.uk/Record.aspx?src=CalmView.Catalog&id=D1402>

<http://calmview.cardiff.gov.uk/Record.aspx?src=CalmView.Catalog&id=DX316>

“Records of the Ocean Coal Co. Ltd survive at Glamorgan Archives and have recently been catalogued as part of the Wellcome Trust funded Glamorgan’s Blood project. The records span the date range 1889-1944 and can be used to provide insight into the running of the financial side of the business through records such as annual returns and pay books, and the practical side of the business through illustrated volumes depicting sections of the coal face. The records can also be drawn upon to give a glimpse into working conditions, with accident and compensation records providing first-hand accounts of the dangers of the mining industry through entries relating to the Ocean Coal Collieries Maindy, Park, Dare, Western, Eastern, Garw, Lady Windsor, Deep Navigation and Avon.”

<https://glamarchives.wordpress.com/tag/ocean-coal-company/>

National Museum Wales – Davies Sisters Collection

- 1.5.10 The Museum has digitised the art in the Davies Sisters’ Collection, which is available as a collection and listed by artist on the website. This also includes 1 painting by Margaret Davies.

<https://museum.wales/collections/art/davies-sisters/>

https://museum.wales/art/online/?action=show_works&item=181&type=artist

Powys Archives

- 1.5.11 A small range of items listed in their digital catalogue, including a 1861 ‘Bank current account book: Abraham Howell, solicitor, Welshpool, and David Davies, contractor, Llandinam (Abraham Howell and C.E. Howell)’ ([M/D/GLD/1/26](#)).

Montgomeryshire County Music Festival

- 1.5.12 Have recently completed a digital catalogue of their programmes, back to 1921. May have more archival holdings with personal members. May be interested in digitising programmes and other items for 2021 celebrations.

Gregynog Hall

- 1.5.13 Have a large library of books and some archival material relating to the Davies sisters, Gwasg Gregynog and Welsh history. The Hall has an impressive collection of furniture, art works and facsimile art works collected by the Davies sisters, and books made by the private press, Gwasg Gregynog. A large amount of estate archives were burnt before the University of Wales took possession of the Hall, by the sister's outgoing Estate Manager, TW Hughes. Also, after the death of her elder sister, Gwendoline, Margaret spent the last few years of her life making bequests from the collections at Gregynog. It is not currently known exactly where all these bequests have ended up and they are gradually being traced by the Gregynog Librarian.

Gwasg Gregynog

- 1.5.14 This is a separate organisation to Gregynog Hall, and has its own collection of Gwasg Gregynog books, prints and archives.

School of Art, University of Aberystwyth

- 1.5.15 The building now inhabited by the School of Art was built by the Davies family in memory of their father, Edward, a passionate chemist. Initially used as a Chemistry laboratory for the University, the building is now the home of the School of Art, also an institution favoured by the Davies sisters, who donated funds for the creation of a teaching collection for the department. When the University of Wales received Gregynog Hall, there was a large general collection of British, and particularly Welsh, artworks, which could not be conserved at Gregynog. These are now conserved at the Aberystwyth School of Art.

National Museum of Wales, Waterfront Museum, Swansea

1.5.16 May have archive holdings relating to the industrial business of David Davies.

Appendix 4

Schedule of Meetings and Events

Appendix 4: Schedule of meetings and events

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
12/12/18	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • RCAHMW/PCW 	1	3	<p>Project development with RCAHMW/PCW</p> <p>Initial meeting between HH4MW and RCAHMW/PCW to discuss the project and how it could develop in partnership between the two organisations</p>
14/01/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Plas Dinam 	N/A	2	<p>Exploratory meeting with Plas Dinam & Davies Family</p> <p>Meeting held at Plas Dinam</p> <p>To discuss the digital heritage project with Plas Dinam and the Davies family, and to explore opportunities for working together with the digital heritage and legacy of the Davies family and Plas Dinam. Viewed archive and museum.</p>
14/01/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Llandinam historian 	1	2	<p>Exploratory meeting with local historian for Llandinam and Davies family</p> <p>To discuss the project and the location of archives for the Davies family</p>
17/01/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Gregynog Hall 	N/A	2	<p>Exploratory meeting with Gregynog Hall Librarian</p> <p>Meeting held at Gregynog Hall (free of charge)</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				To explore Gregynog Hall Library's attitude towards digital heritage and the potential for future partnership working around digital heritage projects.
18/01/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • RCAHMW/PCW 	2	4	<p>Project development with RCAHMW/PCW</p> <p>Meeting held at Newtown Library (free of charge)</p> <p>To brief RCHAMW/PCW on the requirements of the digital heritage report for the Feasibility Study, being written by RCHAMW/PCW</p>
01/02/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • RCAHMW/PCW 	N/A	2	<p>Project development with RCAHMW/PCW</p> <p>Meeting held at Great Oak Café, Llanidloes</p> <p>To discuss draft report on digital heritage options, being written by RCAHMW/PCW for HH4MW Feasibility Study.</p>
03/02/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Independent film maker/S4C 	N/A	4	<p>Pryce-Jones film for S4C</p> <p>Meeting held at Pryce-Jones building (Royal Welsh Warehouse), Newtown</p> <p>To discuss the current S4C project to make a film about the Royal</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				Welsh Warehouse and Pryce-Jones and the potential for future work on the Pioneers
11/02/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • RCAHMMW/PCW 	2	4	<p>Project development with RCAHMMW/PCW</p> <p>Meeting held at Elephant & Castle, Newtown</p> <p>To present & discuss draft report on digital heritage options, written by RCAHMMW/PCW for HH4MW Feasibility Study.</p>
25/02/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • RCAHMMW/PCW 	1	3	<p>Project development with RCAHMMW/PCW</p> <p>Meeting held at Newtown Library (free of charge)</p> <p>Meeting re project development and planning for the stakeholder event on 02/03/19</p>
02/03/2019 13:30-15:30	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Newtown & Llanwchaiarn Town Council • Open Newtown • Newtown History Group • Robert Owen Museum • Newtown Textile Museum • Newtown Civic Society 	13	16	<p>“What can Digital Heritage Do For You?”</p> <p>Held at Plas Dolerw, Newtown (venue hire paid for by project)</p> <p>Stakeholder workshop to:</p> <ul style="list-style-type: none"> • Present the digital heritage research undertaken by Tom Pert of the People’s Collection Wales and the Royal Commission for the Ancient and Historical Monuments of Wales.

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
	<ul style="list-style-type: none"> • People's Collection Wales/ Royal Commission for the Ancient and Historical Monuments of Wales • Ex-employees of Laura Ashley • Montgomeryshire County Regeneration Association (MCRA) • Gregynog Festival 			<ul style="list-style-type: none"> • Ascertain interest in the project amongst key organisations • Ascertain interest in further training opportunities • Workshop how digital heritage techniques could be applied to the Pioneer legacies. <p>A clear focus on the digital heritage of Laura Ashley emerged from the meeting as an immediate priority for the project.</p>
08/03/2019	<ul style="list-style-type: none"> • HH4MW • Addysg Oedolion Cymru/Adult Learning Wales 	1	3	<p>Exploratory meeting with AOC/ALW</p> <p>Meeting held at AOC/ALW offices (venue provided free of charge)</p> <p>To explore the potential for partnership working between the two organisations, and what shape future joint projects might take.</p>
11/03/2019	<ul style="list-style-type: none"> • HH4MW • Addysg Oedolion Cymru/Adult Learning Wales 	1	3	<p>Partnership development meeting with AOC/ALW</p> <p>Meeting held at AOC/ALW offices (venue provided free of charge)</p> <p>To further develop ideas for partnership working and project delivery.</p>
15/03/2019	<ul style="list-style-type: none"> • HH4MW • Robert Owen Museum 	2	3	<p>Exploratory meeting with Robert Owen Museum Curator</p> <p>Held at Robert Owen Museum, Newtown (venue provided free of</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				<p>charge)</p> <p>To ascertain the potential for future partnership working between HH4MW and the Robert Owen Museum. Discussed the idea of a 2021 festival in Newtown to celebrate 250 years since the birth of Robert Owen.</p>
22/03/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Addysg Oedolion Cymru/Adult Learning Wales 	1	3	<p>Partnership development meeting with AOC/ALW</p> <p>Meeting held at AOC/ALW offices (venue provided free of charge)</p> <p>To further develop ideas for partnership working and project delivery.</p>
28/03/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Royal Commission for the Ancient and Historical Monuments of Wales • People's Collection Wales 	1	4	<p>Project development with RCAHMW/PCW</p> <p>Meeting held at Newtown Library (free of charge)</p> <p>To explore volunteer training and support offered by RCAHMW and PCW to develop and deliver a digital heritage project in Newtown. To prepare for the stakeholder meeting on the 30th April.</p>
28/03/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Open Newtown 	1	3	<p>Exploratory meeting with Open Newtown</p> <p>Meeting held at Open Newtown offices</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				Short meeting to establish the intention to explore potential partnership working between the two projects in Newtown.
03/04/2019	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Addysg Oedolion Cymru/Adult Learning Wales 			<p>Partnership development meeting with AOC/ALW</p> <p>Meeting held at AOC/ALW offices (venue provided free of charge)</p> <p>To further develop ideas for partnership working and project delivery and to prepare for stakeholder meeting on 30th April.</p>
30/04/2019 17:00-18:00	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Royal Commission for the Ancient and Historical Monuments of Wales • People's Collection Wales • Clwyd-Powys Archaeological Trust • Addysg Oedolion Cymru/Adult Learning Wales 	N/A	6	<p>Project partners meeting</p> <p>Held at CellPath, Newtown (venue donated by CellPath free of charge)</p> <ul style="list-style-type: none"> • To develop the network of organisations interested in working with the digital heritage of the Pioneers, most of which were meeting together for the first time at this meeting. • To scope future partnership working opportunities & responsibilities, to ensure efficient partnership working without duplication • To plan the stakeholder meeting that followed this pre-meet

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				At this meeting it was decided to hold the 8 th June pop up event during Newtown Carnival as a partnership activity.
30/04/19 18:00-20:00	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Royal Commission for the Ancient and Historical Monuments of Wales • People’s Collection Wales • Clwyd-Powys Archaeological Trust • Addysg Oedolion Cymru/Adult Learning Wales • Newtown Local History Society • Ex-Laura Ashley Employees 	N/A	13	<p>“Digitising Laura Ashley Heritage”</p> <p>Held at CellPath, Newtown (venue donated by CellPath free of charge)</p> <ul style="list-style-type: none"> • To introduce the volunteers interested in working with the digital heritage of Laura Ashley to the organisations involved in the project • To explore the digital heritage of Laura Ashley • To explore digital heritage training needs, to be delivered by People’s Collection Wales • To explore adult learning needs amongst the volunteers, to be delivered by Addysg Oedolion Cymru/Adult Learning Wales • To scope interest in delivering a 8th June pop up event for the Carnival to celebrate Laura Ashley – an idea that was met with very positively
03/05/2019	<ul style="list-style-type: none"> • HH4MW • Addysg Oedolion Cymru/Adult Learning Wales 	1	3	<p>Partnership meeting with AOC/ALW</p> <p>Meeting held at AOC/ALW offices (venue provided free of charge)</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				To write and sign formal Partnership Agreement between the two organisations. To prepare training for volunteers in preparation for 8 th June event.
13/05/19 09:30-12:30	<ul style="list-style-type: none"> • HH4MW • Addysg Oedolion Cymru/Adult Learning Wales 	6	8	<p>“Digitising Laura Ashley Heritage 2”</p> <p>Held at the Addysg Oedolion Cymru/Adult Learning Wales offices (venue donated free of charge by AOC/ALW)</p> <p>Training event by Addysg Oedolion Cymru/Adult Learning Wales for HH4MW volunteers to deliver the skills needed for the 8th June pop-up event. Training delivery funded by Addysg Oedolion Cymru/Adult Learning Wales.</p>
13/05/2019 13:30-16:00	<ul style="list-style-type: none"> • HH4MW • People’s Collection Wales 	4	5	<p>“Digitising Laura Ashley Heritage 3”</p> <p>Held at the Addysg Oedolion Cymru/Adult Learning Wales offices (venue donated free of charge by AOC/ALW)</p> <p>Part 1 of a 2-part training course delivered by People’s Collection Wales to train HH4MW volunteers in heritage digitisation techniques and processes.</p>
20/05/2019	<ul style="list-style-type: none"> • HH4MW • Addysg Oedolion Cymru/Adult Learning Wales 	6	6	<p>“Digitising Laura Ashley Heritage 4”</p> <p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				Planning meeting by volunteers to plan for the 8 th June event
24/05/2019	<ul style="list-style-type: none"> • HH4MW 	2	2	<p>“Digitising Laura Ashley Heritage 5”</p> <p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p> <p>Planning meeting by volunteers to plan for the 8th June event</p>
29/05/2019	<ul style="list-style-type: none"> • HH4MW 	5	5	<p>“Digitising Laura Ashley Heritage 6”</p> <p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p> <p>Planning meeting by volunteers to plan for the 8th June event</p>
04/06/2019 18:00-20:30	<ul style="list-style-type: none"> • HH4MW • People’s Collection Wales • Royal Commission for the Ancient and Historical Monuments of Wales 	5	7	<p>“Digitising Laura Ashley Heritage 7”</p> <p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p> <p>Part 2 of a 2-part training course delivered by People’s Collection Wales to train HH4MW volunteers in heritage digitisation techniques and processes.</p>
07/06/2019	<ul style="list-style-type: none"> • HH4MW 	4	5	<p>“Digitising Laura Ashley Heritage 8”</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
12:00-17:00	<ul style="list-style-type: none"> • AOC/ALW 			<p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p> <p>Decorating and organising the venue at Bear Lanes in advance of the pop up event on 8th June</p>
08/06/2019 09:00-17:30	<ul style="list-style-type: none"> • Heritage Hub 4 Mid Wales • Royal Commission for the Ancient and Historical Monuments of Wales • People’s Collection Wales • Clwyd-Powys Archaeological Trust • Addysg Oedolion Cymru/Adult Learning Wales 	c.10	Over 150	<p>“Laura Ashley Heritage Pop-up Event”</p> <p>Held at the pop-up event venue in Bear Lanes shopping centre, Newtown (venue donated free of charge by Bear Lanes)</p> <p>Volunteer-run event held on Newtown Carnival Day with the aim to:</p> <ul style="list-style-type: none"> • Assess local interest in Laura Ashley and the Pioneers • Promote the legacy of Laura Ashley • Assess interest in future events • Assess interest in future training • Inspire more volunteers to become involved • Promote the Feasibility Study and the work of HH4MW and partners
14/06/2019	<ul style="list-style-type: none"> • HH4MW • Robert Owen Museum 	2	2	<p>Partnership Development Meeting</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
				To develop ideas for the 2021 celebration of 250 th anniversary of Robert Owen's birth in Newtown
14/06/2019	<ul style="list-style-type: none"> • HH4MW • Chris Blandford Associates 	1	3	<p>Digital to physical heritage consultancy meeting</p> <p>Held at Oriel Davies Gallery (venue donated free of charge by Oriel Davies)</p> <p>Project meeting to initiate the digital to physical element of the project, with consultancy being given to the project by Chris Blandford Associates pro bono. Assessing opportunities for the digital project to manifest in physical activities in and around Newtown.</p>
27/06/2019 13:00-14:30	<ul style="list-style-type: none"> • HH4MW • Royal Commission for the Ancient and Historical Monuments of Wales/People's Collection Wales 	2	3	<p>Website development for HH4MW</p> <p>Initial meeting to discuss ideas for website development for the HH4MW</p>
27/06/2019 14:30-15:00	<ul style="list-style-type: none"> • HH4MW • Royal Commission for the Ancient and Historical Monuments of Wales/People's Collection Wales • Oriel Davies 	2	4	<p>Partnership development meeting with Oriel Davies</p> <p>Further short discussions towards partnership working between HH4MW, Oriel Davies & PCW to deliver exhibitions relating to the Pioneers.</p>

Date & time	Organisations attending	No of volunteers present	Total No of attendees	Meeting details & purpose
29/06/2019 17:00-17:30	<ul style="list-style-type: none"> • HH4MW • Wales Centre for International Affairs • David Davies Memorial Institute, Aberystwyth University 	0	3	<p>Informal networking meeting with WCIA & David Davies Memorial Institute, Aberystwyth University</p> <p>To establish connections between the organisations and explore potential for future partnership working on Davies family legacy.</p>

APPENDIX 5

8th June 2019 Public Consultation Event

– Laura Ashley

APPENDIX 5: 8TH JUNE 2019 PUBLIC CONSULTATION EVENT – LAURA ASHLEY

1.6 Description of the event

- 1.6.1 HH4MW held a major stakeholder event in Newtown on the day of the town carnival, 8th June 2019. This was an extra event, not originally planned for in the Feasibility Study project timeline, but which was added to the project as it progressed. The purpose of the event was to publicise the Feasibility Study, including the work of the HH4MW around digital heritage and the legacy of Laura Ashley, as well as consult with the public about the appetite for further heritage events in the future. Carnival day was chosen in order to maximise footfall in the exhibition and interest among the public and media.
- 1.6.2 The popup event was held in Bear Lanes Shopping Centre in Newtown, in a highly visible corner shop located near the main entrance to the carnival field and on the route of the carnival lorries. The shop was donated by the Bear Lanes Shopping Centre free of charge for more than a week, to allow for set-up, pack-down and volunteer training.
- 1.6.3 The Newtown Carnival is a popular local event, which this year had reduced footfall due to heavy rain in the morning and into the early afternoon. The pop-up exhibition was open between 10am to 4:30pm and was largely run by volunteers, supported by a partnership of organisations, including the Heritage Hub 4 Mid Wales; People's Collection Wales; Addysig Oedolion Cymru/Adult Learning Wales; the Royal Commission for the Ancient and Historical Monuments of Wales, and the Clwyd-Powys Archaeological Trust.
- 1.6.4 The shop was decorated with clothing, furniture, soft furnishings, catalogues and other items created by the Laura Ashley company in the 60s, 70s and 80s. Photographs of the factory, shops and employees were also displayed alongside vintage advertising boards, historical news articles and copies of the staff's internal publication, 'Laura Ashley News'. Visitors were encouraged to complete a survey, sign a memory book, and to take selfies of themselves with items in the shop and tag themselves and #HH4MW on social media. Many visitors knew each other from working with the company and spent a long time in the shop together, sharing news and reminiscing with each other. The Royal Commission for the Ancient and Historical Monuments of Wales provided a touchscreen station and mobile signal dongle so that visitors could browse the Laura Ashley entries on the People's

Collection Wales (PCW) website. Individuals could also bring items to be digitised and uploaded to the PCW website, and PCW loaned the equipment and trained HH4MW volunteers for this in advance of the day. Clywd-Powys Archaeological Trust had intended to run a memory tree stall for the day, but unfortunately had to pull out due to unforeseen circumstances.

- 1.6.5 Exhibits in the popup came from two sources: some were generously loaned by Laura Ashley PLC from their archive; others were brought by volunteers who used to work for Laura Ashley and who have collated their own extensive collections of objects and papers. Equipment for the event was loaned by the People's Collection Wales, the Royal Commission for the Ancient and Historical Monuments of Wales and Addysg Oedolion Cymru/Adult Learning Wales.
- 1.6.6 The pop-up project was delivered by a network of dedicated volunteers under the umbrella of HH4MW. They were trained in the skills required for the day by the People's Collection Wales, the Royal Commission for the Ancient and Historical Monuments of Wales, and by Addysg Oedolion Cymru/Adult Learning Wales. More than 7 training, planning and delivery events were held in advance of the pop up in May and June to create the event; some of these training and planning events were delivered by project partners whilst others were self-delivered by the volunteers. The Clwyd-Powys Archaeological Trust were also involved in the project development, though were unable to attend on the day. Laura Ashley PLC were consulted before the event, to build relationships with the company and to ensure there was no intellectual property or copyright infringement.
- 1.6.7 Logos of all the partners were included in pre-event advertising and on survey forms and leaflets used on the day. There were also pop-up banners in the shop for Arwain, AOC/ALW and the RCAHMW.
- 1.6.8 Care was taken by the project to ensure that GDPR requirements were complied with, and consent forms were obtained for photography and social media.
- 1.6.9 The event was highly successful, with over 150 individuals through the door, most of whom completed survey forms. The verbal feedback from the day was very positive, with visitors very keen on having more Pioneers heritage events. HH4MW was invited to take a similar

Laura Ashley exhibition to Caersws, Machynlleth and elsewhere. The local AM, MP and Newtown and Machynlleth mayors all visited the popup during the day, staying to talk with other visitors.

- 1.6.10 There was interest in the media before and after the event, with articles in the County Times. HH4MW publicised the event on social media through the Mid Wales Heritage Hub network, and these posts received many shares.

1.7 Public consultation survey responses

- 1.7.1 The purpose of the public consultation event was two-fold: firstly, to evidence footfall in the exhibition to fulfil the funding criteria for the Feasibility Study; and secondly, to assess and evidence interest in future heritage projects.
- 1.7.2 The volunteers were very effective at organising visitors to the shop, to ensure that they completed Information Consent and Survey forms. The A4 sheet was in three parts. The top half of the page provided information about the Heritage Hub 4 Mid Wales, the Powys Pioneers and the digital heritage project. This was intended for the visitor to read, then tear off and take with them. The bottom half of the A4 sheet consisted of an Information Consent and Survey Form, to be retained by the HH4MW and partners, in line with GDPR. The upper section of this form was to provide personal contact information and to express preferences for future contact using these details. The bottom part of the form was a survey to assess interest in the Powys Pioneers and related events and activities.
- 1.7.3 Many visitors completed the forms, providing their names and signatures as a minimum. 33 people chose simply to provide this information and not to complete the survey below. In total, 150 individual forms were completed, with one form referring to 3 individuals who were present. Several couples who visited the event only completed one form between the pair of them, so we know that more than 152 individuals visited the pop-up on the 8th June.
- 1.7.4 Of the more than 152 people who visited the shop, 119 chose to complete the survey. Of these 119 people, 100% of them either wanted to know more about the Powys Pioneers, or wanted more events to take place themed around the Powys Pioneers, or both.

Table 1: Responses to the two sections of the Information Consent and Survey forms

Number of people who provided personal information on the forms	152
Number of individual forms collected	150
Number of people who did not complete the survey	33
Number of people who chose to complete the survey	119
Number of people who completed the survey who would like to know more about the Powys Pioneers and/or who wanted more Powys Pioneers events to take place	119
Number of people who completed the survey who wanted to know more about the Powys Pioneers	83
Number of people who completed the survey who wanted more Powys Pioneers events to take place	107
Number of people who had items they wished to digitise, relating to the Powys Pioneers	40
Number of people who were interested in volunteering for Powys Pioneers projects	36
Number of people who were interested in future training opportunities related to the Powys Pioneers	37

Table 2: Analysis of the responses to the two sections of the Information Consent and Survey forms

% of 152 known visitors who provided some form of personal information on the form	100%
% of 152 known visitors who chose not to complete the survey	21.7%
% of 152 known visitors who completed the survey	78.2%
% of 152 known visitors who either wished to know more about the Powys Pioneers or who would like more Powys Pioneers events to take place	78.2%
% of 119 visitors who completed the survey who either wished to know more about the Powys Pioneers or who would like more Powys Pioneers events to take place	100%
% of 119 visitors who completed the survey who would like to know more about the Powys Pioneers	69.7%
% of 119 visitors who completed the survey who would like more Powys Pioneers events to take place	89.9%

Appendix 6

3rd October 2019 Consultation Event

– Pryce Pryce-Jones

Appendix 6: 3rd October Public Consultation Event – Pryce Pryce-Jones

Heritage Hub 4 Mid Wales

“Sharing our Pioneers heritage Globally”

Pryce Jones was a drapers apprentice to Mr John Davies drapers shop at the age of 12, this shop was where the Newtown ‘Sarah Brisco’ town clock stands now at the end of Broad Street.

Pryce Jones opened his own drapers shop at 50 Broad Street, where the Sandwich Shop is now. He had just married in April 1859 and began his inception of ideas for a penny post system to post Newtown flannel fabric swatches to the homes of potential affluent customers from the 3rd October 1859.

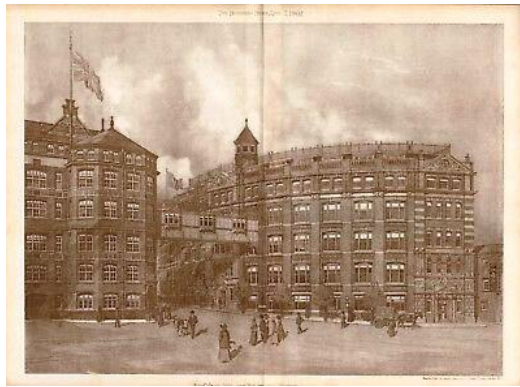
His pioneering mail order business had expanded very quickly and he decided to purchase a larger premises, and bought his old boss Mr Davies shop. This is where he started to advertise his establishment as the Royal Warehouse after receiving orders from her majesty Queen Victoria. To announce royal orders he sent a message to the community by the bells ringing out loud from St David’s Church.



Royal Welsh Warehouse, first stage, 1879

On the 3rd October 1879, Mr Pryce Jones opened the first phase of his Pryce Jones Royal Welsh Warehouse to a banquet for 300 people and entertainment was by the Royal Welsh Warehouse string band which included John Roberts Welsh Triple Harpist and his sons who lived in Frolic Street. A local Welsh Folklore poet from Caersws John Ceriog Hughes was also on the list of entertainers . This magnificent occasion and celebration went on for two days.

HH4MW Sir Pryce Pryce-Jones Heritage Celebration 3rd October 2019



The Heritage Hub 4 Mid Wales organised the Sir Pryce Pryce-Jones event to mark the significant heritage legacy of Pryce Jones which brand name and trademark sits proudly on his building as you enter Newtown by every road and access point. Pryce Jones was knighted by Queen Victoria in 1887 for his services to commerce. Hence why, she became his loyal and Royal Patron, along with over 30 royal households across the British Empire.

The HH4MW aims to enhance the local identity of the local Pioneers and nurture civic pride, raise awareness of these significant Pioneers profiles locally, nationally and globally. To eventually digitally record and preserve the archives and memories of these Pioneers and digitally share their legacies.

Promoting Pioneer events and exhibitions to attract new visitor audiences nationally and globally for new skills, roles and economic sustainable opportunities for this region, by heritage led regeneration.

The event programme included, Montgomery Town Crier Sue Blower who was the master of ceremonies which started with the proclamation and introduction to Ann Evans the Heritage Hub founder, who introduced partners and presenter Gruffydd Jones from the National Library of Wales Peoples Collection Wales who will collaborate to record and preserve the local Pioneers Legacies. Sir Pryce Pryce-Jones, Robert Owen who was related to Pryce Jones family. David Davies, and Davies Family and Laura Ashley.

Then a film was shown of a documentary on Pryce Jones from 20 years ago.

The master of ceremonies then read out a poignantly poem from Edith Bebb who was a member of staff in Pryce Jones Sales Ledger department, just before Sue introduced Brian Poole local historian who had written a story of Pryce Jones and the railway links which was so important to despatch the Pryce Jones Royal Welsh Warehouse parcels by rail, road and steamboats.

This event was instrumental in engaging stakeholders and sponsors to produce Sir Pryce Pryce-Jones Heritage plaques in honour of Pryce Jones major local employer achievements.

An humble draper's apprentice from Newtown, who was a Pioneer, Entrepreneur, Merchant, Manufacturer and Inventor. Who was ahead of his time for modern day commerce, a philanthropist and was one of the main local business leaders who championed health and wellbeing for his staff and local communities.

The evening came to a close with a exclusive preview of a new S4C Pryce Jones Film introduced by the producer Catrin Davies founder of Unigryw. Then finally there was a Pryce Jones photograph slide show to local Welsh Harpist Eleri Lloyd, who poignantly played some of John Robert a local triple harpist music.

The Heritage Hub 4 Mid Wales would like to thank hosts Focus Enterprise Hub, Robert Owen Community Banking Funds all our guests and visitors as well as partners, Peoples Collection Wales, Adult Learning Wales and Royal Commission of Ancient Historical Monuments Wales for their support and participation.



MP Glyn Davies, High Sheriff of Powys David Lloyd Peate, Ann Evans Heritage Hub 4 Mid Wales Founder, AM Russell George and Peter Webber HH4MW Trustee & Chairman of Cellpath

The Heritage plaques were sponsored by the Potters Family & Newtown Chamber of Trade.

Survey Responses

Of the more than 130 people who attended the Pryce Jones evening event in October 2019, 73 signed forms to prove their attendance (the full number of attendees was monitored by giving each attendee a free raffle ticket for a draw). Of these 73, 33 chose not to complete the survey, whilst 38 did. Of the 38 who completed a survey, all bar one wished to know more about the Pioneers, and/or for more events to take place. Of those who completed a survey, 36 people (94%) of them specifically wished for more Pioneer heritage events to take place. Whilst the survey returns were low at this event due to staff illness, the returns do reinforce the snapshot of high demand for more heritage events in and around Newtown obtained from the Laura Ashley event

Appendix 7

HH4MW Social Media & Community Heritage Hubs

Appendix 7: HH4MW Social Media & Community Heritage Hubs

Mission – Sharing local community Heritage Globally

Robert Owen over 200 years ago called for the co-operation and collaboration of villages for his vision for a New Moral World and New View of Society. The HH4MW Social Media Facebook pages have been tested for community interaction locally and developing international connections with Mid Wales migrants.

Long term approach, to collaborate with Adult Learning Wales to develop a training programme to recruit and train Digital Community Champions to manage local community heritage hubs and research, record and preserve Pioneer archives and memories.

<https://www.facebook.com/HeritageHub4MidWales/> Umbrella Organisation Website pending.

Pioneer Heritage Events so far:

Laura Ashley Heritage Memory Pop Up Shop in Bear Lanes 8th June. Over 200 visitors, over a 4 hour period in a small vacant shop in Bear Lanes Shopping Centre Newtown. The only complaint was that the public wished this display was on for longer.

Laura Ashley Plc offered to promote this event on their Website & Social Media networks, which was declined as we would never have met people's expectation from this venue and this one day event period.

<https://www.facebook.com/HeritageHub4MidWales/videos/vb.1027679314007522/415201619325898/?type=2&theater> **1,240 views of this short video with limited advertising.**

Sir Pryce Pryce-Jones Heritage Event 3rd October to celebrate a significant Pioneer and 160th Anniversary of his modern day Mail Order, and the unveiling of dedicated heritage plaques to the Pryce Jones building and business.

This event included information of Sir Pryce Pryce-Jones and his Royal Welsh Warehouse business and there were exhibits from Pryce Jones Heritage Custodians – Powys Archives, MCRA Plas Dolerw, Newtown Textile Museum and Newtown Local History Group.

<https://www.facebook.com/RobertOwenCommunityBanking/photos/a.1187092661461644/1233844380119805/?type=3&theater> There were 130 plus visitors, the most this venue (Newtown Focus Enterprise Hub) has held so far.

AM Russell George, announces the HH4MW Sir Pryce Pryce-Jones Heritage Event in the Senedd on the 2nd October.

<https://www.youtube.com/watch?v=pZ9B0k2uxP0&feature=share>

<https://www.facebook.com/NewtownHeritageHub/videos/761385940941398/UzpfSTEWmjc2NzkzMtQwMDc1Mij6Mij1NzE3MTA3MTA1ODMzNA/> **2,400 views of Sir Pryce Pryce-Jones video to promote the Pryce Jones Event.**

As well as MP Glyn Davies, AM Russell George, High Sheriff of Powys any local town Mayors, we entertained over 130 guests to inform and promote Pioneer Sir Pryce Pryce -Jones heritage and HH4MW partners and sponsors.

A selection of community heritage hubs established so far:

https://www.facebook.com/NewtownHeritageHub/ History & Civic group, Textile Museum events, as well as a crowd sourcing event for Peoples Collection Wales	496 Likes - Promotes Newtown
https://www.facebook.com/LlanidloesHeritageHub/	71 Likes
https://www.facebook.com/LlandinamHeritageHub/ History Group Events	134 Likes – Promotes Llandinam
https://www.facebook.com/CaerswsHeritageHub/	221 Likes
https://www.facebook.com/KerryHeritageHub/ Group Events	175 Likes - Promotes Kerry History
https://www.facebook.com/CarnoHeritageHub/	161 Likes
https://www.facebook.com/BerriewHeritageHub/	61 Likes
https://www.facebook.com/MontgomeryHeritageHub/	82 Likes
https://www.facebook.com/AbermuleHeritageHub/	138 Likes
https://www.facebook.com/TregynonHeritageHub/ and Music Festival Events	94 Likes – Promotes Gregynog Hall
https://www.facebook.com/TrefeglwysHeritageHub/	55 Likes
https://www.facebook.com/LlandrindodWellsHeritageHub/ Museum Events	53 Likes – Promotes National Cycle
https://www.facebook.com/BuilthWellsHeritageHub/	34 Likes
https://www.facebook.com/WelshpoolHeritageHub/	89 Likes
https://www.facebook.com/LlanfyllinHeritageHub/	46 Likes
https://www.facebook.com/RhayaderHeritageHub/	50 Likes
https://www.facebook.com/SarnHeritageHub/ Group Events	71 Likes – Promotes Sarn History
https://www.facebook.com/BettwsCadewainHeritageHub/	72 Likes
https://www.facebook.com/LlanfairCaereinionHeritageHub/	40 Likes
https://www.facebook.com/CeredigionHeritageHub/	51 Likes
https://www.facebook.com/LlanbrynmairHeritageHub/	104 Likes
https://www.facebook.com/PowysHeritageHub/	111 Likes

<https://www.facebook.com/MontgomeryshireHeritageHub/> 134 Likes

A few community heritage hubs followers have asked to make connections with family or to source some local history of buildings as far as Australia and Seattle USA.

Example : Jan Brown has a request for more information on servants who worked at Gregynog Hall around the time of her grandmother Margaret Owen who was a cook in the 1880s to around 1995.

Link below:

<https://www.facebook.com/TregynonHeritageHub/photos/pb.316187298802828.-2207520000.0/695838094171078/?type=3&theater>