

Powys Pioneers Digital Heritage Feasibility Study  
Heritage Hub 4 Mid Wales



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## Heritage Hub 4 Mid Wales

***“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***



## **Powys Pioneers Digital Heritage Feasibility Study**

### **Heritage Hub 4 Mid Wales**

#### **EXECUTIVE SUMMARY**

Over the past 250 years, Powys has been the home for a remarkable set of innovators, social activists and businesspeople who have changed the face of Wales and had influence around the world. For the purposes of this study, the Powys Pioneers have been defined as the following set of people, however, in the future the group could be expanded to include others, such as the pioneering Centre for Alternative Technology near Machynlleth:

- **Laura Ashley and family** - textile, home furnishing and fashion pioneer and significant rural employer.
- **Robert Owen** - philanthropic social entrepreneur and reformer, education reformer and creative genius of international significance.
- **David Davies** - coal & railway pioneer, and his philanthropic family - **Lord Davies; Gwendoline & Margaret Davies**.
- **Pryce Jones** - pioneer of international mail order and home shopping, purportedly the initiator of Royal Mail Parcel Post and inventor of the modern sleeping bag.

#### **Project Objectives**

The Feasibility Study was designed to evaluate options for future actions against five objectives, with a central focus on digital delivery and activities. These objectives are to:

- Enhance local identity and pride in the Powys Pioneers, Newtown and Mid Wales;
- Increase recognition of the Powys Pioneers, Newtown and Mid Wales across Wales, the UK and internationally;
- Achieve the monetisation of the Pioneers' heritage, for the future sustainability of the project;
- Develop the heritage-led regeneration of Newtown;
- Use the legacy of the Powys Pioneers to stimulate local entrepreneurship.

#### **Funding**

The study has primarily been funded by the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government. The funding stream is managed by Powys County Council through the Arwain programme, and funding has specifically been granted through the theme of "Exploiting Digital Technology". Additional funding to purchase Public Liability Insurance for HH4MW events and for the future project website has been provided

by Newtown & Llanllwchaearn Town Council Community Fund. In addition, the project has benefitted from pro bono matched funding support from the People's Collection Wales, the Royal Commission for the Ancient and Historical Monuments of Wales and Chris Blandford Associates. There has been considerable and significant support from Addysg Oedolion Cymru | Adult Learning Wales and extensive work by a committed group of HH4MW volunteers.

## **Methodology**

The Feasibility Study project has taken place over the period November 2018 to November 2019, with three key stages:

- Exploring and developing a range of digital heritage options, alongside contacting the organisations responsible for the various pioneers' archives, to build connections and to explore current and future digital plans. The Royal Commission for the Ancient and Historical Monument of Wales (RCAHMW) and the People's Collection Wales (PCW) were key partners, developing a report on digital heritage options (see Appendix 1) and presenting these to stakeholders at a meeting in March 2019.
- Reaching out to communities in Newtown and Mid Wales, to assess interest in the heritage of the Pioneers and in developing digital heritage projects and resources. Two main events were held during this phase:
  - A Laura Ashley & family heritage day, held in a pop-up exhibition in a vacant shop in the Bear Lanes Shopping Centre in Newtown on the town's annual carnival day, in June 2019. Over 150 people visited the shop and completed surveys.
  - A Pryce Jones celebratory evening in October 2019, on the 160<sup>th</sup> anniversary of the opening of his mail order store. Invitations were sent to 150 people, of which it is thought that over 100 attended and over 70 completed surveys. The People's Collection Wales and Addysg Oedolion Cymru | Adult Learning Wales have both been key partners in the delivery of this phase.
- Evaluating the data generated by the project and assessing the feasibility of various options, culminating in the creation of this report. Chris Blandford Associates has been a key partner, producing a report on potential physical heritage interventions in Newtown and the legacy of the project, and being a critical friend in the development of the Feasibility Study.

Throughout the project, the project team has communicated with key stakeholders, held private and public meetings, and attended meetings on related projects within the area. There has been a strong emphasis on developing awareness, interest and partnership in the ideas generated by the project and seeking buy-in for the most appropriate ways forward. A table of meetings and events is included in Appendix 4.

## Feasibility Options

To achieve the project objectives, four strategic building blocks have been identified for the feasibility study, each of which contain a number of potential projects (these projects are listed under each element in the table below). The strategic elements are:

- Element 1: Digital
- Element 2: Permanent building & exhibitions
- Element 3: Temporary events & activities
- Element 4: Education

To evaluate the feasibility of these elements, they are each assessed both against their potential to deliver the project objectives and against a set of operational criteria, leading to an understanding of the most favourable options. These operational criteria are:

- Funding availability
- Human resources required & organisational capacity
- Urgency

There are already projects happening in Newtown and Mid Wales that contribute to the objectives of HH4MW, such as the Newtown & Llanllwchaiarn Town Council's new digital heritage trail. This Feasibility Study therefore focusses on the current gaps in delivery and aims to avoid duplication of existing projects and facilities.

## Evaluation of Projects

### Key to Table 1:

<b>Objective:</b>	Strong contribution	Notable contribution	Limited contribution
<b>Criteria: Funding</b>	Strong options	Some options	Limited options
<b>Criteria: Capacity</b>	Very well-matched to current capacity	Requires a small increase in capacity	Requires a large increase in capacity
<b>Criteria: Urgency</b>	Immediate attention required	Quite urgent	Not time critical

**Table 1: Evaluation of projects against Objectives and Criteria**

Element	Project	Objective: Local Pride	Objective: Wider Recognition	Objective: HH4MW Monetisation	Objective: Mid Wales Regeneration	Objective: Entrepreneurship	Criteria: Funding	Criteria: Capacity	Criteria: Urgency
<b>1) Digital</b>	1A: Digital Archiving	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1B: Digital oral histories	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1C: Digital catalogue	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1D: Website	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1E: Social media films	Green	Green	Red	Yellow	Yellow	Yellow	Yellow	Yellow
	1F: Social media Heritage Hubs	Green	Green	Red	Yellow	Yellow	Green	Yellow	Yellow
	1G: Digital services for heritage societies	Green	Green	Yellow	Yellow	Green	Yellow	Red	Yellow
	1H: Digital arts & heritage 2021	Green	Green	Red	Green	Yellow	Green	Red	Green
	1I: Guerrilla PR	Green	Green	Red	Yellow	Yellow	Green	Green	Red
	1J: Digital recording heritage sites	Green	Green	Red	Green	Red	Yellow	Yellow	Green
<b>2) Building &amp; exhibitions</b>	2A: Pioneers Archive store	Green	Green	Red	Yellow	Red	Yellow	Green	Green
	2B: Permanent exhibition space	Green	Green	Green	Green	Green	Red	Red	Red
<b>3) Events &amp; Activities</b>	3A: 2021 Festival	Green	Green	Green	Green	Green	Green	Red	Green
	3B: Pioneers community events	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	3C: Digital heritage events	Green	Green	Red	Yellow	Yellow	Yellow	Yellow	Yellow
	3D: Pan Wales Davies family festival	Green	Green	Red	Green	Yellow	Red	Red	Red
	3E: Laura Ashley vintage sale	Green	Green	Green	Green	Green	Green	Yellow	Red
<b>4) Education</b>	4A: Training digital skills via heritage	Green	Yellow	Red	Green	Red	Green	Green	Yellow
	4B: Training HH4MW Heritage Hub Champions	Green	Green	Red	Green	Green	Green	Green	Green
	4C: Training HH4MW digitisation volunteers	Green	Green	Red	Green	Green	Green	Green	Green
	4D: Digitally upskilling heritage societies	Green	Green	Red	Green	Green	Yellow	Yellow	Green

Element	Project	Objective: Local Pride	Objective: Wider Recognition	Objective: HH4MW Monetisation	Objective: Mid Wales Regeneration	Objective: Entrepreneurship	Criteria: Funding	Criteria: Capacity	Criteria: Urgency
	4E: Training businesses to make the most of the Pioneers	Green	Green	Red	Green	Green	Red	Yellow	Yellow
	4F: Powys Pioneer Apprenticeships	Green	Red	Red	Yellow	Yellow	Yellow	Red	Yellow
	4G: Robert Owen in schools 2021	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	4H: Train the teacher	Green	Red	Red	Yellow	Red	Red	Red	Yellow
	4I: Biopic films of Robert Owen & other pioneers	Green	Green	Yellow	Green	Green	Red	Red	Red
	4J: Local entrepreneurship training	Green	Red	Green	Green	Green	Yellow	Red	Red
	4K: Entrepreneurship masterclasses	Yellow	Green	Green	Green	Green	Red	Red	Red

### Preferred Options

HH4MW is an emerging organisation with currently limited capacity and funding. The preferred approach set out in the document takes all the project evaluation into account, to offer the greatest potential for the delivery of HH4MW's objectives taking into account the criteria of urgency, funding and capacity. To enable the organisation to focus and engage with partners / funders, four strands of activity have been identified. These draw together a number of the projects identified in Section 4. These strands are:

- **Festival 2021** - an ambitious year-long arts, culture and heritage festival tied to the 250<sup>th</sup> anniversary of Robert Owen's birth and the 60<sup>th</sup> anniversary of the opening of Laura Ashley's first shop;
- **Conservation and Digitisation** – digital projects to ensure the conservation of dispersed, unique and fragile collections held in private ownership across Mid Wales, ensuring maximum access and engagement;
- **Awareness, Education and Entrepreneurship** – Promotional and educational awareness of the Pioneers locally and nationally to develop their profile and impact on the future of Mid Wales, and to drive entrepreneurship.

- **Developing the Legacy Projects** – permanent facilities that can celebrate the Pioneers, safeguard their legacy and support the cultural and economic regeneration of Mid Wales and Newtown, namely a permanent object and archive store in Newtown and a permanent exhibition.

### **Next steps**

Delivering the above over the next 18 to 24 months will require urgent and focussed action. In that context the following next steps have been identified:

- Constitute HH4MW – By January 2020
- Establish partnerships for delivery – by February 2020
- Review need for project officer – January 2020
- Identify costs and seek funding – January 2020 onwards
- Delivery – March 2020 onwards



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## 1.0 INTRODUCTION

1.1.1 This Feasibility Study has been initiated and developed by the Heritage Hub 4 Mid Wales (HH4MW), a volunteer-run heritage project based in and around Newtown, Powys. The Heritage Hub 4 Mid Wales is a local community project working with our partner organisations to conserve and promote the heritage of four nationally and internationally significant Powys Pioneers:

- **Laura Ashley and family** - textile, home furnishing and fashion pioneer and significant rural employer.
- **Robert Owen** - philanthropic social entrepreneur and reformer, education reformer and creative genius of international significance.
- **David Davies** - coal & railway pioneer, and his philanthropic family - **Lord Davies; Gwendoline & Margaret Davies.**
- **Pryce Jones** - pioneer of international mail order and home shopping, purportedly the initiator of Royal Mail Parcel Post and inventor of the modern sleeping bag

1.1.2 The Feasibility Study has primarily been authored by Pippa Pemberton, Heritage Consultant, on behalf of the Heritage Hub 4 Mid Wales.

### **Funding & Primary Partners**

1.1.3 The Feasibility Study project has received funding through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government. The funding stream is managed by Powys County Council through the Arwain programme, and funding has specifically been granted through the theme of "Exploiting Digital Technology". Additional funding to purchase Public Liability Insurance for HH4MW events and for the future project website has been provided by Newtown & Llanllwchaiarn Town Council Community Fund.

1.1.4 The Feasibility Study has been developed in close partnership with a number of public and private sector organisations, who have generously donated their services and assets free of charge to the project as matched funding. These organisations are:

- People's Collection Wales
- Royal Commission for the Ancient and Historical Monuments of Wales
- Addysg Oedolion Cymru | Adult Learning Wales
- Chris Blandford Associates

1.1.5 The Feasibility Study development process has been a community effort, very generously supported by a large number of businesses, organisations and individuals from across Mid Wales. Gifts including the donation of meeting space, event space, event refreshments and professional services have been provided by:

- Cellpath Ltd
- Laura Ashley Plc Vintage Clothing and Furnishing Archive
- Bear Lanes Shopping Centre
- Oriel Davies Gallery
- Robert Owen Community Banking Fund
- Focus Newtown Enterprise Hub
- NPTC Newtown College - Art & Photography Tutor and 3 Students
- Toby Newson Media Videographer
- Montgomery Town Crier (compered for the Pryce Jones event)
- Harpist Eleri Lloyd (played for the Pryce Jones event, for travelling expenses paid for by Peter Webber)
- Historian Brian Poole (donated his time as a presenter at the Pryce Jones event)
- Addysg Oedolion Cymru (Curriculum Delivery Officer, meeting space, printed resources, marketing and advertising)

1.1.6 For the Pryce Jones heritage event, the following organisations kindly gave their time and resources to be exhibitors:

- MCRA/Plas Dolerw
- Powys Archives
- Newtown Library
- Newtown Textile Museum
- Newtown Local History Group

1.1.7 At the Pryce Jones heritage event, heritage plaques to Pryce Jones were unveiled, to be attached to the Royal Welsh Warehouse. These were funded by:

- Potters Family
- Newtown Chamber of Trade

1.1.8 A large number of volunteers have also given freely of their time to plan and deliver the HH4MW public events undertaken during the course of the Feasibility Study.

1.1.9 During the course of the Feasibility Study the HH4MW Project Manager benefitted from a bursary place at the 2019 Heritage Dot Conference at Lincoln University, funded by the National Lottery Heritage Fund. This bursary award enabled CPD for the project manager, networking to generate contacts and interest in the HH4MW amongst heritage academics and professionals and enabled the testing of ideas for the HH4MW against the expertise present at the conference.

### **Project Objectives**

1.1.10 The Feasibility Study was designed to evaluate options for future actions against four key objectives, with a central focus on digital delivery and activities. These objectives are to:

- Enhance local identity and pride in the Powys Pioneers, Newtown and Mid Wales;
- Increase recognition of the Powys Pioneers, Newtown and Mid Wales across Wales, the UK and internationally;
- Achieve the monetisation of the Pioneers' heritage, for the future sustainability of the project;
- Develop the heritage-led regeneration of Newtown.

1.1.11 During the course of the project, a fifth objective was added by the project team, to:

- Use the legacy of the Powys Pioneers to stimulate local entrepreneurship.

### **Methodology**

1.1.12 The Feasibility Study project has taken place over the period November 2018 to November 2019.

1.1.13 The first phase of the project focussed on exploring and developing a range of digital heritage options for the project to consider. This happened alongside contacting the organisations responsible for the various archives that relate to the pioneers, to build connections and to explore their current and future digital plans. The Royal Commission for the Ancient and Historical Monument of Wales (RCAHMW) and the People's Collection Wales (PCW) were key partners in this phase of the study, developing a report on digital heritage options for the project team to consider (see Appendix 1) and presenting these to stakeholders at a stakeholder meeting in March 2019.

1.1.14 The second phase focussed on reaching out to communities in Newtown and Mid Wales, to assess interest in the heritage of the Pioneers and in developing digital heritage projects and resources. Two main events were held during this phase:

- The first event was a Laura Ashley & family heritage day, held in a pop-up exhibition in a vacant shop in the Bear Lanes Shopping Centre in Newtown on the town's annual carnival day, in June 2019. Over 150 people visited the shop and completed surveys.
- The second event was a Pryce Jones heritage celebratory evening in October 2019, on the 160<sup>th</sup> anniversary of the opening of his mail order store. Invitations were sent to 150 people, of which it is thought that over 100 attended and over 70 completed surveys. The People's Collection Wales and Addysg Oedolion Cymru | Adult Learning Wales have both been key partners in the delivery of this phase.

1.1.15 The third phase of the project has been to evaluate the data generated by the project and to assess the feasibility of various options, culminating in the creation of this report. Chris Blandford Associates has been a key partner in this phase of the project, producing a report on potential physical heritage interventions in Newtown and the legacy of the project, and being a critical friend in the development of the Feasibility Study.

1.1.16 Throughout the project, the project team has been communicating with key stakeholders, holding private and public meetings, and attending meetings on related projects within the area. There has been a strong emphasis on developing awareness, interest and partnership in the ideas generated by the project and seeking buy-in for the most appropriate ways forward. A table of meetings and events is included in Appendix 4.

## **2.0 BACKGROUND INFORMATION**

### **2.1 Heritage Hub 4 Mid Wales**

***“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

2.1.1 Over the past 250 years, Newtown and Mid Wales have been home for a remarkable number of internationally significant and pioneering group of industrial innovators, thinkers and philanthropists, including Robert Owen, David Davies & family, Pryce Jones and Laura Ashley. The Heritage Hub 4 Mid Wales is a voluntary community group, created to realise the benefits of this pioneering legacy for Newtown and Mid Wales.

2.1.2 Developed by a small group of dedicated volunteers with strong experience in marketing, business enterprise and heritage development, the Heritage Hub 4 Mid Wales has been gathering momentum and building key partnerships over the last few years. This Feasibility Study and the consultative events that it entailed are the first major products developed by the group and will set the direction for future development.

### **2.2 Mid Wales, Powys, Montgomeryshire & Newtown**

2.2.1 This study is focussed on the region of Mid Wales, with a particular focus on Montgomeryshire in north Powys. Within Montgomeryshire the study is primarily directed towards Newtown and villages, with key associations explored with Welshpool, Machynlleth, Llanidloes, Llanfair Caereinion, Llanfyllin, and their associated villages.

2.2.2 The Mid Wales Regional Committee of the National Assembly for Wales defines Mid Wales as being the entirety of Powys, Ceredigion and southern areas of Gwynedd. A similar area is covered in the Visit Mid Wales website, which refers to this as the Mid Wales and West Coast region. This large region has a varied geography, including the uplands and foothills of the Cambrian Mountains, the west coast of Wales and the inland river valleys.

2.2.3 Powys was created as a county council in 1974, becoming a unitary authority in 1996. People still have strong associations with the historic counties incorporated into Powys: Montgomeryshire, Radnorshire, most of Brecknockshire (Breconshire), and a small part of Denbighshire. Powys has the lowest population density of any of the counties of Wales, with 132,500 (2017 census) people living across an area of 5,179 km<sup>2</sup>; an average population density of 26 residents per km<sup>2</sup>, though in reality

many of these residents are clustered in the county's towns and larger villages. The county's larger settlements are mostly concentrated along the two main rivers, the Severn and the Wye, that rise in Powys and cross its geography, along with Machynlleth at the head of the Dyfi estuary.

- 2.2.4 Montgomeryshire, in the north of Powys, has a collection of larger historic settlements, including Newtown, Welshpool, Machynlleth, Llanidloes and Montgomery. Montgomeryshire villages of particular relevance to this study include Llandinam, Carno and Tregynon, all in the vicinity of Newtown.

#### **Newtown – its history, heritage assets and contemporary challenges**

- 2.2.5 Newtown is located in the historic county of Montgomeryshire and is the largest town in Powys, though not the home of the County Council whose main offices are located in Llandrindod Wells. Spanning a meandering loop of the River Severn, Newtown has a population of about 13,000 and is the main market town and service centre for a large rural hinterland. Key villages surrounding Newtown include Caersws, Carno, Llandinam, Trefeglwys, Abermule, Kerry and Tregynon.
- 2.2.6 Newtown was founded as a planned market town by Edward I in 1279, with a charter for a weekly market to be held every Tuesday, which still continues to this day. For several centuries Newtown remained modest in size, with its history closely tied to that of the Pryce family, who resided in Newtown Hall. From the early 1800s about 800 people lived in the town, but it then experienced rapid expansion in the 19<sup>th</sup> century, becoming an international hub in the textile industries at the heart of the industrial revolution. Its population rose to about 7,000 by the end of the 19<sup>th</sup> century. The focus of the textile industry was flannel made from local wool, and over fifty local factories were established with associated bleaching grounds and fulling mills. A foundry, tannery and potteries all followed, and in 1819, the Montgomery Canal was extended to Newtown, followed by the railway in 1859.
- 2.2.7 After WWI the town's fortunes began to decline, with outmigration causing the population to drop to an estimated low of about 4,700 people in 1937. The town was given a large boost during WWII, when it became home to one of the network of wartime 'shadow factories' making aircraft frames and gun barrels, a prisoner of war camp and a military training camp, including for the Royal Welch Fusiliers. The population dropped again after WWII, to just 5,000 people in 1961. In the 1970s, Newtown was designated a 'New Town' and with economic stimulation, redevelopment, new houses and new industry the population began to grow again. Many manufacturers relocated to Newtown in the 1970s, making everything from aircraft equipment to golf clubs, and from chocolates to textiles. By 1988, nearly half the factory space in mid Wales was located in Newtown, providing around 2,000 jobs. This included the relocation of Laura Ashley to Newtown's Vastre Estate, with the Texplan buildings being built at a cost of £8 million.

2.2.8 Newtown has historic fabric surviving from all key phases of its history, including the rectilinear street layout of its historic core dating to its 13<sup>th</sup> century foundation. Key historic structures include:

- Two Norman mottes (Gro Tump and the mound in the grounds of Newtown Hall);
- The ruins of St Mary's, a medieval chapel with a possible 13<sup>th</sup> century tower and 14<sup>th</sup> century nave, and later burial place of Robert Owen;
- A small number of 17<sup>th</sup> century timber-framed buildings;
- The 1790s regular layout of Penygloddfa, laid out for workers housing, and the early 19<sup>th</sup> century flannel factory building now housing the Textile Museum (5-7 Commercial Street);
- The 19<sup>th</sup> century public buildings, including Long Bridge (1826), the Flannel Exchange (1832), and the Market Hall (1869);
- The 19<sup>th</sup> century churches and chapels, including St David's (1847) and the Zion Baptist Chapel (1881 - built on the site of earlier chapels) on New Road, and the All Saints Church (1888) paid for by Pryce Jones;
- The Victorian Pryce Jones Royal Welsh Warehouse complex opposite the railway station, begun in 1879 with extensions in 1886 and 1901;
- The public buildings paid for by local philanthropist Sarah Brisco – the Clock Tower (1898) and Brisco House, erected as a free library in 1903 and now housing the Robert Owen Museum and the Town Council offices;
- The almost intact Lion Works, built in 1940-1943 as a 'shadow works' by the government, to produce various aircraft components for the Air Ministry. After WWII this became a major bicycle factory for Phillips Cycles and exported internationally.

2.2.9 Newtown has a number of cultural heritage visitor attractions, which include:

- Newtown Textile Museum
- Oriel Davies Gallery
- Robert Owen Museum

2.2.10 Contemporary Newtown is facing significant challenges. Public sector jobs have reduced and, over the past two decades, the Laura Ashley company, a key local employer, has relocated its manufacturing overseas, away from Carno and with a small manufacturing facility remaining in Newtown. Public services have been reduced, which has impacted particularly on local schools' budgets and on cultural institutions, such as Library opening hours. There is a locally strong culture of volunteering but in common with many areas this is being stretched. The high street is suffering in the face of the rise of internet shopping and reduced consumer spending, with 23 empty shops in the town and another 11 in the process of closing (October 2019). One ward (Newtown South) is in the lowest 16% of wards in



the Welsh Index of Multiple Deprivation (2014) and the second lowest in Powys. A further three are in the worst 30% (Newtown Central 1 & 2, and Newtown East).

2.2.11 Recent inward investment has included the refurbishment of the Market Hall and the development of the GGFALCLT<sup>1</sup>/Open Newtown project with the associated Community Asset Transfer of 130 acres of open green spaces from Powys County Council to the Town Council. The opening of the Newtown town bypass in 2019 has provided an opportunity to re-evaluate the town's position in the regional economy, and the re-presentation of the town for tourism and business development.

## 2.3 Strategic Context

2.3.1 The need for this Feasibility Study has been driven by a series of studies that have highlighted firstly the central importance of Newtown to the story of 'Wales - The First Industrial Nation'<sup>2</sup> and secondly the potential value of heritage to both local residents and visitors. The surveys carried out for both the Newtown Community Action Plan<sup>3</sup> and the Aberystwyth University "Assembling Newtown: Everyday Globalisation" 2017 project both identified a strong local appetite for knowing more about the history and heritage of the area, and for more heritage projects to take place in Newtown and its surrounds.

2.3.2 Based on their survey of 620 people, the 2015 Newtown Community Action Plan<sup>4</sup> conducted on behalf of Newtown & Llanllwchaiarn Town Council by Resources for Change contains community-supported actions for:

- Renovating and reusing old buildings;
- Creating a local history project with a community archive of photographs and other documents; and
- Developing a heritage centre with exhibitions.

2.3.3 The household and community survey element of the 'Assembling Newtown' project run by Aberystwyth University undertook 162 surveys of local residents in Newtown and Llanllwchaiarn. This study highlighted that "*heritage could play a greater role in expanding the tourism offer*"<sup>5</sup>, with the Heritage Hub and the Textile Museum both being specifically mentioned in responses in this context.

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<sup>1</sup> GGFALCLT – Going Green For A Living Community Land Trust

<sup>2</sup> Touchstone/CADW 2011: Pan Wales Heritage Interpretation Report

<sup>3</sup> Resources for Change 2015: Newtown Community Action Plan

<sup>4</sup> <http://newtown.org.uk/pages/newtown-community-action-plan>

<sup>5</sup> Welsh and Saville 2016: Newtown & Llanllwchaiarn Household and Community Survey 2016 p26  
<https://globalruralproject.wordpress.com/2017/09/28/assembling-newtown-survey-report/>

This study also emphasised that two significant elements were currently preventing Newtown expand its tourism and heritage offer<sup>6</sup>:

- Firstly, the lack of a Newtown brand identity, “*getting Newtown known as a distinct tourist destination.*”
- Secondly, the lack of a tourism base, “*developing the facilities and activities on offer in and near the town*”

2.3.4 As a solution, they recommended a strategic approach to tourism that would “*concentrate on complementary activities that serve to improve the experience of residents AND tourists.*”<sup>7</sup> and which included heritage as a key component of this newly joined-up offer.

2.3.5 This project therefore builds on a strategic heritage evidence base developed through consultation with key stakeholders and communities by a variety of organisations over the past decade. Key elements of this evidence base includes:

- **Pan Wales Heritage Interpretation Report (CADW, 2011)** - identified that heritage tourism is best stimulated by ‘*people stories*’ & identified the Powys Pioneers as central figures in the story of ‘*Wales the First Industrial Nation*’. This report also acted as the inception of the digital national archive for Wales, the People’s Collection Wales.
- **Powys Heritage & Culture Services Audit (Powys County Council, 2013)** – recommended implementation of CADW’s Pan Wales Heritage themes to: stimulate Powys tourism and improve physical & intellectual access to heritage, with a focus on ‘*people stories*’, digital innovation & new ways of using heritage.
- **‘Assembling Newtown’ (Aberystwyth University, 2017)** – identified new brand identity, visitor destinations and digital development as key areas for development to attract visitors to Newtown.
- **‘Newtown Community Action Plan’ (Resources For Change on behalf of Newtown and Llanllwchaiarn Town Council & Powys County Council 2015)** - identified 5 themes, which include visitor enhancements & marketing, and actions around culture & heritage. This Action Plan was developed in close consultation with local people and communities, identifying a local public appetite for heritage projects. Out of this report came support and funding development for the £10k Newtown Market Hall renovation HLF Heritage Project & the Newtown and Llanllwchaiarn Town Council Heritage Plaques & Online Heritage Trail.

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<sup>6</sup> Welsh and Saville 2016: Newtown & Llanllwchaiarn Household and Community Survey 2016 p27  
<https://globalruralproject.wordpress.com/2017/09/28/assembling-newtown-survey-report/>

<sup>7</sup> Welsh and Saville 2016: Newtown & Llanllwchaiarn Household and Community Survey 2016 p27  
<https://globalruralproject.wordpress.com/2017/09/28/assembling-newtown-survey-report/>

- **'Finding a New Route – Creating a tourism vision for Newtown 2019 – 2024' (Wendy Abel on behalf of Newtown and Llanllwchaiarn Town Council, 2019)** – The N&L Town Council identified from their monitoring of visitors that there is a strong desire to know more about “the history of the town and particular buildings etc”. The report identified Newtown’s “rich industrial heritage” and Robert Owen’s birthplace as key strengths of the town, with a weakness that Newtown does not “make the most of its assets and is lacking an engaging product around its industrial heritage”, and an opportunity to “make more of its industrial heritage in fun engaging ways”. The report identified Product Development, Place Building, People, Profitable Performance and Promotion as the five key areas of work required. Within this, the events theme in Product Development identified a ‘History Festival’ as a key opportunity for the town, whilst inspiring local pride was identified as a central component of the People theme.

## 3.0 THE POWYS PIONEERS & THEIR HERITAGE

### 3.1 Robert Owen

- 3.1.1 Robert Owen was born in Newtown on 14<sup>th</sup> May 1771 and in failing health, returned here to die, on 17<sup>th</sup> November 1858. He wanted to die in the room where he was born and rented a room next door in The Bear hotel for this purpose. His deathbed diary, conserved in the Robert Owen Museum in Newtown along with a lock of his hair, records his dying wish to “*make Newtown the happiest place on Earth*”. Despite vociferous local opposition at the time (due to Owen’s unorthodox spiritual beliefs), Robert Owen is buried with his family in St Mary’s church, the ruined medieval church on the banks of the River Severn in the heart of historic Newtown.
- 3.1.2 Leaving Newtown at the age of 10, Owen went first as a draper’s apprentice to Lincolnshire and then in London and Manchester, before becoming the manager of a cotton mill in Manchester in 1788. Marriage took him to the New Lanark cotton mills in Scotland, where, over 25 years, he successfully determined to transform the working, social and economic lives of his employees. David Dale, Owen’s father in law, had established New Lanark in partnership with Richard Arkwright, the inventor of the revolutionary Spinning Jenny. Manufacture began in New Lanark in 1786, by which time Dale was the sole owner. Dale developed New Lanark on broadly paternalistic grounds, far in advance of contemporary practices, and it became a famous visitor attraction with a world-wide reputation as a model factory community where business, philanthropy and education all came together for the first time anywhere in Britain. All this provided strong foundations for Owen to build his own version of benevolent paternalism when he bought New Lanark from his father in law in 1799, building his philosophy into the very fabric of the settlement, with new housing and community buildings, including in 1817 a purpose-built infant school, the first in Britain, encapsulating his radical educational philosophy. New Lanark was the physical test-bed for ideas that sought to improve the human condition, enabling Owen to formulate his Utopian vision of a society without crime, poverty, and misery.
- 3.1.3 Owen’s 1813 book, ‘A New View of Society’, outlined his broad utopian vision which he backed up both by his practical actions in New Lanark and political campaigning on workers’ rights and children’s education. Though his work at New Lanark was innovative and successful, Owen was disillusioned by the wider lack of progress in Britain. In 1824 he journeyed to the USA where he established the New Harmony cooperative community in Indiana and delivered formative addresses on his early form of socialism to the US House of Representatives, Congress and others in the US Government.
- 3.1.4 New Harmony briefly flourished, attracting over 1,000 residents by the end of its first year, however the socialistic society officially folded in its second year, in 1827. Though the New Harmony society

was short-lived, Owen's four sons and other residents continued to live there, and Owen's principles are held as the direct inspiration for at least 16 of 150 known pre-Civil War communitarian experiments in the USA. Owen returned to Britain in 1828, to find his ideas the focus of enhanced interest as the early trade union and co-operative movements developed and as others took an interest in communitarian socialism. Other experiments in cooperative living were established in Britain and Ireland, including Harmony Hall in Hampshire (1839-1845) and at Ralahine in County Clare (1831-1833).

3.1.5 Owen continued to write about his political and spiritual views, which were challenging and contentious within his contemporary society. He wrote his 'New Moral World' in 1834-1846, and in 1857-8 his autobiography, 'The life of Robert Owen', incomplete and cut short by his sudden death during a visit to Newtown.

3.1.6 Philanthropist, reformer, educationalist, community builder and spiritualist, Robert Owen died penniless in Newtown in 1858. He is considered to be the UK's first socialist, the founding father of cooperativism and a key player in the development of trade unionism. Through his work in the USA he is also considered to be the founder of socialist thought in the USA, where awareness of Robert Owen's history and influence is generally higher than in the UK. There are still Robert Owen societies across the world researching and celebrating his work, with one of the largest located in Japan. The New Lanark Mills in Scotland designated a UNESCO World Heritage Site in 2001 due to the profound and internationally significant influence of Robert Owen. The World Heritage Site inscription for New Lanark notes that: "The name of New Lanark is synonymous with that of Robert Owen and his social philosophy in matters such as progressive education, factory reform, humane working practices, international cooperation, and garden cities, which was to have a profound influence on social developments throughout the 19th century and beyond."

#### **Heritage Assets and Issues relating to Robert Owen**

3.1.7 Physical heritage assets in Newtown relating to Robert Owen include:

- Robert Owen Museum, including object and archive collections;
- Burial place in St Mary's church;
- Locations of his birth and death, though the buildings themselves have since been demolished;
- 1956 Robert Owen bronze statue, created by famous artist and former President of the Royal British Society of Sculptors, Gilbert Bayes (a replica of this statue also stands outside the headquarters of the Cooperative Bank in Manchester).

3.1.8 Key heritage locations associated with the life of Robert Owen across the world include:

- Newtown
- New Lanark, Scotland
- New Harmony, Indiana, USA
- Harmony House (site of), Hampshire, England

3.1.9 Archives relating to Robert Owen and the sites with which he is associated (see also Appendix 3) are spread across Wales, Scotland, England and in the USA, and include:

- Historic Environment Scotland
- Scottish National Portrait Gallery
- Co-operative Heritage Trust
- University of London Library
- Senate House Library Archives, University of London
- Bishopsgate Institute
- University of Wales, Swansea – South Wales Coalfield Collection
- National Portrait Gallery
- New Lanark WHS
- Robert Owen Museum, Newtown
- Co-op College and Pioneers Museum
- Glasgow University New Lanark Mills Archive
- University of Southern Indiana – New Harmony
- National Library of Wales

3.1.10 Key heritage issues:

- Opportunities to celebrate Robert Owen and his legacy are not maximised in Newtown;
- Robert Owen Museum in Newtown has limited opening hours and limited publicity, and its future is not guaranteed;
- Archives relating to Robert Owen are scattered across many institutions in the UK and USA, without a central website drawing them together.

## **3.2 David Davies & family**

3.2.1 This study considers the industrial and philanthropic pioneers of three particular generations of the Davies family of Llandinam, from the first David Davies (1818-1890) through to his grandchildren, the first Lord Davies (1880-1944) and his two younger sisters, Gwendoline (1882-1951) and Margaret (1884-1963). Members of the Davies family are still resident in Llandinam, and now run Plas Dinam,

their family home bought by David Davies in 1884, as a popular wedding venue. Across the valley, Broneirion, the other family home in Llandinam built by David Davies in 1864, was gifted to, and is still owned by, the Girl Guides Cymru, after the deaths of Lord Davies and his son Edward in the same year, in 1944. To the north of Newtown, Gregynog Hall was bought by Gwendoline and Margaret in 1920, and was left to the University of Wales in their wills in 1960. Gregynog Hall has recently been transferred to a self-supporting trust.

### **David Davies (1818-1890)**

- 3.2.2 David Davies's story is a true 'rags to riches' tale, arguably culminating in being the richest man in Wales by the time of his death. David Davies was born in 1818, the eldest son of a tenant farmer. Leaving school at 11, he worked with his father on agricultural and timber commissions for the next 20 years. This early history gave him the nickname 'Top Sawyer' as he always boasted that he was top of the saw pit. In 1846, the same year as his father's death, David Davies was offered the contract to build the foundations and abutments of the iron bridge over the River Severn in Llandinam, the first iron bridge in Montgomeryshire and which is still in use today. This set David Davies on a road of pioneering industrial enterprise that built his fortune, moving from road construction to building most of the railways in mid Wales (c. 145 miles of track), then onto coal mining in the Rhondda Valley and culminating in the creation of Barry Docks and its associated railway line to the collieries in the Rhondda.
- 3.2.3 David Davies is credited with solving two of the most intractable engineering problems in the development of the mid Wales railways. The first, the Talerddig cutting on the Newtown to Machynlleth line, which, at 37m deep, was the deepest railway cutting in the world when it was opened in January 1863. This feat of Victorian engineering, diverting a river, draining a bog and cutting through solid rock made Davies' name and the beginning of his fortune, selling the surplus building stone generated from the cutting. His engineering innovation was again required to cross the Tregaron Bog to build the Pencader to Aberystwyth stretch of the Manchester to Milford Railway (which went nowhere near either city), when he reputedly bought up the entire year's production of sheep fleeces in Ceredigion to lay as a foundation for the railway line across the bog.
- 3.2.4 As a successful entrepreneurial engineer, Davies saw the potential of the Rhondda coalfields, riskily investing all his money in prospecting for coal near Treorchy. The coalfield produced nothing for 15 months, and, in the true style of legends, the miners went against Davies' command to stop working when funds ran low and pledged to work just one more week without wages, and in so doing struck one of the world's finest coal seams. The Ocean Colliery Company subsequently established by David Davies turned the Rhondda into one of the world's major centres of coal production by the end of the 19th century, and at its height was the largest coal operation in Wales and one of the largest in Britain,

employing more than 5000 men. Davies' second nickname, 'Davies the Ocean' stems from this success as the owner of multiple collieries. Davies' reputation grew and spread world-wide, earning him consulting work on mining operations as far afield as Brazil and Russia. He was even invited to the opening of the Suez Canal in Egypt.

3.2.5 Despite, or perhaps because of, the fact that he had attended school only to the age of 11, David Davies became heavily involved with the creation of the university at Aberystwyth, which was established in 1872. To stimulate fundraising, Davies pledged £20 for every £100 raised.

3.2.6 Davies' capacity for innovative and entrepreneurial thought again came to the fore in his last industrial undertaking – the creation of Barry Docks. Access to shipping by the Rhondda Valley collieries had previously been heavily hampered by an infrastructural bottleneck at Cardiff Docks which economically benefitted Lord Bute's mining concerns and frustrated others'. Davies recognised that the solution to the problem was a new dock at Barry, with a new railway leading to the Rhondda, bypassing Cardiff Docks entirely. Davies assembled a group of investors in 1883 with works beginning in 1884. The project cost some £2 million and became regarded as one of the best industrial ports of its time, opening south Wales to become one of the world's leading coal exporters. Barry Docks were opened for trade in 1889, the year before David Davies died.

3.2.7 David Davies had a single child, Edward (1852-1898). The weight of responsibility administering the family businesses and the Ocean Coal Company at a time when all was not well in the collieries played heavily upon Edward's fragile disposition and he suffered a mental breakdown — he died shortly afterwards at the early age of forty-six. During his short time at the head of the family, Edward gifted the Llandinam Institute (now known as the Village Hall) to the village in c.1896, and which was constructed after his death in striking Arts and Crafts style, in 1905-10. Edward Davies left the family's enormous fortune to his three children – David, Margaret and Gwendoline. The architecturally imposing School of Art building at Aberystwyth University was constructed to his memory by his children, originally designed to be a School of Chemistry in recognition of their father's love of the subject.

#### **Lord David Davies (1880-1944)**

3.2.8 David Davies was a visionary internationalist philanthropist, who used his family wealth and ongoing mining and other financial concerns to promote peace, health and welfare. As a youngster he travelled the world extensively, travelling to Africa, Asia and the Americas, witnessing first-hand the Russo-Japanese War of 1904, and owning a ranch in Edmonton, Canada. He consequently developed a keen interest in international affairs that become his life's passion and purpose.



- 3.2.9 Like his grandfather and other members of his family, David Davies was an avid Welsh non-conformist and teetotaler. Politically and personally, David followed the lead set by his grandfather and namesake, becoming the Liberal Member of Parliament for Montgomeryshire from 1906 until standing down in 1929. As an MP he championed the rights of coal miners, often against the interests of the owners, of which he and his family were one. At the outbreak of the First World War he enthusiastically raised a battalion, the 14<sup>th</sup> Welch Fusiliers (Caernarfon and Anglesey) of which he became Lieutenant Colonel, but his first-hand experiences of trench warfare from 1914-1916 horrified him, inspiring him to speak out in Parliament in 1916 against the “massive, appalling and needless waste of life”. In June 1916 Davies was recalled from the trenches to be Parliamentary Private Secretary to Lloyd George, becoming one of his inner circle and helping him into power as the UK’s only Welsh Prime Minister.
- 3.2.10 With his family’s flair for independent thought, in 1919 David Davies invented an academic discipline by endowing the world’s very first Chair in International Politics, which still continues to this day. Davies had originally thought to endow the chair at Oxford or Strasburg, but his sisters played a strong role in arguing for Aberystwyth, the university with which the family were already closely associated. Making a name for Aberystwyth University on the global stage, the chair was occupied by international luminaries in their field, including Alfred Zimmern and EH Carr.
- 3.2.11 David Davies became an internationalist crusader for peace, calling for a Welsh League of Nations Union in 1918 and donating £30,000 to create a Welsh National Council of the League of Nations Union in 1920. Throughout the 1920s, David Davies and his sisters were key players in the Welsh peace movement, ensuring the success of the Welsh League of Nations Union through a combination of their generous financial support, using their political and civil contacts to get the right people into the right jobs and judiciously applying their extensive social and political capital. Key developments with which the Davies family were involved included:
- Annual Daffodil Days across Wales, planting daffodil bulbs as a pledge for peace;
  - the 1922 creation of the Young People’s Message of Peace and Goodwill, which continues to the present day;
  - the 1924 Women’s Peace Petition to America, which attracted 390,296 signatures from across Wales asking the USA to join the League of Nations, and which was presented to President Calvin Coolidge;
  - the 1926 Wales Women Peace Pilgrimage march, during which 2,000 women marched from Caernarfonshire to London, calling for “Law Not War”;
  - the 1926 hosting of the League of Nations International Peace Congress in Aberystwyth.

- 3.2.12 By the end of the decade, David Davies' tireless work with the League of Nations and the Welsh League of Nations Union had resulted in Wales having a high profile on the world stage, built on the strong foundation of the widespread support at home that he had generated. By 1929, there were Welsh League of Nation branches in most communities, with 794 adult branches and 202 junior branches and a combined membership of 56,606. In 1934-5, David Davies sponsored the Welsh element of the League of Nations Union ballot, considered to be the first British referendum. Due to the work of David Davies and his sisters, Wales attained the 12 highest returns for the counties of the UK, with turnouts of over 90% in favour of stopping the arms race that was threatening to cause another World War.
- 3.2.13 In the period 1930-1943, David Davies worked tirelessly to reverse both the tide of pessimism about his passion, the League of Nations, and the rise of militarism, including founding the New Commonwealth Society for 'the promotion of international law and order' (1932). David Davies wrote seven books on international peace and the right use of force, notably *The Problem of the Twentieth Century* (1930), which was translated into German and a number of other languages. He wrote extensively for the Welsh Outlook, Manchester Guardian and The Times. His ideas had an impact on the writing of the UN Charter, especially with regards to sanctions and the transition of national armies to an international police force. David Davies' work in peace building was recognised by the Ramsay MacDonald government, making him the first Baron of Llandinam in 1932.
- 3.2.14 In tandem with his work on international peace, David Davies was committed to improving the lives of people in Wales with investment in health, education and welfare, often on joint projects with his sisters (see 3.2.21 for more on the Wales Education Advisory Committee and 3.2.18 for the Welsh Town Planning and Housing Trust). As a mine owner he installed the first pithead baths in Wales at Deep Navigation Colliery, Treharris, in 1916, following an expedition he had sent to Europe in 1913 to research these facilities. Always looking for opportunities to advance his welfare agenda he donated £150,000 to create the Welsh National Memorial Association (WNMA) in 1910 in honour of the late Edward VII, with the aim of eradicating TB across Wales. The first WNMA office was in Newtown, and over a 20-year period, the WNMA became the sole organisation across Wales with responsibility for TB treatment and prevention, partly funded by all the Welsh local authorities. The extensive WNMA medical network developed into: 5 Sanatoria (Menai Bridge, Denbigh, Talgarth, Llanybydder and Llandrindod Wells); 12 Hospitals (total 1,600 beds); 14 Pharmacies; 85 Visiting Stations; 22 X-ray Stations.
- 3.2.15 Combining both his passions, in 1937 David Davies laid the foundation stone for the architecturally imposing Art Deco Temple of Peace and Health, which was officially opened in November 1938. He had first proposed such a project as a practical memorial to the dead of WWI in 1919, and through the 1920s the project gathered pace until in the 1930s it hit the buffers with the economic impact of the

Great Depression. Davies stepped into the breach in 1934 and bankrolled the project with £58,000 to ensure its completion. The building not only provided a permanent home for the Welsh Book of Remembrance, which the Davies family had facilitated, but also provided office space for the Welsh National Memorial Association (WNMA) and later became the transitional home of the fledgling National Health Service for Wales, into which the WNMA was absorbed in 1945-6; latterly Public Health Wales have been housed in the building. The Temple of Peace and Health also became a powerhouse for Wales' relations with the world, through the United Nations Association and, from 1973, the Welsh Centre for International Affairs.

- 3.2.16 In 1944, through the WNMA, Lord Davies sponsored a fleet of mobile radiography units that would revolutionise x-ray scanning for TB and cancer. At the launch of this revolutionary service at Sully Hospital he volunteered to have the first scan. This revealed advanced cancer of the spine, and he died just four months later, aged just 64.

#### **Gwendoline (1882-1951) and Margaret Davies (1884-1963)**

- 3.2.17 Gwendoline and Margaret Davies are perhaps best known for their work collating one of the largest art collections in the UK, using the personal fortune (£500,000) they had each been left on the early death of their father, Edward. Beginning in c.1908 during their travels through Europe and under the guidance of their appointed advisors, they initially bought paintings by the likes of Turner, Corot and Millet but were encouraged to buy the works of Carrière, Monet and Rodin. By 1924, they had amassed the largest collection of French Impressionist and Post-Impressionist works in Britain. Gwendoline stopped collecting in 1926 whilst Margaret actively continued to collect art until her death in 1963. In two phases, in 1951 and 1963, the Davies sisters' combined collection of 260 works was bequeathed to the National Museum of Wales, making the Davies sisters the greatest benefactors of the Museum of Wales' first one hundred years. Their pioneering collection formed the nucleus of the Museum's international art collection and greatly expanded its range. As a result, it is widely recognised as one of the greatest British art collections of the 20th century.
- 3.2.18 However, Margaret and Gwendoline Davies were also leading philanthropists with an unflinching and highly influential commitment to improving the socio-economic and cultural wellbeing of the people of Wales and beyond. The firm foundations of this philosophy were set in in their youth, building on their families' philanthropic training. For the Davies siblings, the responsibility of owning wealth derived from the hard work of others laid heavily on their consciences. By the time of WWI, the sisters had already given away a large chunk of their personal fortunes. One of their key pre-WWI endeavours was a joint project with their brother, David Davies, to create the Welsh Town Planning and Housing Trust (WTPHT) as a public housing utility company in 1913. Arguably this was a radical organisation with strong social engineering ideals that long predated the post-WWII foundation of the Welfare

State. The Trust developed social housing across Wales and in England with strict controls on the quality, density and aesthetic appearance of its housing, using local materials and traditions. Many of their projects were in the form of Garden Suburbs/Villages inspired by the Garden Cities movement, including in Llanidloes and Machynlleth, and outside Montgomeryshire in Barry, Burry Port, Pentwyn and Rhiwbina. The WTPHT also worked in partnership with the Great Western Railway, of which Davies was a board member, to develop housing in west London.

3.2.19 WWI cut short the sisters' European travels. The well-travelled Gwendoline and Margaret were appalled by the suffering of the hundreds and thousands of Belgian refugees who fled the developing conflict as the German troops advanced. In the early weeks of the War, the sisters sent their representatives to the University of Ghent to assemble a group of artists, composers and their families to come to Wales. By 3 October they had assembled 91 artists, composers and their families, who succeeded in escaping across the Channel on 'the last but one boat to get away'. Most of these families were brought to Aberystwyth and Barry, though the Aberystwyth contingent was mostly later resettled. Seven families numbering c.30 people were resettled to Llanidloes in the Garden Village built by the WTPHT, neatly bringing together two of the Davies' sisters projects, and the sisters continued to financially support these families throughout the War. Letters and other documents outline that the sisters had two very clear objectives in bringing these artistic and musical families to Wales: firstly, to alleviate their suffering, and secondly, to bring identifiable cultural benefits to Wales. This was the beginning of a cultural vision that they nurtured and developed through the course of the War, culminating in the purchase of Gregynog Hall in 1920.

3.2.20 During the second half of the First World War, Gwendoline and Margaret used their personal fortunes and strength of will to run a French Red Cross canteen for the French troops near Troyes from 1916-1918, being bombed and shelled themselves and witnessing first-hand the terrible suffering of the soldiers and civilians. Aware of the mortal dangers they were facing, Gwendoline wrote to the Registrar of Aberystwyth University before they left for France to rapidly set up a system of anonymous donations from the sisters that would have amounted to five million pounds today. During their two years at the Front the sisters came to believe that after the war they must do something for the Welsh soldiers returning from the trenches, and the families left at home – to help enrich their lives through the experience of art and music and to champion social, economic, political, educational and cultural initiatives in Wales. The sisters were also acutely aware of a need to improve the standards of art, design and craftsmanship in Wales. To create a base for this work, they bought Gregynog Hall from their brother in 1920 and set about turning it into an arts, crafts, music and conference centre for Wales.

3.2.21 From 1920 to their deaths, Gregynog was the focus for the sisters' endeavours, with an enduring emphasis on the promotion of peace and the improvement of welfare for all. Like many women of

their generation, Gwendoline and Margaret never married, instead throwing their considerable energies and resources into their numerous philanthropic and cultural projects, becoming leading, and highly influential, lights of Welsh culture, society and politics. Gwendoline and Margaret worked closely with their brother, David, on the 1920s development of the Welsh League of Nations Union and the Wales-wide projects that this entailed (see 3.2.11). To facilitate this work they held annual 'Gregynog Peace Conferences' from 1922 to 1939, organised by prominent peace builder Gwilym Davies. Actively supported by David, the sisters created the innovative and highly influential Wales Education Advisory Committee (WEAC), which met regularly at Gregynog and which is increasingly thought to be one of the inspirations for the later development of UNESCO. The WEAC had the purpose of advancing the teaching of peace and the principles of the League of Nations in schools throughout Wales. It was the first such teachers' initiative in the world, produced a 'Teachers and World Peace' Manifesto ahead of the 1929 General Election, and was a forerunner of peace education and global citizenship today.

- 3.2.22 At Gregynog the sisters redecorated in the contemporary Arts and Crafts style, supporting leading craft designers by buying their furniture, wallpaper and other furnishings; this scheme still exists at the Hall today. They had the idea of creating workshops for a variety of arts and crafts, creating an educational centre of Welsh excellence to stimulate creativity and raise standards. The sole craft to be fully developed in this way was the Gwasg Gregynog / Gregynog Press, which is now widely held to be one of the most significant 20<sup>th</sup> century private presses and (despite several temporary closures and its current mothballing) one of the very last UK survivors of the private press movement. The Press began work in 1922, producing high-quality books in limited editions and is unique for housing every stage of the bookmaking process under one roof. The books were usually superbly printed on handmade paper, using hand presses or small letterpress machinery. Many of the greatest wood engravers of the twentieth century were commissioned to produce illustrations. Many books were published in Welsh, making this a key stimulus and component of Welsh language culture.
- 3.2.23 As well as developing a Welsh cultural icon, the sisters used Gwasg Gregynog to support their other projects, including printing programmes for their Gregynog conferences and events, and possibly aiding the creation of the Welsh National Book of Remembrance (the book of inscribed names of all the people of Wales who died in WWI, which is housed in the Temple of Peace). In more recent years, the Press has been involved with defining moments of Welsh history, particularly relating to the creation of the National Assembly of Wales. When the Assembly opened, Gwasg Gregynog produced its first documents, including a small hand-bound souvenir volume. Later, in 2006, it bound a poem commissioned to mark the opening of the Senedd, the Assembly's permanent home.
- 3.2.24 At Gregynog, music and art were held in the highest esteem, and adverts for staff would often include the requirement to be able to sing in the estate choir. From 1933 to 1938, Gwendoline and Margaret

sponsored the Gregynog Music Festival, a 3–4-day affair that included poetry readings. The festivals played host to important composers and other musical figures of the period, including Ralph Vaughan Williams and Edward Elgar, and hosted world premieres of music by Gustav Holst and others. The festival was ended during the build-up to WWII and was revived during 1955–1961 by Ian Parrott (who was Gregynog Professor of Music at Aberystwyth for more than 30 years). The festival was revived again in 1988 and continues to this day. It is now considered to be the oldest extant classical music festival in Wales and one of the UK's premier classical music events.

3.2.25 Gregynog was an extraordinarily busy place, as witnessed by the bulging visitor's books. At times up to 40 people might stay at the Hall, with others staying nearby. Private visitors included such luminaries as George Bernard Shaw and Stanley Baldwin, whilst conferences included:

- Annual conferences of the Welsh League of Nations Union in the 1920s and 1930s;
- National Council of Music;
- Welsh School of Social Service;
- Montgomery County Nursing Association;
- Welsh Schoolboys' Camp Movement;
- United Missionary Council for Wales;
- Rural Community Councils in Wales;
- Welsh National Council for Social Service.

3.2.26 The sisters also had very strong local ties, extending the reach of their philanthropy across widespread local communities from their base at Gregynog. They opened their home to local events, hosting Christmas parties for local children and fetes for local charities. Children were welcomed for holidays, often from organisations supported by Gwendoline and Margaret, such as Ty Gwyn Convalescent Home at Llwyngril, and the Boverton Girls' Camp. In 1945 and 1946 four different sets of 22-37 Dutch children were brought to stay for an average of eight weeks each, to recuperate after the privations of war.

3.2.27 Gregynog Hall's historic house and country estate was given in trust to the University of Wales by the Davies sisters in 1960. Since then it has been primarily used by University staff and students across Wales, playing an important role in facilitating collaborative work. The Gregynog Trust Ltd has now been established as a charitable trust in 2019, with custodianship of the Hall transferred to its care in full agreement with the current Davies family, and the Trust is now preparing for the next phase of securing a successful future for Gregynog.

## Heritage Assets and Issues relating to the Davies Family

3.2.28 Physical heritage assets in Montgomeryshire relating to David Davies and family include:

- Plas Dinam, Llandinam
- Broneirion, Llandinam
- Gregynog Hall, Tregynon
- Public buildings in Newtown, including the Montgomeryshire Infirmary, still the town's hospital, half of which was paid for by Lord Davies
- Public buildings in Llandinam, including the Arts and Crafts Village Hall and the iron bridge over the Severn
- Public buildings in Llanidloes, including the Town Hall (funded by Lord Davies), the railway station for David Davies's Newtown & Llanidloes Railway
- Garden Suburbs in Llanidloes and Machynlleth built by WTPHT
- Talerddig cutting on the Cambrian Line railway to Aberystwyth
- The route, archaeological and built heritage remains of the Llanidloes to Newtown Railway, and the Oswestry to Newtown Railway
- The birthplace of the first David Davies, on the hillside above Llandinam
- Statue of David Davies in Llandinam

3.2.29 Physical heritage assets in the rest of Wales relating to David Davies and family include:

- National Museum of Wales - Modern and Impressionist art collection
- National Library of Wales - Gregynog Gallery
- Aberystwyth University, including the School of Art building
- Temple of Peace and Health, Cardiff
- Industrial archaeological remains of the Ocean Collieries Coal Co mines and associated settlements in the Rhondda Valley, including collieries at Parc & Maendy; Dare; Western & Eastern; Garw; Lady Windsor
- Barry Docks, town and railway to the Rhondda
- Vale of Clwyd Railway, Pembroke and Tenby Railway and the Brecon and Merthyr Junction Railway
- Pencader to Aberystwyth section of the Manchester to Milford Railway including the difficult Tregaron Bog crossing
- Garden Suburbs and other social housing developed by the Welsh Town Planning and Housing Trust, including at Barry, Wrexham, Rhiwbina, Burry Port, Penarth, Pentwyn, Severn Tunnel Junction, Swansea and Caerphilly
- Surviving hospital buildings and other facilities associated with the WNMA TB network

- Numerous chapels, hospitals, halls and playing fields etc paid for by the family, but whose locations have not yet been collated.

3.2.30 The Davies family were key players in the foundation and/or development of a large number of organisations and institutions across Montgomeryshire and Wales. Some have folded, such as the Welsh League of Nations Union, the King Edward VII Welsh National Memorial Association (to eradicate TB), the New Commonwealth Society, and closer to home, the Newtown Pavillion, which was the cultural hub for mid and north Wales. However, a significant number of organisations and institutions have continued to the present day. These include:

- Gregynog Hall (now a Trust)
- Oriel Davies Gallery
- Gwasg Gregynog/The Gregynog Press
- Gregynog Music Festival
- Montgomeryshire County Music Festival
- Montgomeryshire County Music Festival Choir
- Aberystwyth University, the School of Art, the International Politics Department and the Gregynog Chair of Music
- Boys and Girls Clubs of Wales
- National Library of Wales
- Royal Welsh (previously called the Welsh National Agricultural Society)
- Young People's Message of Peace and Goodwill (Urdd)
- Gwendoline and Margaret Davies Charity
- The David Davies of Llandinam Research Fellowship at the International Relations Department, London School of Economics (a more recent development, set up by an endowment provided through the winding up of the Dinam Charity (1926-2006), originally founded by David Davies).

3.2.31 In addition, the work of Lord Davies, Gwendoline and Margaret, has been held to be the origin of several internationally significant organisations and ideas. These include:

- United Nations Charter – this directly incorporated ideas from the New Commonwealth Society, founded by Lord Davies in 1932.
- UNESCO – the Welsh Education Advisory Committee, which met annually at Gregynog Hall, is now thought to be a key inspiration for the creation of UNESCO, piloting ideas that later were incorporated into this nationally significant organisation. Recent finds of Gwilym Davies' diaries in the attics of the Temple of Peace support this interpretation and require further research.



- National Health Service – Lord Davies’ King Edward VII Welsh National Memorial Association, established in 1910 with the aim of eradicating TB, become one of the key founding bodies of the Welsh National Health Service.
- National Insurance – Lord Davies worked with Lloyd George to establish National Insurance in the UK in 1911, an idea that has been copied by governments across the world.

3.2.32 Archival holdings for the Davies family are spread across Wales (see Appendix 3) and include those held at:

- National Library of Wales
- Plas Dinam, including estate archives and object collections
- Temple of Peace and Health
- Glamorgan Archives for Ocean Collieries Coal Co.
- National Museum of Wales, Cardiff
- Powys Archives
- Montgomeryshire County Music Festival
- Gregynog Hall
- Gwasg Gregynog
- School of Art, University of Aberystwyth
- National Museum of Wales, Cardiff
- National Museum of Wales, Waterfront Museum, Swansea

3.2.33 Key heritage issues:

- Gwendoline and Margaret Davies are astonishing figures of the first half of the 20<sup>th</sup> century. The influence of their social, political and cultural work is too little known and appreciated.
- There is no published biography of Lord David Davies, exploring his far-reaching influence and socio-political context.
- There are numerous chapels, hospitals, halls and playing fields etc that were supported for by the Davies family’s philanthropy, but whose locations have not yet been collated.
- There are a large number of archives relating to the Davies family spread across Wales, and there is currently no coordination between these archives, nor with the numerous organisations that the Davies family supported, to create a comprehensive and accessible narrative of their work.
- The work of the Davies family as a whole, as well as its individual members, has been heavily under-researched.
- Public-facing information about the Davies family and its members is dispersed and patchy, with no coordinated central point of entry.

- Not all the archives relating to the Davies family are conserved in environmentally controlled facilities.
- Local awareness of the extent and influence of the Davies family is patchy and under-developed.
- There is limited information available to visitors about the significance of the Davies family and the wide variety of heritage sites that survive in the area.

### **3.3 Pryce Jones (1834-1920)**

3.3.1 Pryce Jones was a pioneering Newtown entrepreneur, manufacturer and major local employer who harnessed the solid reputation and booming demand for mid Wales flannel along with the Victorian revolution of train travel and the postal service, to create Britain's first successful mail order catalogue company. With his pioneering approaches to retail, Pryce Jones set up the first modern British mail order company in 1859, eventually turning his small rural concern into a company with global renown and shaping the face of retail far into the future.

3.3.2 Pryce Jones began his working life as a draper's apprentice to Mr John Davies of Newtown at the age of 12, eventually progressing to opening his own draper's shop in 1859. With his own business concern to develop, this is where Pryce Jones had his first pioneering inspiration – using the relatively new Uniform Penny Post system (established in 1840) to speculatively post Newtown flannel fabric swatches with price lists to the homes of potential affluent customers. For the first time in Britain, customers could choose the items they wished from a wide variety of options on a printed list and order them via post; Pryce Jones would then dispatch the goods to the customer via the roads and, soon, the railways. It was an ideal way of meeting the needs of customers in isolated rural locations (and eventually across the British Empire via steamboat) who were either too busy or unable to get into Newtown to shop directly. Whilst this was not the very first modern mail order company in the world, Pryce Jones was only just pipped to the post for that accolade by the Tiffany's Blue Book in the USA, first produced in 1845, and which pushed Pryce Jones into a venerable second place across the world, and first place in Britain and Europe.

3.3.3 Pryce Jones' nascent mail order business expanded very quickly, enabling him to buy Mr Davies's drapers shop. This is where he started to advertise his shop as 'The Royal Warehouse' after receiving orders from her majesty Queen Victoria. Always aware of the power of self-promotion, he announced new royal orders by having the bells rung from St David's Church.

3.3.4 Under his considerable business acumen, Pryce Jones' business continued to grow rapidly. The coming of the railway to Newtown in 1859 (courtesy of David Davies, see Section .02) gave his business an extra boost. From the early 1860s he displayed Newtown's famous Welsh flannel at Welsh National Eisteddfodau, and at great exhibitions in the world's greatest cities, including Paris, Brussels, Berlin,

Vienna, Melbourne, and Philadelphia. He gained many awards and attracted a large volume of orders; by 1880 he had over 100,000 customers worldwide, with Florence Nightingale, Queen Victoria, and many European royal households amongst them. He recognised the value of advertising the names of his famous and well-connected customers and used them liberally in his advertising materials. He also had many institutional orders, providing army and police uniforms made of Welsh flannel; these orders were celebrated by Newtown sport days, to which members of these institutions were brought by train.

- 3.3.5 On the 3<sup>rd</sup> October 1879, Mr Pryce Jones opened the first phase of his new Royal Welsh Warehouse, towering over Newtown on the hillside opposite the Newtown railway station building. The opening was marked by a two-day celebration with a banquet for 300 people and entertainment including the famous Welsh Triple Harpist, John Roberts and his sons, and the famous bard, John Ceiriog Hughes, known as the 'Robbie Burns of Wales'. The 5 storey building was surmounted by iron letters announcing Pryce Jones's name across the town, and had roundels recording the different cities at which Pryce Jones's products had won prizes (see 3.3.4). In 1895 he built a factory opposite and in 1901 he added his own post office to help him cope with his burgeoning trade.
- 3.3.6 Pryce Jones's pioneering business acumen was recognised by Queen Victoria in 1887, her Jubilee year, when he was made Sir Pryce Pryce-Jones. For the celebrations Pryce Jones instigated the first Newtown local Community Carnival and Pryce Jones became the main sponsor for many years. Around the same time, Pryce Jones also set up the Royal Warehouse Recreational Society, at first as a wellbeing perk for his staff, then developing the idea to draw in customers and to develop his range and sales of sporting clothes and paraphernalia.
- 3.3.7 In 1890, Pryce Jones's speculative and highly successful posted price lists were replaced by printed catalogues (printed in-house on his own printing press), with illustrations showing the fashions of the day. This was the birth of Britain's first catalogue shopping service, which stretched across the many and far-distant shores of the British Empire, America and Australia, with his son, Albert, eventually opening a department store and Mail Order Operation in 1910 in Calgary, Canada. The London and North Western Railway Company provided him with 3 parcel vans for daily deliveries along the Newtown to Euston line and he was able to promise next day delivery to most of England. On this basis some now consider him to be the 'grandfather of Amazon'.
- 3.3.8 Pryce Jones innovation was not limited to the development of his manufacturing and retail empire. He is also credited with inventing the modern sleeping bag, patented in 1876 under the name of the Euklisia Rug. He is known to have sold 60,000 of these to the Russian army, made from Welsh flannel; no surviving examples have yet been identified. It is also thought that, in 1883, whilst Pryce Jones was campaigning to become Conservative MP for the Montgomery Boroughs, he met the Postmaster

General and suggested the idea of developing a parcel post. A letter post already existed, but parcels had to be sent by road and rail carriers, sometimes at great expense. It is thought that the Postmaster General took up his idea and the Parcel Post was developed as a result, but this historical episode requires further research.

- 3.3.9 Pryce Jones became the MP for Montgomeryshire from 1885-6, and during 1892, and was High Sheriff for Montgomeryshire in 1891. Pryce Jones lived with his family at Plas Dolerw in Newtown, which is now owned by the MCRA and run as a conference centre. In the garden is the Quaker Meeting House he relocated to Newtown by railway as a summer house for his children. He also paid for the construction of All Saints Church in Newtown at a cost of £4000 and was the second largest contributor to the construction costs of Brisco House, where the Robert Owen Museum is currently housed alongside the Town Council.
- 3.3.10 Pryce Jones is an under-researched figure, and new details are emerging all the time as ongoing local research develops. For example, a recently discovered 1908 catalogue has a page dedicated to “The Charity Department” with “neat and serviceable ready-to-wear clothing and undergarments, likewise durable materials of all kinds, adapted to the requirements of the Deserving Poor and Needy, whose pressing wants, particularly during the inclemency of our winter seasons, indubitably invoke the ready sympathy and benevolence of the well to do”. It is not currently known how common or unusual this practice was in Edwardian catalogues of the time.

#### **Heritage Assets and Issues relating to Pryce Jones**

- 3.3.11 Physical heritage assets in Newtown relating to Pryce Jones include:

- Royal Welsh Warehouse and associated buildings;
- Plas Dolerw house and grounds, including the relocated Quaker Meeting House;
- The Newtown railway station, central to Pryce Jones’ business development;
- All Saints Church;
- Brisco House.

- 3.3.12 Archives relating to Pryce Jones (see also Appendix 3) are held at:

- Powys Archives;
- Newtown Library;
- Textile Museum, Newtown;
- Newtown Local History Group;
- Royal Commission for the Ancient and Historic Monuments of Wales;

- Swansea Museum (fabric samples);
- Littlewoods Retail Ltd;
- Ownership of private individuals and other heritage organisations.

#### 3.3.13 Key heritage issues:

- The story of Pryce Jones and his full socio-economic impact on Newtown and mid Wales would benefit from further research. His influence on the creation of the Parcel Post needs to be researched alongside research into, and contextualisation of, how his business, retail and employment practices differed from the norm in Victorian and Edwardian commerce and society.
- Known archival material about Pryce Jones is scattered and difficult to access for local researchers.
- Objects manufactured by the Pryce Jones company and related archival material, including his catalogues, clothing and sleeping bags, will no doubt exist in private ownership across the world but are currently unidentified and uncatalogued. The conservation requirements of these are not known, and it is not known what risks they are facing.
- Public-facing information about Pryce Jones is very scattered, with no central portal on the internet.
- The story of Pryce Jones is not widely celebrated locally, and there is limited information about him for visitors.

### 3.4 Laura Ashley & family

- 3.4.1 Over 32 years, from their humble beginnings in 1953 to her tragic death in 1985, Laura and Bernard Ashley transformed their kitchen table business into a multi-million pound global empire. Their story is one of the twentieth century's great business legends, with its heart firmly rooted in rural Montgomeryshire. Alongside transforming the processes of garment manufacture – Laura and Bernard Ashley have been dubbed the 'Henry Ford of textiles' – Laura Ashley also prided herself on supporting her very large rural workforce, employing many women and ensuring that they had family friendly work hours and practices. This extra wage supported many local households, particularly the struggling upland farms, and led to the unique local phenomenon of the 'printer-farmer' (in contrast to the more usual historical 'miner-farmers' found on uplands across the UK). Laura Ashley had strong business ethics and drew on a firm and unshakeable morality in her design practices, founded on her childhood Welsh roots and on the inspiration of her rural surroundings.
- 3.4.2 Laura and Bernard had a strong DIY philosophy, building from scratch their own buildings, machinery, textile and garment designs and business empire. This also extended to their strong belief in training up their own staff, often preferring to identify raw talent than to employ trained graduates. They drew staff from all over mid Wales, providing daily buses to the Carno factory and opportunities to

see the world, and there are many skilled and talented people in the region who feel they owe a large emotional and economic debt to Laura and Bernard Ashley. Laura and Bernard Ashley were generous to their local communities, regularly donating fabric e.g. for costumes for school plays, for hospital curtains in Newtown and for choir uniforms to sing at the Royal Albert Hall. Remnants, seconds and excess stock was sold cheaply to staff, and most people in the area had extensive collections of Laura Ashley clothes and furnishings in their houses in the company's heyday in the area, from the 1960s to the 1980s.

- 3.4.3 Born in Merthyr Tydfil in 1925, Laura Ashley kickstarted her family business in London in 1953. Inspired to learn how to print patchwork squares on their kitchen table following a Women's Institute exhibition at the V&A, the enterprise really took off when Laura and Bernard spotted a merchandising opportunity around the film 'Roman Holiday'. Audrey Hepburn's headscarves in the film had sparked a trend amongst young Italian girls, which the Ashley's picked up on when they went on holiday to Italy in 1952. They realised that they had the means and ability in their tiny flat to produce similar small scarves themselves, and within a short space of time were selling in great quantities to shops including John Lewis and Heal's.
- 3.4.4 Focussing their business on printing textiles, ranging in scale from small domestic items to the larger decorative panels they sold to P&O for cruise ship furnishings, the Ashley family moved to Kent to facilitate their growing business, and from there to mid Wales. With very limited funds, Laura opened her first shop in Machynlleth in 1961, selling their own products alongside locally produced items such as honey and walking sticks. In the shop she started making simple garments using their fabrics, soon employing local seamstresses poached from a Marks & Spencer's factory in Machynlleth to keep up with demand. Expanding their manufacturing they set up in the vacant social club in Carno, Montgomeryshire, and moved in 1967 to the nearby Carno railway station building, which had been closed two years earlier. Here, helped by the Development Board for Rural Wales, the company laid its long-term foundations and grew rapidly with the development of Bernard Ashley's home-made innovative flat-bed printing machine which could produce 5,000 metres of fabric per week.
- 3.4.5 With the company producing so much material to use in garments, changes in fashion from the mini to the maxi favoured the Ashleys, who could produce voluminous garments entirely to their own design and control the manufacturing process from beginning to end. The next logical step was to develop the retail side of the business. The small shop in Machynlleth was closed after shops were opened in London and then Shrewsbury and Llanidloes (the first Laura Ashley Company shop in Wales). Initially business in London was slow, but after Bernard took out 100 adverts on the underground, turnover rose 300% in 3 days, and increased to 3,000% in the following 2 months.

- 3.4.6 The company became a household name in the UK in the 1970s, and the factory workforce in Carno, Newtown and Bath and the number of town-centre shops steadily grew. In 1972 Laura Ashley went international with the first shop in Europe, in Geneva. By 1975 the company had a turnover of £5 million, employed 1,000 people worldwide, had 40 shops, 3 factories, and was profitable enough to buy its own private jet, furnished in Laura Ashley fabrics. In 1976 the company entered a new phase, virtually overnight, with the highly successful launch of 'Laura Ashley By Post', posting out fabric & wallpaper samples to their customers.
- 3.4.7 Central to the company's success and its messaging was that it was a homespun cottage industry with a modern technological core, and, having increased its exports six-fold over a three-year period, won a Queen's Award for Export in 1977. Many argue that the 1970s and early 1980s were the hey-day for the Laura Ashley clothing company; towards the end of the 1980s, fashion turned away from the Laura Ashley look and towards power suits and sharp lines. Before her death in 1985 Laura Ashley had successfully launched her new empire in made-to-measure curtains and blinds, furniture and furnishings, and it is this side of the business that now has the highest profile at the end of 2019. Tragically, Laura Ashley fell down the stairs to her death in 1985, and the company was floated on the stock exchange only two months later. Since 1985, with Laura Ashley's firm roots in the area no longer a factor, manufacturing has mostly moved away from mid Wales in order to preserve profits in a globalised world. The once-bustling factory in Carno has been sold and is mostly silent, whilst e-commerce, international distribution and some manufacturing still takes place in Newtown.
- 3.4.8 Though the company bore Laura Ashley's name, Bernard had worked alongside her from the very beginning. Laura Ashley had turned down the offer of an OBE because Bernard was not also offered one. After Laura's death he was knighted for his services to industry in 1987. Laura and Bernard's children worked alongside their parents in young adulthood, turning the business into a truly family affair. David, the eldest, set up shops in the USA and designed the company's shop interiors; Jane's photography transformed the Laura Ashley advertising with edgy shots of models and pop stars in Ashley clothes (including Paul Simonon of The Clash and Viv Albertine of The Slits), and Nick and Emma moved into the design side of the business alongside their mother.

#### **Heritage Assets and Issues relating to Laura Ashley & Family**

- 3.4.9 Physical heritage assets in Montgomeryshire relating to Laura Ashley and family include:
- Laura Ashley's first shop in Machynlleth, before the creation of the Laura Ashley Company;
  - The first Laura Ashley Company shop in Wales, in Llanidloes;
  - The purpose-built Laura Ashley factory buildings in Carno, along with the railway station buildings converted into a design studio;

- Laura Ashley factory buildings in Newtown;
- Burial places of Laura and Bernard Ashley in the churchyard of the St John the Baptist church in Carno.

3.4.10 Physical heritage assets in Radnorshire relating to Laura Ashley and family include:

- Rhydoldog, the Ashley family home used by Laura Ashley in many catalogue photo-shoots.

3.4.11 Managed archives relating to Laura Ashley and family are held at:

- Laura Ashley company offices in Newtown;
- Laura Ashley company offices in London;
- National Library of Wales (Lord Hooson Papers, and Development Board for Rural Wales Records).

3.4.12 Key heritage issues:

- Personal archives and object collections relating to Laura Ashley and family are spread across Mid Wales, the UK and the world, in boxes and biscuit tins, in attics and outbuildings. They are at risk from environmental damage and from being thrown away during house moves and bereavements. The extent, content and conservation requirements of this very dispersed archive and object collection are not known;
- Many of the employees who worked with Laura and Bernard Ashley and family before Laura Ashley's death are now becoming elderly themselves. Their memories are at risk of being lost forever;
- There is a strong attachment to the Laura Ashley story across Montgomeryshire, but this community heritage is not currently celebrated or supported;
- The offices in the Laura Ashley factory in Carno are reported to be as they were left when they were closed. These archaeological spaces are at risk of being lost due to decay and redevelopment.
- Public-facing information about Pryce Jones is very scattered, with no central portal on the internet.
- There is very limited information about Laura Ashley's connections with mid Wales for visitors to the area.



### 3.5 Cross cutting themes uniting the Powys Pioneers

3.5.1 Though the Powys Pioneers are spread across 250 years of history, there are key themes that unite their work across the centuries, and which can be used to present their work to current generations, to inspire, educate and enthuse. These themes are presented in the following table and comprise:

- Housing
- Business innovation
- Health and welfare of workers
- Education
- Peace

Theme	Pioneer	Examples of their work
<b>Housing</b>	Robert Owen	<ul style="list-style-type: none"> <li>• Higher standards for workers housing at New Lanark (Scotland);</li> <li>• Experiments in co-operative living at New Harmony (Indiana, USA), which inspired at least 16 other pre-civil war communitarian experiments in the USA;</li> <li>• Owenite principles of co-operative living applied at Harmony Hall (Hampshire, UK), Ralahine (Co Clare, Ireland) and elsewhere.</li> <li>• New Lanark inspired Ebenezer Howard’s vision of Garden Cities, which in turn inspired the Davies family’s Garden Suburbs, built by their Welsh Town Planning and Housing Trust</li> </ul>
	Davies family	<ul style="list-style-type: none"> <li>• Welsh Town Planning and Housing Trust, which built pre-WWI social housing and Garden Suburbs across Wales and in England</li> </ul>
<b>Business innovation</b>	Laura Ashley and family	<ul style="list-style-type: none"> <li>• ‘the Henry Ford of textile manufacture’, revolutionising garment manufacture</li> <li>• Rural manufacturing base</li> <li>• Emphasis on workers’ welfare and family friendly employment practices</li> </ul>

Theme	Pioneer	Examples of their work
	Pryce Jones	<ul style="list-style-type: none"> <li>• First to be successful in mail order and parcel post;</li> <li>• Invented catalogue shopping in the UK and delivered across the British empire;</li> <li>• Used the railway to implement next day delivery to England;</li> <li>• Invented the sleeping bag.</li> </ul>
	Robert Owen	<ul style="list-style-type: none"> <li>• Workers' welfare at the heart of business;</li> <li>• Innovative worker motivation practices based on reward;</li> <li>• Opened 'Labour Exchanges' to facilitate trade between cooperative organisations.</li> </ul>
<b>Health and welfare of workers</b>	Robert Owen	<ul style="list-style-type: none"> <li>• Considered to be the father of socialism in the UK and the USA;</li> <li>• Campaigner for education &amp; worker's rights, including the use of children in factories and reduction in working hours;</li> <li>• Promoted a Factory Bill for workers' rights, but his provisions were much diluted;</li> <li>• Invented the first staff canteen in Britain for his New Lanark workers. Also provided a housing scheme, a savings bank, a sick club and free medical attention, improved sanitation and a recreational ground for the workers. Implemented workers' welfare at heart of New Lanark mill, including education, improved housing, motivational work practices and ensuring the cheapest possible price for items in the mill workers' shops;</li> <li>• Invented the concept of "Villages of Cooperation" to address unemployment after the end of the Napoleonic Wars.</li> <li>• Published writings on workers' rights and socialism.</li> </ul>

Theme	Pioneer	Examples of their work
	Pryce Jones	<ul style="list-style-type: none"> <li>• Delivered cultural and sporting events for staff and for the employees of the institutions he provided uniforms for – Royal Welsh Warehouse Sports &amp; Music Events would attract up to 20,000 visitors to Newtown and drew in new trade;</li> <li>• Bought the Pryce Jones Royal Welsh Recreational Land for the people of Newtown;</li> <li>• Invested in local public institutions, for example funding the building of All Saints Church, Newtown and Brisco House;</li> <li>• Guaranteed employment for all enlisted workers when they returned after WWI;</li> <li>• Pryce Jones Kings Hall ballroom attracted major music events.</li> <li>• Pryce Jones Christmas – Father Christmas used to come in on the train each year. Children’s Christmas parties</li> <li>• Supported the local benefit and co-operative society/allotments</li> <li>• Introduced co-operative trade shows in the Pryce Jones Building and there was a co-op store on the ground floor.</li> </ul>
	Davies family	<ul style="list-style-type: none"> <li>• Philanthropy across the generations</li> <li>• Support for national, regional and local institutions, e.g. Temple of Peace and Health; Aberystwyth University; Montgomeryshire County Music Festival.</li> <li>• Gwendoline and Margaret Davies – WWI canteen for soldiers in France, near the front line;</li> <li>• Lord Davies – pithead baths at Treharris Colliery, the first in Wales; political campaigning for workers’ rights; founding of the Welsh National Memorial</li> </ul>

Theme	Pioneer	Examples of their work
		Association, to eradicate TB and advance public health.
	Laura Ashley & family	<ul style="list-style-type: none"> <li>• Family friendly working arrangements;</li> <li>• Free canteen and transport to work;</li> <li>• Rural employment;</li> <li>• Support for local events and institutions, e.g. curtains for hospital and costumes for school plays;</li> <li>• Sports &amp; Social Events</li> <li>• Shop Staff had a clothing and hair dressing allowance</li> </ul>
<b>Education</b>	Robert Owen	<ul style="list-style-type: none"> <li>• Education campaigner and reformer alongside Samuel Wilderspin and others;</li> <li>• New forms of education provision implemented at New Lanark, including the first infant school in Britain and adult education classes;</li> <li>• Published writings on education, including in “A New View of Society”</li> </ul>
	Davies family	<ul style="list-style-type: none"> <li>• Creation of the Welsh Education Advisory Committee, held by some to be one of the foundations of the later UNESCO;</li> <li>• Scholarships and philanthropy to pay for education, through the generations;</li> <li>• Active role in the creation and development of Aberystwyth University;</li> <li>• Margaret and Gwendoline - creation of Gregynog Hall as a centre for Welsh cultural and political debate and education, and its later gifting to the University of Wales;</li> <li>• Lord Davies – creation of the Department for International Politics at Aberystwyth University and the world’s first chair in International Politics. Founder of the Boys and Girls Clubs of Wales.</li> </ul>

Theme	Pioneer	Examples of their work
	Pryce Jones	<ul style="list-style-type: none"> <li>• Was a governor for the Montgomeryshire College, located next to the Royal Welsh Warehouse, and he offered a £100 annual scholarship for students there.</li> </ul>
<b>Peace</b>	Robert Owen	<ul style="list-style-type: none"> <li>• Peace is a constant theme in his writings on workers' rights and on cooperativism.</li> <li>• MP David Davies addressed the unveiling of Robert Owen's bust at the International Labour Office in Geneva March 11<sup>th</sup> 1929. Lord Davies said Robert Owen was the Pioneer of International Social Progress, who had actually translated into practice the most significant of the nine principles of the Treaty of Versailles, one hundred years before the Treaty was even written.</li> </ul>
	Davies family	<ul style="list-style-type: none"> <li>• Gwendoline &amp; Margaret's involvement with bringing 91 families of Belgian refugees to Aberystwyth in WWI, some of which were relocated to Llanidloes;</li> <li>• Gwendoline and Margaret financially supported and worked in a French Red Cross canteen not far from the frontline in 1916-1918.</li> <li>• Gwendoline and Margaret's work in setting up and developing the Welsh Education Advisory Committee to develop a curriculum for peace for schools in Wales, now held to be the precursor to UNESCO;</li> <li>• Lord Davies, with published writings, and his work with the international League of Nations and the creation of the Welsh League of Nations Union; the creation of the Temple of Peace and Health in Cardiff; the holding of the 10<sup>th</sup> meeting of the League of Nations in Aberystwyth; the establishment of the Peace and Goodwill Messages of the</li> </ul>

Theme	Pioneer	Examples of their work
		<p>Urdd; organised and financially supported the Welsh element of the League of Nations Ballot of 1934-5; founded the New Commonwealth Society.</p> <ul style="list-style-type: none"> <li>• Gwendoline and Margaret also supported the work of the Welsh League of Nations Union, including hosting conferences at Gregynog. They were involved with the establishment of Daffodil Days for peace across Wales in the 1920s and with the creation of the Welsh Book of Remembrance for the dead of WWI.</li> </ul>

## **4.0 OPTIONS ANALYSIS**

### **4.1 Methodology**

4.1.1 This Feasibility Study evaluates options for future actions against five objectives, with a central focus on digital delivery and activities. These objectives are to:

- 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.

4.1.2 To achieve these objectives, four strategic building blocks have been identified during the course of the feasibility study, each of which contain a number of potential projects that are described in section 4.2. These strategic elements are:

- Element 1: Digital
- Element 2: Permanent building & exhibitions
- Element 3: Temporary events & activities
- Element 4: Education

4.1.3 To evaluate the feasibility of these elements, they are each assessed both against their potential to deliver the project objectives and against a set of operational criteria, leading to an understanding of the most favourable options. These operational criteria are:

- Funding availability
- Human resources required & organisational capacity
- Urgency

4.1.4 There are already projects happening in Newtown and Mid Wales that contribute to the objectives of HH4MW, such as the Newtown & Llanllwchaearn Town Council's new digital heritage trail. This Feasibility Study therefore focusses on the current gaps in delivery and aims to avoid duplication of existing projects and facilities.

## 4.2 Description of Strategic Elements and Projects

### Element 1: Digital

4.2.1 This Feasibility Study has been funded under Arwain’s “Exploiting Digital Technology” themes. The digital element has therefore received particular development during the project and has been the focus of a report produced by the People’s Collection Wales and the Royal Commission for the Ancient and Historical Monuments of Wales (see Appendix 1). As this is a cross-cutting theme that is delivered across all the elements, this section will focus on the stand-alone digital projects that are not part of another element’s delivery.

4.2.2 Projects under this theme include:

- 1A: Digital archiving
- 1B: Digital oral histories
- 1C: Digital catalogue
- 1D: Website
- 1E: Social media films
- 1F: Community social media Heritage Hubs
- 1G: Digital services for heritage societies
- 1H: Digital arts & heritage strand of 2021 Festival
- 1I: ‘Guerrilla PR’, seeding information about the Pioneers in the places people look
- 1J: Digital recording of buildings and sites associated with the Powys Pioneers

#### **1A: Digital Archiving**

4.2.3 This project entails the creation of an open-access digital archive of materials (including letters, catalogues, photographs and 3D objects etc) in private and institutional ownership that relate to the Powys Pioneers. The digital archive will be developed by HH4MW volunteers trained under Project 4C: Training HH4MW digitisation volunteers, and in partnership with People’s Collection Wales and Addysg Oedolion Cymru | Adult Learning Wales. The creation of the archive will be supported by a series of heritage events, run by HH4MW in collaboration with communities across mid Wales (project 3B). Interest in the project will undoubtedly be heightened by the 2021 Festival (project 3A), and there will be a focus on archive collection at this time. Access to the digital archive will be provided through the People’s Collection Wales website, and potentially also through the HH4MW website (project 1D).



Objective 1): Local Pride	By creating Powys Pioneer archival and object collections and ensuring access to them, local pride in the Pioneers is enhanced through increased awareness of their heritage; via the process of involving volunteers and the community in the creation of the resource; and via the local media interest generated by heritage collection events etc.
Objective 2): Wider Recognition	By making the digital archive available on the People's Collection Wales website, and potentially also on the HH4MW website, access to the Pioneers is ensured across Wales and the world. Access to these materials facilitates research by academics and individuals across the world, generating new understanding and recognition of the significances of the Powys Pioneers.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Due to urgent heritage conservation need, this project should be eligible for funding by the National Lottery Heritage Fund.
Criterion 2): Capacity	There is not currently the capacity within the HH4MW to deliver this project, however, capacity can readily be created by training volunteers in project 4C.
Criterion 3): Urgency	Collections in private ownership are unidentified and uncatalogued, and their physical conservation is at risk. Initial scoping for Laura Ashley and Pryce Jones indicates that there are vast local holdings of archival and object materials, and there is strong local demand for conservation by digitisation. This is a very urgent situation as collections are at risk of decay, dispersal and destruction and urgent action needs to be taken to ensure the conservation of these heritage items.
Key potential partners:	People's Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales; Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	1B; 1C; 1D; 3A; 3B; 4C

### **1B: Digital Oral Histories**

4.2.4 This project entails the digital collection of oral histories relating to the Powys Pioneers, to be archived in an open access database. The digital oral history collection will be developed by HH4MW volunteers trained under Project 4C: Training HH4MW digitisation volunteers, and in partnership with People's Collection Wales and Addysg Oedolion Cymru | Adult Learning Wales. The creation of the oral history collection will be supported by a series of heritage events, run by HH4MW in collaboration with communities across mid Wales (project 3B). Interest in the project will undoubtedly be heightened by the 2021 Festival (project 3A), and there will be a focus on archive collection at this time. Access to the digital oral history collection will be provided through the People's Collection Wales website, and potentially also through the HH4MW website (project 1D).

Objective 1): Local Pride	By creating Powys Pioneer oral history collections and ensuring open access to them, local pride in the Pioneers is enhanced through increased awareness of their heritage; via the process of involving volunteers and the community in the creation of the resource; and via the local media interest generated by heritage collection events etc.
Objective 2): Wider Recognition	By making the digital oral history collection available on the People's Collection Wales website, and potentially also on the HH4MW website, access to the Pioneers is ensured across Wales and the world. Access to these materials facilitates research by academics and individuals across the world, generating new understanding and recognition of the significances of the Powys Pioneers.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Due to urgent heritage conservation need, this project could be eligible for funding by the National Lottery Heritage Fund.
Criterion 2): Capacity	There is not currently the capacity within the HH4MW to deliver this project, however, capacity can readily be created by training volunteers in project 4C.

Criterion 3): Urgency	There is a unique and irreplaceable heritage resource in mid Wales, of people's memories of working with Laura Ashley and family or of visiting the Pryce Jones building. These memories are exceedingly vulnerable, with many individuals becoming elderly and facing challenges to their health. There is a strong heritage conservation urgency to capture these unique memories before they are lost forever.
Key potential partners:	People's Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales; Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	1A; 1C; 1D; 3A; 3B; 4C

### **1C: Digital catalogue**

- 4.2.5 The digital archive and digital oral history collections in projects 1A and 1B can be entirely catalogued through the People's Collection Wales website, however, the HH4MW project would benefit from the creation of a free-standing digital catalogue with a public face on the HH4MW website whilst also feeding into the PCW website. This would allow HH4MW to develop their own data standards and data management processes and to retain ownership and management of the developing catalogue and the information it contains. This would make it easier to develop future projects based on this data. One potential route to take is the Omeka open source, free of charge web platform system. <https://omeka.org/classic/>

Objective 1): Local Pride	By developing a HH4MW digital catalogue, HH4MW can increase the mid Wales holdings of information about the Pioneers and hence increase local pride. The development of a HH4MW catalogue increases the ease with which local projects can be developed using this data. By linking this to a HH4MW website, local people can readily find the digital heritage information they require.
Objective 2): Wider Recognition	The development of a HH4MW catalogue increases the ease with which research and promotional projects can be developed using this data, and hence increases the reach of recognition about the Powys Pioneers.
Objective 3): HH4MW Monetisation	This has no potential for monetisation

Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Due to the urgent heritage conservation requirement, this project should be eligible for funding by the National Lottery Heritage Fund.
Criterion 2): Capacity	HH4MW would need to work with partner organisations to develop the capacity for this project.
Criterion 3): Urgency	There is an urgency to start developing this catalogue, to ensure that digitised archive holdings, 3-D objects and oral history collections are entered into the catalogue from the outset.
Key potential partners:	People's Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales; University of Swansea?
Relates to other projects:	1A; 1B; 1D; 3B; 4C

### **1D: Website**

- 4.2.6 There is a very strong need for the HH4MW to develop a website for the project, to spread awareness of the Powys Pioneers both locally and across Wales and the world. This has the potential to better inform tourists to the area of the heritage sites they can visit and draw people to visit who might not otherwise have come. The website project would benefit from the development of the HH4MW digital catalogue (project 1C), for which it could be the public face alongside the PCW website. The digital catalogue has the potential to provide growing and changing material for display on the site, generated by projects 1A (digital archiving), 1B (digital oral history) and 3C (community heritage events). The website can also be a portal for information about the Pioneers, linking external organisations into a mutually-supporting central information hub.
- 4.2.7 Funding has already been given to the HH4MW for the initial development and hosting of a HH4MW website by the Newtown & Llanllwchaiarn Town Council.

Objective 1): Local Pride	By developing a website dedicated to the Pioneers, HH4MW can increase local pride in their histories, heritage and legacies. Information about the Pioneers will be easier to find and use, benefitting individuals, students and businesses who wish to
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	use the Pioneers in their PR. The website can act as a gateway to other organisations associated with the Pioneers, reinforcing their national and international significance, and hence enhancing local pride.
Objective 2): Wider Recognition	Currently it is difficult for individuals and researchers to find information about the Pioneers. This website will be a central hub linking organisations associated with the Pioneers so that it is easier to find out where information is held, where there are places to visit associated with the Pioneers and facilitating research. The generation of a website dedicated to the Pioneers will raise their profile in Google searches and create material with which to generate Wikipedia entries.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Initial funding of £1000 has already been granted by the Newtown & Llanllwchaiarn Town Council
Criterion 2): Capacity	There is currently enough capacity within HH4MW to deliver this project.
Criterion 3): Urgency	This project is urgent due to the terms of the grant from Newtown & Llanllwchaiarn Town Council.
Key potential partners:	Newtown & Llanllwchaiarn Town Council; People's Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales; University of Swansea?
Relates to other projects:	1A; 1B; 1C; 3C

### **1E: Social media films**

4.2.8 Marketing research has identified that people are more likely to click on a social media film than they are to read text. A series of films to share on social media are therefore a very effective method of increasing awareness of the Pioneers locally and further afield.

Objective 1): Local Pride	Social media films are an effective way of raising the profile of the Pioneers locally.
Objective 2): Wider Recognition	Social media films are an effective way of raising the profile of the Pioneers across Wales and the world.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	The social media films could be funded as a discrete project on their own, or as part of a larger project, such as the 2021 Festival.
Criterion 2): Capacity	There is possibly enough capacity within the HH4MW to deliver this project.
Criterion 3): Urgency	There is no over-riding urgency for this project.
Key potential partners:	---
Relates to other projects:	---

### **1F: Community social media Heritage Hubs**

4.2.9 HH4MW has already begun the process of trialling social media Heritage Hubs, with Facebook groups created for many communities in Powys and some in Ceredigion, from Llanfyllin in the north to Builth Wells in the south (see Appendix 8 for more detail). So far, 21 of these have been instigated, with a shared volume of 1,976 likes. The Facebook Heritage Hubs are proving to be a popular way for local people to develop their community heritage, to educate about local history and heritage themes and to build a critical mass of local heritage awareness. They are also reaching diasporas from across the world, with family genealogists finding these Hubs to be a useful and effective way of asking for information about their distant ancestors. The Hubs are a useful way of crowdsourcing information about photographs and events, as well as advertising heritage-related events. This is proving to be a relatively low cost and very effective method of developing a regional digital heritage network and can be further developed as a pilot project for other regions to emulate. With financial support they could also be extended across other social media platforms, supported by demographic analysis to explore demographic, reach and influence by platform.

4.2.10 At present, the Facebook Heritage Hubs are all run by volunteers from HH4MW, which is a large drain on limited HH4MW volunteer capacity. The next stage in the development of these Hubs is for each community to take control of their own hubs away from HH4MW, with Champions trained under Project 4B.

Objective 1): Local Pride	The social media have a deep reach into mid Wales communities and are proving to be very popular on Facebook. They are an extraordinarily effective way of popularising heritage information, involving communities with their heritage and spreading information about heritage issues and events. This raises local pride in local heritage.
Objective 2): Wider Recognition	The Facebook Heritage Hubs are proving very popular with diaspora communities, raising awareness of the Powys Pioneers and of mid Wales heritage across the world. Diaspora communities, and family genealogists in particular, are finding this to be an effective way to connect with mid Wales communities, to research their family histories and to build plans to visit.
Objective 3): HH4MW Monetisation	This has no potential for monetisation for HH4MW
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	This project requires minimal investment. The major outlay is in the training of the volunteers in project 4B. The hubs become self-supporting once the training module is running on an acceptably regular basis.
Criterion 2): Capacity	HH4MW is at capacity with this project, and there is an urgency to bring new volunteers onboard to develop this effective programme to its full potential.
Criterion 3): Urgency	There is an urgency to catch the momentum already started by the HH4MW trial Facebook sites, and to develop the capacity to implement the full programme.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	4B

### **1G: Digital services for heritage societies**

4.2.11 Preliminary research for the HH4MW and the experiences of members of local heritage societies in mid Wales has indicated that there is a gap in the provision of digital heritage services for local heritage societies. By recruiting a large number of local heritage societies, the HH4MW could create a high profile central site for institutions, researchers and interested individuals, and become the first port of call for information about local heritage societies in mid Wales and beyond, across the UK . This would increase the profile and reach of individual local heritage societies, and, by charging a fee for these services, would help generate an income for HH4MW.

4.2.12 These services could include the creation of a central platform for:

- The promotion and sale of individual digital journals and digital journal subscriptions;
- Hosting digital recordings of lectures held by local heritage societies, with access to these for a fee;
- Providing contact information about local heritage societies and details of their meetings and membership;
- Providing training and consultancy for local heritage societies, with regard to all aspects of digital heritage, from cataloguing to the creation of digital publications and lecture recordings.

Objective 1): Local Pride	This would increase local pride by providing a large digital platform for local heritage societies to use, to access a wider audience than currently.
Objective 2): Wider Recognition	Wider recognition of mid Wales heritage societies would come from having access to larger markets, and for interested individuals across the globe to have access to their membership, research and publications.
Objective 3): HH4MW Monetisation	By charging a fee for services and consultancy to local heritage societies, there is a potential for HH4MW to achieve a small income from this project.
Objective 4): Mid Wales Regeneration	Has the potential to create small-scale employment, if the project grows to a large enough scale.
Objective 5): Entrepreneurship	This would provide a model of entrepreneurial thinking within the local heritage sector.
Criterion 1): Funding	There would need to be seed funding for this project, to do a market assessment and business plan and to hire a project officer.



Criterion 2): Capacity	The HH4MW does not have the current capacity to develop this project, but with seed funding could engage a project officer.
Criterion 3): Urgency	There is no particular urgency for this project, though the gap in the market may be filled elsewhere if this is not acted on soon.
Key potential partners:	--
Relates to other projects:	--

**1I: 'Guerrilla PR', taking information about the Pioneers to the places people look for information**

4.2.13 There is an increasing understanding that the most effective way to educate people about a particular issue is to take it to the places they are already looking, rather than leaving it in a place they have to make an effort to find. Therefore, this Guerrilla PR project aims to uncover the most popular digital information sources in Mid Wales and build partnerships to seed information about the Powys Pioneers in these places. These places may be school, doctor surgery, church or interest group emailed newsletters, social media sites, Google, Wikipedia etc.

4.2.14 This project is closely linked to the Digital Heritage Events project, 3C, which crowdsources volunteers to enter information into existing online sources such as Wikipedia, as well as the volunteer training projects, 4B, 4C and 4D. In addition, the information uncovered and best practices developed by this project can help to make the PR for the 2021 Heritage Festival more effective (projects 1H and 3A). As Facebook and other social media sites are a genre of information sites that people readily absorb information from, this project also closely links with the social media Heritage Hub projects 1F/4B.

Objective 1): Local Pride	By reaching more local people in the places they already look for information, the HH4MW can increase its local reach and hence local pride in the Pioneers.
Objective 2): Wider Recognition	By working with global sites such as Wikipedia and Google, this project can increase access to information about the Pioneers.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.

Criterion 1): Funding	Funding could be sought for this project as part of a parcel of digital heritage interventions. The main outlay is in training and managing volunteers and coordinating the work.
Criterion 2): Capacity	With training provided by a training partner, there is probably capacity within HH4MW to deliver this project.
Criterion 3): Urgency	Whilst this is an ideal project for volunteers to work on as part of their digital training (projects 4A-E), there is no urgency to develop this scheme of work.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales; People's Collection Wales; RCAHMMW
Relates to other projects:	1H, 3A, 3C, 4B, 4C, 4D

**1J: Digital recording of buildings and sites associated with the Powys Pioneers**

4.2.15 Proposals for the technical techniques that could be used for the digital recording of buildings and sites associated with the Powys Pioneers have been provided and described in the PCW/RCAHMMW paper for the Feasibility Study, included in Appendix 1. These include:

- Photographic recording – this can be undertaken by volunteers within a supervised context and could be one of the digital heritage events in project 3C;
- 360-degree imagery;
- Gigapixel photography;
- Laser scanning.

4.2.16 The data generated by these processes can be used to record spaces and buildings for posterity, as a conservation and planning tool. This information can also be used to generate digital experiences of the spaces as a tool for websites (e.g. HH4MW website, project 1D) and digital arts installations.

Objective 1): Local Pride	Investing in the digital recording of Pioneer heritage sites and in making this information readily available to local people reinforces the significance of these Pioneers and increases local interest and pride. Spaces that are closed to the public for reasons of safety or ownership can be made available digitally, reigniting local interest, recognition and memory.
Objective 2): Wider Recognition	Digitally recording spaces in this way increases access to people who are limited by geographical location, physical ability, or

	due to safety, if the spaces are unsafe for public access or closed due to ownership.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Digital recording of Pioneer heritage sites provides tools for physical regeneration planning and heritage management.
Objective 5): Entrepreneurship	This does not support increased entrepreneurship
Criterion 1): Funding	Due to urgent heritage conservation need, this project should be eligible for funding by the National Lottery Heritage Fund. Partners may also be able to run elements of this project as part of their core service.
Criterion 2): Capacity	A small percentage of this work can be undertaken by supervised volunteers, but in the main this work would need to be undertaken by partners.
Criterion 3): Urgency	Some sites are at risk of dramatic change, e.g. Laura Ashley factory and design studio in Carno; the redundant and disused St David's Church in Newtown. There is a strong urgency to progress recording of sites at risk of profound change.
Key potential partners:	Royal Commission for the Ancient and Historical Monuments of Wales
Relates to other projects:	1D

## Element 2: Permanent building & exhibitions

4.2.17 Since the first initiation of the Heritage Hub 4 Mid Wales there has been a strong interest in the potential to develop a permanent presence in the town, to have a facility that acts as a permanent hub for heritage activities, promotion and education in Newtown and across Mid Wales. Before the Feasibility Study project started, the Newtown Community Action Plan (2015)<sup>8</sup> had already scoped solid community support for this idea, based on their survey of 620 people.

4.2.18 This idea has received further stimulation during the course of the Feasibility Study with the initial scoping of private local collections of physical material relating to Laura Ashley and Pryce Jones and the need to consider their future archiving, conservation and exhibition.

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<sup>8</sup> <http://newtown.org.uk/pages/newtown-community-action-plan>

4.2.19 Projects under this theme include:

- 2A: Powys Pioneers archive and object store in Newtown
- 2B: Permanent Powys Pioneers exhibition space in Newtown

**2A: Powys Pioneers archive and object store in Newtown**

4.2.20 In the process of scoping local interest in the digitisation of personal collections relating to Laura Ashley, Pryce Jones and other Powys Pioneers, there has been a strong demand for a safe repository for physical archives and object collections. There has been a strong sentiment that people would like this repository to be in Newtown, or in the case of Laura Ashley, Carno or Newtown.

4.2.21 The personal collections that people hold relating to Laura Ashley and Pryce Jones in particular are very vulnerable. They are neither catalogued nor held in climate-controlled conditions and are at risk from destruction during house moves and after bereavements. There is a strong urgency to collect and conserve these items but there is not currently a conservation-grade heritage store in Newtown to accept them.

4.2.22 This store could be developed alongside project 2B, though the two buildings may be developed in separate spaces; it may not be most practicable to have them in the same space as their requirements are different. The archive is however more urgent than the exhibition space for 2B. The archive store would provide material for changing displays in the exhibition space and enable the curation of stimulating and locally relevant exhibitions.

4.2.23 Other heritage organisations within Newtown and the surrounding area may also benefit from the creation of a regional dedicated conservation-grade store, enabling their collections to be stored in line with cutting-edge and exemplary best practice and freeing up their existing store space. There is the potential to develop strong local partnerships for the delivery of this project and expand its regional benefits.

Objective 1): Local Pride	Having a heritage store for the Powys Pioneers in Newtown would be a strong boost for local pride, as would the level of inward investment required for the project to work. Keeping the Powys Pioneers archive and object collections locally would increase local connection with, and pride for the Pioneers, encouraging and re-establishing emotional bonds with their physical heritage.
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Objective 2): Wider Recognition	A Powys Pioneers object and archive store would support the regional and national education and tourism work of project 2B, the permanent exhibition space, ensuring that there were items available for the curation of stimulating and changing exhibitions.
Objective 3): HH4MW Monetisation	This has limited potential for monetisation if space in the store is available for rent by other regional heritage organisations. However, the potential for this type of monetisation would depend on the involvement and investment of other heritage organisations during the planning and development of the project, and the form of funding obtained. There is also potential for monetisation from merchandising, of the HH4MW owned the copyright of the items in the store, or could arrange for licencing agreements.
Objective 4): Mid Wales Regeneration	This project would support regional regeneration by supporting the tourism development work of Project 2B, ensuring that there were items available for the curation of stimulating and changing exhibitions.
Objective 5): Entrepreneurship	This does not support increased entrepreneurship
Criterion 1): Funding	This would be a large-scale project, and funding would be required for careful feasibility assessment and project development, before any funding application was made for a capital programme. Funding would need to be obtained from a large variety of sources and strong partnerships developed for both funding applications and project delivery. This would be an ideal project to build on the successes of a 2021 Festival, as the next step in the HH4MW project programme.
Criterion 2): Capacity	HH4MW does not currently have the capacity to deliver this project, which would first require a programme of partnership building and the creation of new organisational capacity. The delivery of the 2021 Festival requires the creation of new partnerships, and this project would be an ideal next step following the Festival.
Criterion 3): Urgency	There is not an urgent need for this project
Key potential partners:	National Museums of Wales; Welsh Government MALD; Addysg Oedolion Cymru   Adult Learning Wales; Newtown & Llanllwchaiarn Town Council; Oriel Davies Gallery; Textile

	Museum; Robert Owen Museum; Powys County Council; Powys County Council Archives.
Relates to other projects:	1A; 1B; 1C

**4.2.24** If the Powys Pioneers Archive cannot be delivered in a timely manner, e.g. 3 to 5 years, there would be a strong case for exploring other options for a safe home for the material. With the national significance of Laura Ashley and Pryce Jones, a case may be made for the potential deposition of archival materials at the National Library of Wales, to join the archives of other Powys Pioneers, the Davies family. With the downgrading of local museum facilities as part of ongoing budget cuts at Powys County Council, there is not an obvious temporary or permanent home for object collections. Potential alternatives will need to be identified in the future.

**2B: Permanent Powys Pioneers exhibition space in Newtown**

4.2.25 Since the beginning of the HH4MW project there has been a strong desire to have a permanent exhibition space in Newtown for the Powys Pioneers, and the Newtown Action Plan<sup>9</sup> surveys of 620 people in 2015 established solid local support for this idea. This is a long-term aspiration that requires a large amount of capacity building, organisational transformation and project development. With the short-term focus on digital heritage and on archive conservation, this is best viewed as a long-term project, to be worked on as a legacy of the 2021 Festival.

4.2.26 The exhibition space would be intended to be a regional tourism draw, to build on the baseline of heritage offer that already exists in the town and to draw more visitors into Newtown. It would need to be undertaken as part of a strategic heritage tourism assessment for the town and region to ensure that it supports, strengthens and enhances existing tourism attractions.

4.2.27 There are many options for the location and scale of a permanent exhibition, from using a space in an existing tourism attraction, expanding an existing facility, opening in an empty town centre shop, converting a historic building or building anew. It could be in partnership with an existing tourism facility, sharing visitor services and overheads, or stand-alone.

4.2.28 The permanent exhibition space could be developed in tandem with project 2A, though it is important to retain flexibility that the best solution may not be to house these two elements in the same building as their requirements are different and the archive is more urgent.

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<sup>9</sup> <http://newtown.org.uk/pages/newtown-community-action-plan>

Objective 1): Local Pride	Having a permanent exhibition space for the Powys Pioneers in Newtown would be a strong boost for local pride, as would the level of inward investment required for the project to work. It would be a home for educational activities and events based around the heritage of the Powys Pioneers, raising their profile locally and enhancing their local legacy.
Objective 2): Wider Recognition	A new Powys Pioneers permanent exhibition would be designed to attract more visitors to Newtown and the area, stimulating a higher profile for the Powys Pioneers in the region and nationally.
Objective 3): HH4MW Monetisation	It is difficult to make a heritage attraction of this type into an income generator, beyond covering its own costs, but there is some potential for monetisation for HH4MW through events programmes and merchandising (if licencing is agreed).
Objective 4): Mid Wales Regeneration	Any new tourism attraction would generate employment and increase visitor spend, and could also be used as a cultural focus for wider regeneration plans for Newtown and the region.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs, and by attracting more visitors to the town creates new opportunities for local entrepreneurs.
Criterion 1): Funding	This would be a large-scale project, and funding would be required for careful feasibility assessment and project development, before any funding application was made for a capital programme. Funding would need to be obtained from a large variety of sources and strong partnerships developed for both funding applications and project delivery. This would be an ideal project to build on the successes of a 2021 Festival, as the next step in the HH4MW project programme.
Criterion 2): Capacity	HH4MW does not currently have the capacity to deliver this project, which would first require a programme of partnership building and the creation of new organisational capacity. The delivery of the 2021 Festival requires the creation of new partnerships, and this project would be an ideal next step following the Festival.
Criterion 3): Urgency	There is not an urgent need for this project

Key potential partners:	Local heritage attractions?; Powys County Council?; Welsh Government?; Visit Wales?
Relates to other projects:	2A

**2C: Powys Pioneers archive and object store in Newtown**

- 4.2.29 As established in project 2A, there is a unique and fragile heritage resource in Mid Wales, namely the physical archival and object collections relating to the Powys Pioneers which are scattered across the region. Project 2A acknowledges that there is a strong urgency to collect and conserve these items and that there is not currently a conservation-grade heritage store in Newtown to accept them. Initial work by the HH4MW talking to people about their collections at heritage days held in 2019 has revealed that there is a strong desire to keep these items local to Newtown, and there is strong verbal support for a heritage store to facilitate this.
- 4.2.30 This store could be developed alongside project 2B, though the two buildings may be developed in separate spaces; it may not be most practicable to have them in the same space as their requirements are so very different. The archive store would provide material for changing displays in the exhibition space, and enable the curation of stimulating and locally relevant exhibitions.
- 4.2.31 Other heritage organisations within Newtown and the surrounding area may also benefit from the creation of a regional dedicated conservation-grade store, enabling their collections to be stored in line with cutting-edge and exemplary best practice and freeing up their existing store space. There is the potential to develop strong local partnerships for the delivery of this project and expand its regional benefits.

**Element 3: Events & activities**

- 4.2.32 The delivery of events and activities has been one of the core aims of the HH4MW since its inception, and this Feasibility Study has specifically included the road-testing of two Powys Pioneer heritage events, to assess both initial and ongoing interest amongst local populations. To this end, a pop-up Laura Ashley exhibition was held in Newtown in June 2019 (see Appendix 5) and a 'heritage evening' was held in the Royal Welsh Warehouse in Newtown on the combined 140<sup>th</sup> anniversary of its opening and the 160<sup>th</sup> anniversary of Pryce Jones starting his mail order service (see Appendix 6) in October 2019. Over 150 people attended the Laura Ashley event and over 130 attended the Pryce Jones event.
- 4.2.33 Of the more than 152 people who visited the Laura Ashley pop-up shop day in June 2019, 100% of them provided personal information to prove they had attended. Of these attendees, 119 people also



chose to complete the project survey. Of these 119 people who completed the survey, 100% of them either wanted to know more about the Powys Pioneers, or wanted more Powys Pioneers heritage events to take place, or both. Of these 119 people, 90% of them specifically wished for more Pioneer heritage events to take place. These positive survey results show there is very strong local demand for heritage events in Newtown.

4.2.34 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.

4.2.35 Projects under this theme include:

- 3A: Festival 2021
- 3B: Powys Pioneers community heritage events series
- 3C: Digital heritage events
- 3D: Pan Wales Festival celebrating Davies family legacy
- 3E: Laura Ashley vintage sale exhibition

**3A: Festival 2021**

4.2.36 2021 offers a unique moment to promote the heritage and legacy of Robert Owen on the 250<sup>th</sup> anniversary of his birth, and to celebrate Laura Ashley and family on the 60<sup>th</sup> anniversary of the opening of her shop in Machynlleth. A year-long festival of activities and events would develop strong local, national and international recognition of the Pioneers and Mid Wales potentially driving visitation and engaging local communities. Other Pioneers would also be celebrated during the festival, as would other thematically related Mid Wales heritages, such as textiles or co-operativism.

4.2.37 The scope and extent of the Festival would be decided in conjunction with key partners at the outset of the project through the establishment of a festival committee.

4.2.38 There are many ideas that can be developed for the Festival, with a strong emphasis on digital heritage and arts. The flavour and detail of the Festival will be strongly influenced by the delivery partners who choose to become involved and the funding opportunities that they can tap into. Some key partners

are outside the region, with strategic connections in New Harmony (Robert Owen's intentional community in the USA) and New Lanark (Owen's mill and mill-workers' community in Scotland).

4.2.39 Ideas for digital heritage installations have been provided and described in the PCW/RCAHMW paper for the Feasibility Study, included in Appendix 1. These give a particular flavour to the Festival, creating a significant additional visitor draw and local interest/excitement whilst also uniting events and places that are divided across geographical space.

4.2.40 These digital installations would need to be developed by the Festival Committee, and potential ideas could include:

- Linking the Newtown Digital Heritage trail with digital heritage trails in other communities around Wales, to develop a pan-Wales Powys Pioneer digital heritage trail;
- Pioneer audio trails, using smartphone apps;
- Augmented Reality doors uniting sites and museums associated with Robert Owen and the Pioneers;
- Powys Pioneers geocaching across Wales;
- Storytelling through projections on buildings and back-projections onto shop windows, e.g. covering Newtown in Laura Ashley fabric designs;
- Binaural sound installations, e.g. of concerts in the Gregynog Hall Music Room;
- Augmented Reality binoculars that show past and present views;
- Teleconfusion – telephones that connect visitors across geographically separate sites;
- A digital town crier that provides information about the Pioneers, whilst also providing information about local businesses, e.g. time limited special offers to sell excess stock;
- The creation of Pioneer-themes selfie spots;
- Using smartphone cameras connected to open source apps to provide information about physical object collections, and to connect physically dispersed collections;
- Installing Pokemon Go stops and gyms at sites relevant to the Pioneers, and having a Pokemon Go Pioneers Festival;
- Using the 2021 Festival as an opportunity to crowdsource information about the Pioneers and to update key information portals online (see Project 3C);
- Digitally broadcasting lectures celebrating Robert Owen that are taking place in the USA or Scotland;
- Installing a Peppers Ghost installation, bringing Robert Owen and other Pioneers to life.

4.2.41 The Festival is potentially a game-changing project for the HH4MW, building the organisation's reputation and local partnership network for delivery. It is a key opportunity to develop and deliver many of the projects contained within this Feasibility Study, as part of a coordinated funding

application to a number of key funders. In this sense Festival 2021 is also foundational for the HH4MW as it can act as a launchpad for digital heritage, community events and training projects, or as a significant boost for those projects that have already been launched. The Festival also creates a platform to launch legacy projects including the permanent Pioneers Exhibition (project 2B) and the potential permanent archive and object store (project 2A).

Objective 1): Local Pride	By holding a Festival focussed on Robert Owen, Laura Ashley and the other Powys Pioneers, local awareness and pride in the Pioneers will be massively increased.
Objective 2): Wider Recognition	The Festival will be advertised outside the region and should bring day visitors, and possibly overnight visitors to Newtown and mid Wales. This will bring wider recognition of the Pioneers outside of the region. An innovative, high profile and exciting digital heritage festival as part of the wider Festival 2021 has the potential to draw visitors to Newtown and surrounding areas for day trips and longer stays, increasing the profile of the Powys Pioneers, Newtown and Mid Wales
Objective 3): HH4MW Monetisation	There is no potential for HH4MW monetisation.
Objective 4): Mid Wales Regeneration	By attracting day, and overnight visitors to Newtown and Mid Wales, the Festival will aid tourism targets for regeneration. The digital element will help diversify the visitor profile and increase day trips and overnight stays
Objective 5): Entrepreneurship	The Festival will encourage entrepreneurship by creating business opportunities associated with the Festival.
Criterion 1): Funding	Funding for this event will need to be sought from a wide range of organisations, including the National Lottery Heritage Fund, to the Ashley Foundation, Arts Council Wales, Powys County Council, Newtown & Llanllwchaiarn Town Council etc. The digital strand also offers opportunities to access other finding streams.
Criterion 2): Capacity	HH4MW does not have the capacity to deliver this project on its own, therefore will need to work closely with local organisations to share and build capacity for delivery.
Criterion 3): Urgency	This is an urgent project, to deliver in 2021
Key potential partners:	Robert Owen Museum; New Lanark WHS; New Harmony; Addysg Oedolion Cymru   Adult Learning Wales; Newtown &

	Llanllwchaearn Town Council; Newtown Textile Museum; RCAHMW; PCW; Newtown Food Festival; Mid Wales Music Trust; Mid Wales Opera; Gregynog Trust; Gregynog Music Festival; Montgomeryshire County Festival Choir; Open Newtown; Powysland Club; MCRA; PCC, Oriel Davies Gallery; Aberystwyth University; other arts organisations; tourism organisations including Visit Wales
Relates to other projects:	1A; 1B; 1C; 1D; 1E; 1F; 1I; 3B; 3C; 4B; 4C; 4E; 4F; 4G

### **3B: Powys Pioneers community heritage events series**

- 4.2.42 During the development of the Feasibility Study the HH4MW has undertaken several heritage events, including two separate community heritage events; one focussed on Laura Ashley and family, and the other on Pryce Jones. Over 150 people came to the Laura Ashley pop-up shop day event in June 2019, and over 130 to the Pryce Jones evening event in October 2019; both held in Newtown. In developing these events, the HH4MW has quickly developed a reputation for delivering high quality local heritage events and have been asked to bring these to other communities in the region, including to Llanidloes, Caersws and Machynlleth.
- 4.2.43 During these events, many visitors completed surveys indicating their desire to see more events like these take place in the future. Analysis of these surveys is provided at the start of this section, in **Error! Reference source not found.**
- 4.2.44 There is clearly a demand for heritage events in mid Wales communities. In addition to contributing to community regeneration objectives, these events are also invaluable for understanding attitudes towards heritage across the region, identifying the heritage that is of value to people, the memories they would like to record and the items they would like to conserve. It is also an opportunity to showcase the digital heritage processes used by HH4MW in the development of the digital archive and digital oral histories in Projects 1A and 1B, and to encourage community involvement with these projects. This is community heritage at its best, stimulating debate, encouraging community cohesion, finding out what matters to people and facilitating their active involvement in their own heritage processes.
- 4.2.45 This project sees the formalisation of the HH4MW heritage event series as a project in its own right. It will need to be supported by the training of volunteers to deliver these events, as delivered in projects 4B and 4C, and will need to be supported by funding both from heritage sources and from the town and community councils involved.

Objective 1): Local Pride	Bringing heritage events to people's towns and villages allows them to become directly involved and enables them to re-frame their personal histories as a joint heritage that has wider value, both for their communities and further afield. This is a powerful way of increasing local pride, which aggregates as more communities become involved and share their voices with each other through the digital archiving and oral history projects.
Objective 2): Wider Recognition	Local heritage days are powerful tools for engaging individuals and communities in memory collection and digitisation. Access to this heritage from outside the area can be facilitated by the digital projects being proposed for the HH4MW, raising the profile and value of this local heritage.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Due to urgent heritage conservation need, this project should be eligible for funding by the National Lottery Heritage Fund. Partners may also be able to run elements of this project as part of their core service.
Criterion 2): Capacity	The HH4MW would need to be supported by trained volunteers to deliver this series of events. The HH4MW already has an informal group of dedicated volunteers and this can be expanded by the training offered in projects 4B and 4C.
Criterion 3): Urgency	There is significant urgency attached to this project – because it is important to build on the current wave of interest before it dies away, and also because the memories that people have and the physical items they own are all at risk of being lost. The people with the longest memories are all of the elder generations.
Key potential partners:	People's Collection Wales; Addysg Oedolion Cymru   Adult Learning Wales; Community and town councils?; community

	organisations, such as local history groups and the Women's Institute?
Relates to other projects:	1A; 1B; 4B; 4C

### **3C: Digital heritage events**

4.2.46 Digital heritage events are a powerful way to attract sections of the population that may not usually engage with heritage events and information, particularly young people, as well as generating valuable data and digital resources. These events create focussed opportunities for skilled individuals to volunteer for the HH4MW in a highly productive and valuable way and opens volunteering to people who might not live in the region, or who might not be able to access social events for various reasons, but who can volunteer using their equipment at home.

4.2.47 These digital heritage events have the potential to powerfully enhance and integrate some of the other digital projects proposed in this Study, such as incorporating material from the digital archive (project 1A) and oral history recordings (Project 1B) into Wikipedia (project 1J), via the HH4MW website (project 1C); generating material for the social media Heritage Hubs to use (1F); crowdsourcing volunteers to generate data to improve the digital archive (project 1A), etc. The power of the digital tools that these events use are such that only a small number of people are needed to become involved, either in a central location or individually from their homes, in order for the events to be successful.

4.2.48 Potential digital events include:

- Hackathon, to get ideas about how digital tools and techniques could be used to conserve, explore and tell the stories of the Powys Pioneers;
- Wikithon, to develop entries for the Powys Pioneers and their myriad projects in Wikipedia, which is the first informational point of call on the internet for most people after Google;
- Minecraft workshops, to use the tools of Minecraft to build a virtual Powys Pioneers world. This might be particularly fun to use as a way to explore the history and heritage of the Davies' family mines as well as above-ground buildings;
- Instagram competitions, to collect contemporary photographs of locations associated with the Powys Pioneers;
- Adding and updating Google map entries to include information about the Powys Pioneers;
- Crowdsourcing metadata, e.g. the names of people in a photograph, or identifying the location a photograph was taken from.

4.2.49 These events can be run as one-offs, as an ongoing series, or, in the case of some of the crowdsourcing work, as a rolling programme. There is no critical urgency to embark on this work now, however, there are strong benefits to be gained from developing this programme alongside the development of the digital archive, catalogue and website (projects 1A, 1B, 1C). There may be particular opportunities to trial and develop activities within this theme as part of the 2021 Festival.

Objective 1): Local Pride	These projects have the potential to improve the visibility of HH4MW and the Powys Pioneers across the internet, increasing local pride as local people see the reach of these local stories.
Objective 2): Wider Recognition	Individuals can be involved with these digital events from their homes, opening HH4MW volunteering to people who live outside the area. This increases the geographical reach of HH4MW and the Powys Pioneers and removes some barriers to volunteering. The activities undertaken during these events have the power to vastly improve the profile of the HH4MW and the Powys Pioneers on the internet, and therefore increase recognition outside the local area.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Some of these events can take place with minimal funding, with training provided by volunteer Wikipedians and by partner organisations. Funding would need to be sought for venue hire, where appropriate. Project development would benefit from seed funding. As many of these events could initially take place under the umbrella of the 2021 Festival, this could provide an opportunity to fund an initial phase of these events.
Criterion 2): Capacity	The HH4MW would benefit from the support of volunteers with experience in this field and would need to connect with Wikipedians and other experts in Wales and further afield. It would be useful to learn the experiences of other heritage organisations who have already been using these tools, such as National Museums Scotland.

Criterion 3): Urgency	There is no critical urgency for this work, however, the sooner it is embarked upon, the sooner its benefits can be realised. The 2021 Festival would be a strong focus to trial and develop some of these events.
Key potential partners:	Wikipedia; National Library of Wales?; People's Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales
Relates to other projects:	1A; 1B, 1C; 1D; 1F; 1H; 1J.

**3D: Pan Wales Festival celebrating Davies family legacy**

4.2.50 During the networking phase of developing this Feasibility Study, it was noted that there was a significant level of interest amongst national organisations around the idea of working together to celebrate the extensive legacy of the Davies family across Wales. This could be an interesting project for funders, showing a variety of organisations working together in a new and interesting way.

4.2.51 The HH4MW does not have the capacity to develop or deliver this project but could potentially act as a catalyst to encourage this project to happen.

Objective 1): Local Pride	This stimulates local pride by providing a Wales-wide and international context for the work of local Pioneers, with Wales-wide events and resources to celebrate the Davies family and their achievements, and the region they came from.
Objective 2): Wider Recognition	This stimulates Wales-wide interest in, and recognition of, the work and achievements of the Davies family, and the region they came from.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	By focussing national attention on the mid Wales home of the Davies family, this contributes to local regeneration objectives of increased local pride and recognition, and has the potential to stimulate local tourism depending on how the festival is organised and focussed.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.



Criterion 1): Funding	This could be an attractive project for funders, if a large number of organisations could come together to celebrate the Davies, and, in so doing, demonstrate new partnership working practices. Partner organisations could also incorporate elements of the Festival into their forward planning.
Criterion 2): Capacity	The HH4MW does not have the capacity to plan nor develop this Festival.
Criterion 3): Urgency	There is not an urgent need for this project
Key potential partners:	National Museum of Wales; Gregynog Hall Trust; National Library of Wales; Plas Dinam; Broneirion; Aberystwyth University; Powys County Council, Ceredigion Council and other Councils affected by the work of the Davies; Welsh Government; Visit Wales. etc
Relates to other projects:	--

### **3E: Laura Ashley vintage sale exhibition**

- 4.2.52 The annual Laura Ashley factory sales used to bring visitors to Carno from hundreds of miles around. This project is modelled on the legacy of these sales, creating a new pop-up visitor experience that exhibits and enables the sale of the best of Laura Ashley vintage.
- 4.2.53 The pop-up would happen once a year, and business modelling would decide how long it would be held for – a weekend, a week, or a month etc? This model is derived from art exhibition sales, where items are displayed for a period of time, during which time visitors can buy them and have a red dot put next to their item, and then the items are all packed and dispatched when the exhibition is over. There could be an option to hold an online auction at the end of the pop-up for items that are not sold.
- 4.2.54 This project has the double benefits of drawing visitors to Newtown and Mid Wales, whilst also potentially creating a monetisation stream for HH4MW. A percentage of the sale value of each item would go to the seller, whilst HH4MW would keep a commission.
- 4.2.55 The project could be supported by a permanent storefront on Ebay for HH4MW, to develop a vintage sales element of the project to create a small income or to support local entrepreneurs who could run the site with commission/royalties for HH4MW.

Objective 1): Local Pride	This stimulates local pride by providing a regular and changing exhibition of vintage Laura Ashley items, which as the potential to draw in interested parties to view and to buy from a wide geographical area. The final internet auction has the potential to have an international reach, re-enforcing local pride by emphasising the international significance of mid Wales's heritage.
Objective 2): Wider Recognition	The project recreates the Laura Ashley factory sales, which pulled in visitors from Wales and England. This has the potential to once again bring visitors to mid Wales from far afield, and through the auction at the end, to advertise mid Wales's heritage to the world.
Objective 3): HH4MW Monetisation	This has strong potential for monetisation
Objective 4): Mid Wales Regeneration	This has the potential to contribute to tourism regeneration goals and local pride regeneration goals. It has the potential to create temporary employment opportunities.
Objective 5): Entrepreneurship	This has the potential to encourage local entrepreneurial endeavour in collecting and selling vintage Laura Ashley items, and for local businesses to benefit from Laura Ashley heritage and from visitors to the event.
Criterion 1): Funding	This could be an attractive project for funders looking for an economic return from heritage-led funding. Once the project has had seed funding it should become self-supporting very quickly. This project might also be developed through local business loans, once a detailed business plan has been undertaken to accurately assess its potential.
Criterion 2): Capacity	The HH4MW does not currently have the capacity to bring this project to fruition, however, this could be very attractive to volunteers, and seed funding and loans could be sought to develop temporary employment opportunities.
Criterion 3): Urgency	There is not an urgent need for this project, however, the sooner it is launched, the sooner the benefits can be realised. The inaugural sale could be included as part of the 2021 Festival, in which case the timescale for this becomes urgent.
Key potential partners:	Robert Owen Community Banking Fund; Newtown Enterprise Hub; Welsh Government

Relates to other projects:	3A; 4E
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#### **Element 4: Education**

4.2.56 During the course of the Feasibility Study, a key partnership has been formed with Addysg Oedolion Cymru | Adult Learning Wales. Education has always been a strong element of the HH4MW project, and this partnership with Addysg Oedolion Cymru | Adult Learning Wales brings the necessary focus, skills, expertise and access to funding that can help deliver this crucial adult learning element.

4.2.57 Other local partners will also need to be recruited for delivery of specialised training, such as the training up of local tourism providers and training in entrepreneurial skills.

4.2.58 Projects under this theme include:

- 4A: Training digital skills through heritage
- 4B: Training Community social media Heritage Hub champions
- 4C: Training local heritage societies to develop digital skills
- 4D: Training local businesses and tourism providers to maximise impact of Powys Pioneers
- 4E: Powys Pioneers Apprenticeships
- 4F: Introducing Robert Owen to schools across Wales in 2021
- 4G: 'Train the teacher', to ensure Powys schools and colleges can use the Powys Pioneers legacies
- 4H: Biopic film of Robert Owen & other Powys Pioneers
- 4I: Local skills training in entrepreneurship
- 4J: Online and residential masterclasses in socially responsible entrepreneurship

#### ***4A: Training digital skills through heritage***

4.2.59 Heritage is a powerful way of involving people in skills training; people may be willing to undertake transferable digital training skills when they relate to the development of a community heritage project about which they are passionate, when they would not sign up to such courses for the sake of doing the training. This is a powerful way of upskilling certain sections of the community in digital skills, gaining access to difficult to reach demographics in need of this training, such as people in retirement.

4.2.60 In partnership with Addysg Oedolion Cymru | Adult Learning Wales, HH4MW could develop a stand-alone course, or a suite of courses, that train participants in both heritage and digital skills, such as internet and digital research skills, digitisation, the creation of effective metadata, etc.

Objective 1): Local Pride	This has the potential to increase local pride by increasing the level of heritage activity in the community, and by upskilling heritage volunteers in crucial digital skills.
Objective 2): Wider Recognition	This has the potential to increase the digital footprint of the region by giving participants the digital skills to engage with wider heritage debates and resources.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Objective 5): Entrepreneurship	This has a limited potential for stimulating entrepreneurship, by training local people in transferable digital skills.
Criterion 1): Funding	Funding for this could be sought from digital training, and adult training funds.
Criterion 2): Capacity	Working in close partnership with Addysg Oedolion Cymru   Adult Learning Wales, who would be the main delivery body, HH4MW should have the capacity required to deliver this project.
Criterion 3): Urgency	There is an urgency to deliver digital skills training across the population.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	1A; 1B; 4B; 4C; 4D

**4B: Training HH4MW social media Heritage Hub Champions**

4.2.61 The social media Heritage Hub project (1F) has been successfully trialled by HH4MW with Facebook groups for communities in north Powys. In order for this project to reach its full potential there is a need to move to the next phase of the project, training Heritage Hub Champions across mid Wales communities. These champions would have responsibility for finding and posting material on their community Heritage Hub pages; answering queries; moderating threads and enforcing community standards. They would also have responsibility for collating and recording any metadata generated by comments, e.g. names of people in photographs. If the project expanded to social media platforms outside of Facebook, they would also gain responsibility for these additional Heritage Hub channels.

4.2.62 In training to become Heritage Hub Champions, these volunteers would gain invaluable digital and social media skills that are eminently transferable across many fields of personal life and work.

Objective 1): Local Pride	The social media have a deep reach into mid Wales communities and are proving to be very popular on Facebook. They are an extraordinarily effective way of popularising heritage information, involving communities with their heritage and spreading information about heritage issues and events. Training local volunteers to be their community's Heritage Hub Champion ensures that content is relevant to local communities and increases local ownership of these channels. All of this increases local pride in local heritage and in the Powys Pioneers.
Objective 2): Wider Recognition	The Facebook Heritage Hubs are proving very popular with diaspora communities, raising awareness of the Powys Pioneers and of mid Wales heritage across the world. Diaspora communities, and family genealogists in particular, are finding this to be an effective way to connect with mid Wales communities, to research their family histories and to build plans to visit.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	In training to become Heritage Hub Champions, these volunteers would gain invaluable digital and social media skills that are eminently transferable across many fields of personal life and work. This contributes to skills and training elements of community and economic regeneration.
Objective 5): Entrepreneurship	In training the Heritage Hub Champions, these individuals are gain strong transferable skills that would be relevant to entrepreneurial enterprises. This raises the local capacity for entrepreneurial ventures.
Criterion 1): Funding	This project would best be delivered in partnership with a training provider, with a combined funding application.
Criterion 2): Capacity	HH4MW is at capacity with this project, and there is an urgency to bring new volunteers onboard to develop this effective programme to its full potential. Working in close partnership with Addysg Oedolion Cymru   Adult Learning Wales, who

	could be the main delivery body, HH4MW should then have the capacity required to deliver this project.
Criterion 3): Urgency	There is an urgency to catch the momentum already started by the HH4MW trial Facebook sites, and to develop the capacity to implement the full programme.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	1F

#### **4C: Training HH4MW digitisation volunteers**

- 4.2.63 The urgent digitisation of the local Pioneer archival and object collections held in private ownership across mid Wales (1A), and the digital recording of oral histories and memories (1B), requires the urgent training up of a group of volunteers who can run the digitisation events (3C).

Objective 1): Local Pride	By training volunteers to undertake heritage digitisation, the local capacity for heritage activities is greatly increased. By running digitisation events, these trained volunteers will vastly increase the profile of the Pioneers' heritage locally, alongside enabling more individuals to become directly and personally involved through the digitisation of their possessions.
Objective 2): Wider Recognition	By training these volunteers, the capacity to digitise mid Wales's heritage will be vastly expanded, generating material to be showcased on the website (1D) and to be available in the project catalogue (1C). This will help increase the profile of the Pioneers outside of the region.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	In undertaking digitisation training, these volunteers would gain invaluable digital skills that are eminently transferable across many fields of personal life and work. This contributes to skills and training elements of community and economic regeneration.
Objective 5): Entrepreneurship	By being trained in digitisation skills, these individuals are gaining transferable skills that could be relevant to entrepreneurial enterprises. This raises the local capacity for entrepreneurial ventures somewhat.

Criterion 1): Funding	Due to urgent heritage conservation need, this project could be eligible for funding by the National Lottery Heritage Fund. Partners may also be able to run elements of this project as part of their core service.
Criterion 2): Capacity	<p>HH4MW does not currently have the capacity to deliver the digitisation projects required. However, through training volunteers, this capacity can be greatly expanded.</p> <p>Working in close partnership with Addysg Oedolion Cymru   Adult Learning Wales (for delivery) and with the People's Collection Wales (to help develop the curriculum), HH4MW should have the capacity required to deliver this training project.</p>
Criterion 3): Urgency	<p>Collections in private ownership are unidentified and uncatalogued, and their physical conservation is at risk. Initial scoping for Laura Ashley and Pryce Jones indicates that there are vast local holdings of archival and object materials, and there is strong local demand for conservation by digitisation.</p> <p>There is a unique and irreplaceable heritage resource in mid Wales, of people's memories of working with Laura Ashley and family or of visiting the Pryce Jones building. These memories are exceedingly vulnerable, with many individuals becoming elderly and facing challenges to their health. There is a strong heritage conservation urgency to capture these unique memories before they are lost forever.</p> <p>This is a very urgent situation as collections are at risk of decay, dispersal and destruction, and memories are at risk of being forgotten, or lost due to ill health and bereavement, and urgent action needs to be taken to ensure the conservation of these heritage assets.</p>
Key potential partners:	People's Collection Wales & Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	1A; 1B; 1C; 1D; 3B

**4D: Training local heritage societies to develop digital skills**

- 4.2.64 The Feasibility Study has identified a need across the board for heritage societies in mid Wales to develop their digital skills for the future sustainability of their societies. This ranges from practical group management skills using digital tools, to the digital recording of oral histories, the development of digital catalogues, websites, social media and digital publishing.
- 4.2.65 In conjunction with key potential partners, including Addysg Oedolion Cymru | Adult Learning Wales, HH4MW could develop a curriculum for this unique area of adult education, which could be used as a pilot to roll out to other areas.

Objective 1): Local Pride	By helping local heritage societies to develop their sustainability using digital skills and tools, this project will increase local pride in local heritage, enabling local heritage societies to communicate wider and to thrive in a digital world.
Objective 2): Wider Recognition	In supporting local heritage societies to develop their sustainability and communication skills, there is the potential for the heritage of the Pioneers to gain wider recognition, outside the region.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	In undertaking digitisation training, these volunteers would gain invaluable digital skills that are eminently transferable across many fields of personal life and work. This contributes to skills and training elements of community and economic regeneration.
Objective 5): Entrepreneurship	By being trained in digitisation skills, these individuals are gaining transferable skills that could be relevant to entrepreneurial enterprises. This raises the local capacity for entrepreneurial ventures somewhat.
Criterion 1): Funding	It may be possible to find funding for this from adult learning funds, particularly those focussed on digital training.
Criterion 2): Capacity	Working in close partnership with Addysg Oedolion Cymru   Adult Learning Wales (for delivery) and with the People's Collection Wales & Royal Commission for the Ancient and Historical Monuments of Wales (to help develop the



	curriculum), HH4MW should have the capacity required to deliver this project.
Criterion 3): Urgency	There is a medium urgency for this project. The sooner that this training is rolled out for local heritage societies, the sooner their digital sustainability is secured.
Key potential partners:	People’s Collection Wales; Royal Commission for the Ancient and Historical Monuments of Wales; Addysg Oedolion Cymru   Adult Learning Wales
Relates to other projects:	--

**4E: Training local businesses and tourism providers to maximise impact of Powys Pioneers**

4.2.66 The Powys Pioneers have the potential to be developed as a powerful brand for the region, and local tourism providers would benefit from support, information and training to use this brand in their marketing and promotions. This training could be delivered through events or through the development of literature. It could be delivered as a stand-alone service by HH4MW or in partnership with other regional branding bodies, such as the Cambrian Mountains Initiative.

4.2.67 World Heritage Sites (WHS) such as Edinburgh Old Town, and a suite of WHSs across the north of England, have been developing booklets for local businesses to maximise their uses of the WHS brand in their regions, and this could be a useful model to use for this project.

Objective 1): Local Pride	By providing information, training and support for local businesses to maximise their use of the Powys Pioneers, this would spread awareness of the Pioneers amongst the local community, as well as awareness of the value of their legacy for the region.
Objective 2): Wider Recognition	By training local businesses to use the Powys Pioneers in their marketing, information about the Pioneers will be spread further afield, outside of the region, and in a new range of contexts (contributing to project 11, Guerrilla PR).
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	This has the potential to increase the contribution of the Powys Pioneers to the local economy.

Objective 5): Entrepreneurship	This has the potential to encourage new entrepreneurship centred around the idea of the Pioneers.
Criterion 1): Funding	Funding for this could be sought from a variety of sources, ranging from tourism development, to business skills training or adult education.
Criterion 2): Capacity	HH4MW does not have the current capacity to deliver this project, so it would need to be developed in close partnership with interested partners, who would also be responsible for delivery.
Criterion 3): Urgency	There is no particular urgency for this project, though the sooner it is implemented, the sooner the benefits of the Powys Pioneers for local businesses can be realised.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales; Newtown Enterprise Hub; Visit Wales; Powys County Council
Relates to other projects:	11

**4F: Powys Pioneers Apprenticeships / Entrepreneurial scholarships**

4.2.68 Since the outset it has been a central tenet of the HH4MW that the legacy of the Pioneers is spread as far as possible, and that new generations are enabled to benefit. This project focusses on the creation of a range of Powys Pioneers training opportunities, in the form of Apprenticeships and Entrepreneurial Scholarships. These could be themed in different ways for each of the Powys Pioneers stories and can be moulded to local training needs. By providing an opportunity for funding to be sought from Welsh Government and local businesses for these training opportunities, a truly life-changing legacy can be secured for modern populations on behalf of the Pioneers.

4.2.69 The initial apprenticeships and/or scholarships could be delivered as part of the 2021 Festival, creating a significant and tangible local legacy for the event.

Objective 1): Local Pride	This would provide strong local publicity for the Pioneers, increasing pride in their legacies.
Objective 2): Wider Recognition	This would be specifically focussed on the region.
Objective 3): HH4MW Monetisation	This has no potential for monetisation

Objective 4): Mid Wales Regeneration	This would directly contribute to skills and training regeneration objectives.
Objective 5): Entrepreneurship	This would increase the local capacity for entrepreneurship.
Criterion 1): Funding	Funding for this could be sought from local businesses and from Welsh Government funding streams.
Criterion 2): Capacity	There is not currently the capacity to deliver this from within HH4MW
Criterion 3): Urgency	There is no particular urgency attached to this project, unless it is to be delivered as part of the 2021 Festival.
Key potential partners:	Mid Wales Manufacturing Group?; Newtown Chamber of Trade?; NPTC Newtown College?; Newtown Enterprise Hub?
Relates to other projects:	3A

**4G: Introducing Robert Owen to schools across Wales in 2021**

4.2.70 The 2021 Festival provides an invaluable opportunity to celebrate the story of Robert Owen and his role as a Welsh icon of international significance, by ensuring that all schools in Wales are sent an information pack about Robert Owen and are given the opportunity to learn about his work and celebrate his legacy.

Objective 1): Local Pride	Local schools will learn about Robert Owen in the context of Welsh national history.
Objective 2): Wider Recognition	Robert Owen's links with Newtown will be celebrated outside the region, raising the profile of mid Wales and the Powys Pioneers.
Objective 3): HH4MW Monetisation	This has no potential for monetisation
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Funding would need to be sought as part of the 2021 Festival.
Criterion 2): Capacity	HH4MW do not currently have the capacity for this project, and capacity would need to be built as part of the 2021 Festival.

Criterion 3): Urgency	There is an urgency about this, if this is to be delivered as part of the 2021 Festival.
Key potential partners:	Welsh Government? Teaching Unions?
Relates to other projects:	3A

**4H: ‘Train the teacher’, to ensure Powys schools and colleges can use the Powys Pioneers legacies**

4.2.71 This project seeks to maximise the benefits of the Powys Pioneers in schools in the region, by developing training and materials to help teachers in schools and colleges use the Powys Pioneers in their work. It would build on the successes and lessons of project 4G, introducing Robert Owen to schools across Wales.

Objective 1): Local Pride	Increasing the profile of the Powys Pioneers in schools across the region would raise awareness of their work and their legacies.
Objective 2): Wider Recognition	This project would focus on regional recognition.
Objective 3): HH4MW Monetisation	This has no potential for monetisation.
Objective 4): Mid Wales Regeneration	Raised local pride and increased external recognition of the Powys Pioneers aids with local community regeneration objectives.
Objective 5): Entrepreneurship	By making the Pioneer’s stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Funding options for this work are not currently clear.
Criterion 2): Capacity	At present, HH4MW does not have the capacity to deliver this project.
Criterion 3): Urgency	There is no urgency attached to this project.
Key potential partners:	Addysg Oedolion Cymru   Adult Learning Wales; Powys County Council?
Relates to other projects:	4G

**4I: Biopic film of Robert Owen & other Powys Pioneers**

4.2.72 This project would seek to promote the idea of a bio-pic film of Robert Owen and the other Powys Pioneers to the Welsh cultural industry, for future development.

Objective 1): Local Pride	Seeing the story of the Powys Pioneers portrayed in film would give a big boost to local pride.
Objective 2): Wider Recognition	A film would bring the Powys Pioneers and their stories to a very wide audience.
Objective 3): HH4MW Monetisation	There may be the potential for some monetisation for HH4MW, such as royalty fees, depending on how the project is developed.
Objective 4): Mid Wales Regeneration	This project has the potential to increase tourism revenue in mid Wales, visiting sites associated with the Pioneers
Objective 5): Entrepreneurship	By making the Pioneer's stories more widely known, this project has the potential to inspire new entrepreneurs.
Criterion 1): Funding	Funding for this route is not currently clear.
Criterion 2): Capacity	There is not the capacity for this project within HH4MW at present.
Criterion 3): Urgency	There is not an urgent need for this project
Key potential partners:	Welsh Government
Relates to other projects:	---

#### **4J: Local skills training in entrepreneurship**

4.2.73 This is a project to develop as a long-term legacy of the HH4MW programme. The project would work with partners in local business education to develop entrepreneurial skills in the region, in the name of the Powys Pioneers. Some of the project can potentially be developed by delivering existing work by partners through a new lens of exploring the Pioneer stories and legacies.

Objective 1): Local Pride	This would increase local pride by increasing the profile of the Pioneers and spreading the benefits of their legacies.
Objective 2): Wider Recognition	The benefits of this would specifically be limited to the region.
Objective 3): HH4MW Monetisation	There is no potential for HH4MW monetisation.
Objective 4): Mid Wales Regeneration	This project would increase local entrepreneurial and business skills, contributing to economic and training objectives.
Objective 5): Entrepreneurship	This project would specifically increase the capacity for entrepreneurship locally.

Criterion 1): Funding	Funding would need to be sought in partnership with delivery organisations. Some of the project may possibly be delivered as part of partners' core funding.
Criterion 2): Capacity	There is not the capacity within HH4MW to deliver this project currently and delivery partnerships would need to be sought.
Criterion 3): Urgency	There is not an urgent need for this project
Key potential partners:	NPTC Newtown College; Newtown Enterprise Hub
Relates to other projects:	4K

**4K: Online and residential masterclasses in socially responsible entrepreneurship**

4.2.74 This is a project to develop as a long-term legacy of the HH4MW programme. This would be a combination of online masterclasses and residential weekends in Mid Wales, exploring best practice in socially responsible entrepreneurship through the lens of the Pioneer legacies.

Objective 1): Local Pride	By being associated with a successful masterclass project, this would raise pride in the legacies of the Powys Pioneers.
Objective 2): Wider Recognition	This would increase the visibility of the Pioneers and their legacies outside of the region.
Objective 3): HH4MW Monetisation	There would be a strong potential for monetisation for HH4MW, if this were to develop into a successful project.
Objective 4): Mid Wales Regeneration	This project would increase local entrepreneurial and business skills, contributing to economic and training objectives. It would also have the potential to provide small scale employment, if the project grew to a sufficient size. It would provide revenue for local accommodation providers.
Objective 5): Entrepreneurship	This would directly build entrepreneurial skills, in the region and beyond.
Criterion 1): Funding	Funding for this is not currently certain.
Criterion 2): Capacity	Capacity for this project within HH4MW would need to be built as part of project development.
Criterion 3): Urgency	There is not an urgent need for this project
Key potential partners:	---
Relates to other projects:	4J

## 4.3 Evaluation of Projects

Key to Table 1:

<b>Objective:</b>	Strong contribution	Notable contribution	Limited contribution
<b>Criteria: Funding</b>	Strong options	Some options	Limited options
<b>Criteria: Capacity</b>	Very well-matched to current capacity	Requires a small increase in capacity	Requires a large increase in capacity
<b>Criteria: Urgency</b>	Immediate attention required	Quite urgent	Not time critical

Table 1: Evaluation of projects against Objectives and Criteria

Element	Project	Objective: Local Pride	Objective: Wider Recognition	Objective: HH4MW Monetisation	Objective: Mid Wales Regeneration	Objective: Entrepreneurship	Criteria: Funding	Criteria: Capacity	Criteria: Urgency
1) Digital	1A: Digital Archiving	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1B: Digital oral histories	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1C: Digital catalogue	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	1D: Website	Green	Green	Red	Yellow	Yellow	Green	Green	Green
	1E: Social media films	Green	Green	Red	Yellow	Yellow	Yellow	Yellow	Yellow
	1F: Social media Heritage Hubs	Green	Green	Red	Yellow	Yellow	Green	Yellow	Yellow
	1G: Digital services for heritage societies	Green	Green	Yellow	Yellow	Green	Yellow	Red	Yellow
	1H: Digital arts & heritage 2021	Green	Green	Red	Green	Yellow	Green	Red	Green
	1I: Guerrilla PR	Green	Green	Red	Yellow	Yellow	Green	Green	Red
	1J: Digital recording heritage sites	Green	Green	Red	Green	Red	Yellow	Yellow	Green
2) Building & exhibitions	2A: Pioneers Archive store	Green	Green	Red	Yellow	Red	Yellow	Green	Green
	2B: Permanent exhibition space	Green	Green	Green	Green	Green	Red	Red	Red
3) Events & Activities	3A: 2021 Festival	Green	Green	Green	Green	Green	Green	Red	Green
	3B: Pioneers community events	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	3C: Digital heritage events	Green	Green	Red	Yellow	Yellow	Yellow	Yellow	Yellow

Element	Project	Objective: Local Pride	Objective: Wider Recognition	Objective: HH4MW Monetisation	Objective: Mid Wales Regeneration	Objective: Entrepreneurship	Criteria: Funding	Criteria: Capacity	Criteria: Urgency
	3D: Pan Wales Davies family festival	Green	Green	Red	Green	Yellow	Red	Red	Red
	3E: Laura Ashley vintage sale	Green	Green	Green	Green	Green	Green	Yellow	Red
<b>4) Education</b>	4A: Training digital skills via heritage	Green	Yellow	Red	Green	Red	Green	Green	Yellow
	4B: Training HH4MW Heritage Hub Champions	Green	Green	Red	Green	Green	Green	Green	Green
	4C: Training HH4MW digitisation volunteers	Green	Green	Red	Green	Green	Green	Green	Green
	4D: Digitally upskilling heritage societies	Green	Green	Red	Green	Green	Yellow	Yellow	Green
	4E: Training businesses to make the most of the Pioneers	Green	Green	Red	Green	Green	Red	Yellow	Yellow
	4F: Powys Pioneer Apprenticeships	Green	Red	Red	Yellow	Yellow	Yellow	Red	Yellow
	4G: Robert Owen in schools 2021	Green	Green	Red	Yellow	Yellow	Green	Yellow	Green
	4H: Train the teacher	Green	Red	Red	Yellow	Red	Red	Red	Yellow
	4I: Biopic films of Robert Owen & other pioneers	Green	Green	Yellow	Green	Green	Red	Red	Red
	4J: Local entrepreneurship training	Green	Red	Green	Green	Green	Yellow	Red	Red
	4K: Entrepreneurship masterclasses	Yellow	Green	Green	Green	Green	Red	Red	Red



## **5.0 PREFERRED OPTION**

### **5.1 Overview**

5.1.1 HH4MW is an emerging organisation with currently limited capacity and funding. The preferred approach set out below offers the greatest potential for the delivery of HH4MW's objectives taking into account the criteria of urgency, funding and capacity.

5.1.2 To enable the organisation to focus and engage with partners / funders, four strands of activity have been identified. These draw together a number of the projects identified in Section 4. These strands are:

- Festival 2021
- Conservation and Digitisation
- Awareness, Education and Entrepreneurship
- Developing the Legacy Projects

5.1.3 Not all the projects in Section 4 are included in these strands. This is not to say that those projects are not important, and it may be that future circumstances may lead to these projects being developed; they may also be delivered by other partners.

### **5.2 Key Strands**

#### **Festival 2021**

5.2.1 Delivering an ambitious year-long arts, culture and heritage festival tied to the 250<sup>th</sup> anniversary of Robert Owen's birth and the 60<sup>th</sup> anniversary of the opening of Laura Ashley's first shop offers a remarkable opportunity to reinvigorate Newtown's and Mid Wales' tourism and visitor economy while celebrating the legacy of the pioneers' local communities. Project 3A encompasses this strand and is detailed in Section 4 above. This year-long festival has very clear links with the educational strand of work detailed below (5.2.8), and can act as a focus for the advertising and development of these and as a springboard for new projects.

5.2.2 At this stage the accurate costs of physically hosting the festival or delivering the integral digital arts and heritage projects cannot be estimated as they have not been specified or developed with the key partners. It is recognised that this needs to occur in the short-term. Initial budget lines could be established as follows:

- Robert Owen’s 250<sup>th</sup> birthday street party<sup>10</sup> - £1,500 - £3,000
- Sequence of Robert Owen lectures, linked in with events at New Lanark and New Harmony - £500
- Laura Ashley vintage sale (project 3E). Uncosted as duration and size unknown.
- Laura Ashley curated design exhibition. To be costed by partners.
- Weekend highlight Festival – c. £25,000 to £35,000 exc. any staff costs associated with developing the festival
- Digital arts and heritage activities as part of year-long festival, eg:
  - ‘Laura Ashley town’, projecting digital images of fabric patterns across building facades and shop windows - £3,500 excluding design and development costs
  - Creative installations across the town, along the river and/or in pop-up exhibitions and gallery spaces, telling the stories of the Pioneers. Not costed at this stage.
  - Connected collections Vizgu pilot (see Appendix 1, Section 3), using technology to connect geographically dispersed Pioneer collections. Not costed at this stage, and relies on partnership work with RCAHMW and others.
  - Using empty shop windows to project information about the Pioneers - £300 per window

5.2.3 These are initial budget lines and costs may be borne by a range of organisations, ranging from local sponsorship and core funding by partners, through to grant aid from the Lottery Fund or the Arts Council for Wales.

### **Conservation and Digitisation**

5.2.4 This is a key strand of work for the HH4MW and is identified as such in the PCW/RCAHMW report in Appendix 1. The Feasibility Study has identified that digital methods are accessible, engaging and effective ways of conserving dispersed, unique and fragile collections held in private ownership across Mid Wales, in the absence of short-term options for their physical conservation. These methods are also essential for recording spaces and places facing change, and for building an accessible educational resource.

5.2.5 Core projects required for the delivery of the conservation-led digitisation of the heritage resource are:

- 1A: Digital Archiving
- 1B: Digital oral histories
- 1J: Digital recording heritage sites

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<sup>10</sup> [www.streetparty.org.uk](http://www.streetparty.org.uk)

- 3B: Pioneers community events
- 4C: Training HH4MW digitisation volunteers

5.2.6 In addition, to support the efficient and effective delivery of this theme, it would be beneficial to implement these projects:

- 1C: Digital catalogue
- 3C: Digital heritage events (see Awareness, Education and Entrepreneurship section below)

5.2.7 In terms of budget costs the following initial outline costings have been identified

<b>Project</b>	<b>Costs requiring Funding<sup>1</sup></b>	<b>Volunteer time component</b>	<b>3<sup>rd</sup> party contribution</b>
1A: Digital Archiving	* None (project reliant on delivery of other projects, including 1C, 3B and 4C).	* Remains to be confirmed. Each event likely to require 3-5 person days.	* PCW loaning equipment & hosting catalogue on PCW website. * AOC/ALW providing volunteer training (4C) and use of equipment. AOC/ALW providing Digital Literacy Skills training and support. * Heritage collection events funded through 3B.
1B: Digital oral histories	* None (project reliant on delivery of other projects, including 1C, 3B and 4C).	* Remains to be confirmed. Each event likely to require 3-5 person days.	* PCW loaning equipment & hosting catalogue on PCW website. * AOC/ALW providing volunteer training (4C) and use of equipment. AOC/ALW providing Digital Literacy Skills training and support * Heritage collection events funded through 3B.
1C: Digital catalogue	* Website development (£1,000 provided by N&LTC – see 5.2.9) * Ongoing hosting costs (to be confirmed)	* HH4MW committee volunteers required for project inception, development and management	* Swansea University may be able to help with development in return for a nominal fee (to be negotiated)
1J: Digital recording heritage sites	* None (project reliant on delivery by partners)	* Volunteer support for RCAHMMW as appropriate	* Project design and delivery to be developed by

Project	Costs requiring Funding <sup>1</sup>	Volunteer time component	3 <sup>rd</sup> party contribution
			RCAHMW & staff time & equipment
3B: Pioneers community events	* Venue hire * Advertising * Materials etc * Project also reliant on training provided in 4C  c. £20-£100 per event, depending on venue charges	* Remains to be confirmed. Each event likely to require 3-5 person days.	* PCW loaning equipment & hosting catalogue on PCW website. * AOC/ALW providing volunteer training (4C) and use of equipment. AOC/ALW providing Digital Literacy Skills training and support * Venues loaned by community partners?
4C: Training HH4MW digitisation volunteers	* None – reliant on training provided by partners.	* Entirely depends on the numbers of volunteers being trained	* AOC/ALW providing volunteer training (4C) and use of equipment. AOC/ALW providing Digital Literacy Skills training and support

Notes: 1) costs are initial estimate budget line costs and exclude any project manager costs or organisational operational costs

### Awareness, Education and Entrepreneurship

5.2.8 Raising awareness of the Pioneers locally and nationally is a critical step in developing their profile and hence the impact that they can have on the future of Mid Wales. This includes both promotional and educational forms of awareness raising. Alongside this element the opportunity to drive entrepreneurship through the lens of the Pioneers has also been recognised and prioritised.

5.2.9 Delivery of this strand would involve the development and delivery of the following projects (see Section 4 above):

- 1D: Website
- 1E: Social media films
- 1F: Social media Heritage Hubs
- 1I: Guerrilla PR
- 3C: Digital heritage events
- 4B: Training HH4MW Heritage Hub Champions
- 4F: Powys Pioneer Apprenticeships / Entrepreneurial Scholarships
- 4G: Robert Owen in Schools 2021

- 4J: Local entrepreneurship training
- 4K: Entrepreneurship masterclasses

5.2.10 In terms of budget costs, the following initial outline costings have been identified:

<b>Project</b>	<b>Costs requiring Funding<sup>1</sup></b>	<b>Volunteer time component</b>	<b>3<sup>rd</sup> party contribution</b>
1D: Website	* Website development - £1,000 provided by N&LTC * Hosting (costs to be confirmed)	* HH4MW Committee volunteer time required for project oversight and content delivery	Swansea University may be able to help for a nominal fee, as part of project 1C (see 5.2.7)
1E: Social media films	* Script writer - £300 per day * Film development, including drone footage, interview filming, and editing - £250 per day	* Volunteers to provide interviews for the films	* Uses of Pioneer locations for filming
1F: Social media Heritage Hubs	* None (relies on project 4B)	* Project design – c.1 day * Oversight of project direction - ongoing * Creation of guidelines for best practice and use of HH4MW IP – c.1 day * Trained volunteers to run the hubs – ongoing commitment	* None (relies on project 4B)
1I: Guerrilla PR	* None (relies on project 4B)	* Project design * Oversight of project direction * Creation of content * Creation of guidelines for best practice and use of HH4MW IP * Trained volunteers to identify opportunities and provide ongoing content – ongoing commitment	* None (relies on project 4B)
3C: Digital heritage events	* Venue hire for those events that need venues - £0-70 per event	* Overall project design – c.1 day * Project design for each event/element – c.1/2 day * Oversight of project direction – ongoing commitment * Creation, advertising and organisation of each event – 1 day each	* Provision of free venues by partners * Provision of training and expertise by partners, eg volunteer Wikipedians & RCHAMW

<b>Project</b>	<b>Costs requiring Funding<sup>1</sup></b>	<b>Volunteer time component</b>	<b>3<sup>rd</sup> party contribution</b>
4B: Training HH4MW Heritage Hub Champions	* None (relies on partner for delivery)	* Willing volunteers required for training	* AOC/ALW providing volunteer training & training venue
4F: Powys Pioneer Apprenticeships / Entrepreneurial Scholarships	* Costs to be confirmed when project fully designed.	* HH4MW volunteers required to scope and initiate this idea for partners to develop	* Local businesses? * Newtown Chamber of Trade? * Mid Wales Manufacturing Group? * NPTC? * Myrick Training?
4G: Robert Owen in Schools 2021	* Materials for physical educational items. Costs to be confirmed when project fully designed.	* HH4MW volunteers required to scope and initiate this idea for partners to develop	* Project design and content creation by partners eg Welsh Government, RCHAMW etc
4J: Local entrepreneurship training	* Costs to be confirmed when project fully designed.	* HH4MW volunteers required to scope and initiate this idea for partners to develop	* NPTC Newtown College? * Newtown Enterprise Hub?
4K: Entrepreneurship masterclasses	* This is a long-term legacy project. Costs to be scoped at a later date.	* This is a long-term legacy project, and commitments to be confirmed once project designed.	* This is a long-term legacy project, and commitments to be confirmed once project designed.

Notes: 1) costs are budget line costs and exclude any project manager costs or organisational operational costs

### **Developing the legacy projects**

5.2.11 The Feasibility Study and consultations have indicated that there is need for, and strong local demand for, permanent facilities that can celebrate the Pioneers, safeguard their legacy and support the cultural and economic regeneration of Mid Wales and Newtown. The two identified key projects to meet this need are:

- 2A: Powys Pioneers archive and object store in Newtown
- 2B: Permanent Powys Pioneers exhibition space in Newtown

5.2.12 These are both major projects requiring considerable development, funding and analysis. Appendix 2 contains an initial analysis and recommendation as to possible ways forward, but this will need to be tested and developed further with local and national partners over the next 1 to 2 years.

5.2.13 Given the scale of the projects these cannot be delivered by HH4MW alone and further analysis and development is required to identify a viable way forward. This would take the form of a stand-alone options and feasibility study commissioned by HH4MW and partners (yet to be identified) to identify and test:

- options for delivering the facilities
- market demand
- operational / ownership models for the facilities
- capital costs for developments
- long-term financial viability

5.2.14 A budget line of c. £15,000 to £20,000 exc VAT should be allowed for the study, with a timeframe of 4 to 6 months.

### 5.3 Next steps

5.3.1 Delivering the above over the next 18 to 24 months will require urgent and focussed action. In that context the following next steps have been identified:

#### **Constitute HH4MW – By January 2020**

5.3.2 HH4MW is currently an unconstituted and unincorporated body. To ensure that it can attract funding and drive forward development of the projects, it will need to formalise its structure as a matter of priority. Two primary options for this have been identified:

- **Charitable status** – this is a common vehicle for community and heritage focussed organisations. The requirements for establishment and reporting are, however, relatively onerous<sup>11</sup>. The process normally begins with the establishment of “a company limited by guarantee without share capital”, and then registration as a charity with the Charity Commission. Reporting is required to both Companies House and the Commission. The recently developed Charity Incorporated Organisation (CIO) model dispenses with the need for the company and requires only registration with the Commission. A charity requires trustees and a clear statement of charitable aims. On the plus side the model is readily recognised by funding bodies and agencies and carries a number of tax advantages.

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<sup>11</sup> <https://www.gov.uk/setting-up-charity>

- **Community Interest Company (CIC)** – this form of company is essentially a hybrid between a charity and a normal profit-making company. Unlike a normal company, a CIC must be operated for the benefit of the community and can only be registered with the approval of the Community Interest Companies Regulator. As such the application must comply with CIC legislation as well as the usual rules for registration of a company<sup>12</sup>. CICs are generally less onerous to operate and use governance models that the majority of directors would recognise<sup>13</sup>. They are particularly suited to the operation of events / activity focussed organisations or operators of smaller facilities. They are able to attract funding from a range of bodies, but some funders will only provide funds to charities.

5.3.3 Given the priorities for HH4MW over the next 12-24 months, a CIC may provide the most efficient route for delivery. It is well suited to the forms of events and activities being promoted and is relatively simple to establish and operate. It is also capable of attracting funding. Longer-term, should major permanent facilities be developed, then a charity may be a more appropriate to attracting the major capital funding and the operation of the facilities. It should be noted that a CIC can evolve into a charity.

5.3.4 These initial options and recommendations should be reviewed with a governance advisor e.g. through PAVO.

#### **Establish partnerships for delivery – by February 2020**

5.3.5 The proposed way forward will require the support and engagement of a number of core external partners, including:

- Addysg Oedolion Cymru | Adult Learning Wales
- MCRA
- Newtown & Llanllwchaiarn Town Council
- Oriel Davies
- People’s Collection Wales
- Powys County Council
- Robert Owen Museum
- Royal Commission for the Ancient and Historical Monuments of Wales
- Textile Museum

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<sup>12</sup> <https://www.gov.uk/government/organisations/office-of-the-regulator-of-community-interest-companies>

<sup>13</sup> <https://www.informdirect.co.uk/company-formation/community-interest-company-cic-advantages-disadvantages/>



5.3.6 It is therefore recommended that HH4MW formally contacts these bodies and requests their active support and involvement in the further delivery of the project strands. This process can then be formalised through a series of steering groups / committees focussed on each strand.

**Review need for project officer – January 2020**

5.3.7 Currently, the HH4MW is entirely reliant on volunteer efforts for delivery. Given the ambitions set out in this report consideration should be given to the appointment of a F/T or P/T project officer to develop and run the various streams of activity. This post would require external funding, but it is anticipated that the required funding could be woven into bids for the projects and strands identified above as management and delivery time.

**Identify costs and seek funding – January 2020 onwards**

5.3.8 With the partnerships and organisational structures in place, the scope, costs and timeframe for individual projects / strands will need to be finalised and funding sought. This is time critical given the 2021 Festival date and the need to raise awareness well in advance. Depending on the final projects and organisational structure, the following bodies have been identified as possible supporters:

- Arts Council Wales
- Esmee Fairburn Foundation
- Garfield Weston Foundation
- Laura Ashley Foundation
- National Lottery Community Fund
- National Lottery Heritage Fund
- Pilgrim Trust
- Town Council and other local councils
- Welsh Government

5.3.9 Once priority projects have been scoped and agreed and the organisational structure selected then further research will be required to identify potential funders. A useful source of advice can be found in the Heritage Funding Directory<sup>14</sup> and Grants Online database<sup>15</sup>.

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<sup>14</sup> <https://www.heritagefundingdirectoryuk.org/>

<sup>15</sup> <https://www.grantsonline.org.uk/>

### **Delivery – March 2020 onwards**

- 5.3.10 With the funding selection and applications in process, the governance options decided, and the partnerships for delivery established, HH4MW can now move on to delivering the key strands outlined in section 5.2.

## **6.0 APPENDICES (VOLUME 2)**

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. 8<sup>th</sup> June 2019 public consultation event – Laura Ashley
6. 3<sup>rd</sup> October 2019 Public consultation event – Pryce Jones
7. HH4MW Social Media Activity and Community Digital Heritage Hubs

(These are provided in Volume 2 of this document)

