

CADG: COMMUNITY ARCHIVES IMPACT STUDY

CASE STUDY NO. 3

EASTSIDE COMMUNITY HERITAGE

**Covering: East and SE London boroughs
Based in: Newham, London**

Project Summary	Eastside Community Heritage was established as a community history project as part of Newham Museum Service in 1993. It was established as an independent charity in 1997 and in 1999 obtained sufficient funds to employ permanent staff. At the same time (1999) it began its own oral history and copy visual collection, and this received a boost in 2000 with the grant of NOF funds for digital access via a website and preservation. It has since been active in a wide range of community projects to record and promote local history, linked to wider social objectives in East London and other boroughs in the Thames gateway area.
Project Exemplifies	<ul style="list-style-type: none">• The collections comprise a significant resource for popular 20th century history in East London• Publishing activity – books, videos, CDs arising from a wide range of activity with community groups, youth groups, faith- based groups etc.• Work on diversity, including bringing different minority and faith groups together, and promotion of use of archives, local studies libraries and museums to groups who do not normally use these services.• Funding drawn from a wide range of bodies.• Good on partnership working – both in formal structures and informally with local groups

PROFILE

Project Name: Eastside Community Heritage	
Subject matter of archive	<p>A specific place / area: East London, comprising the London boroughs east of the Lea, plus Hackney, and Tower Hamlets, and those boroughs south of the Thames that come into the Thames Gateway region (specifically Bexley, Greenwich). Would also include other L.B.s if suitable projects were presented.</p> <p>Includes a wide range of work with black and ethnic minority communities and faith groups.</p> <p>The collections are principally based round oral history, but also include written reminiscences and photographs. The associated project work is very wide ranging</p>
Location	<p>Address: Old Town Hall, 29 The Broadway, Stratford, London</p> <p>Post Code: E15 4BQ</p> <p>Geographic area covered: See under Subject</p> <p>National / Region / County / local authority / neighbourhood .</p> <p>In addition to the area described above, E.C.H. has also worked in Lewisham and Southwark.</p> <p>Description of area:</p> <p>Eastside Community Heritage is based in Newham, but works widely across East London, and project work has also been undertaken in boroughs in south east London. To provide an overview of the make up of the area, two profiles are given, one for Newham itself, the other for a wider area, which includes the areas of the North East and South East London Health Authorities, the only grouping which corresponds approximately to the Thames Gateway boroughs, which the project will work across if its current HLF application is successful.</p> <p>Newham</p> <p><i>2001 Census</i></p> <ul style="list-style-type: none"> • Population of 243,891

	<ul style="list-style-type: none"> • A young population – higher proportion of children than average for London on England: 26% of population in Newham aged 0-15 years, compared to average of 20% in both London and England as a whole. By contrast, only 9% of the population of Newham was aged 65 or over, compared to 12% for London and an average of 16% in England. • Large BME population – 36% of the population of Newham is Asian or Asian British, compared to 12% in London and an average of 5% in England overall. 22% of Newham’s population are Black or Black British, compared to 11% in London and 2% in England. 39% of Newham’s population is white, compared to 71% in London as a whole and 91% in England. • High proportion of people with no educational qualifications – 34% of people in Newham aged 16-74 have no qualifications, compared to 24% in London and an average of 29% in England. • Newham has a lower proportion of its population in the higher social classes AB, and a significantly higher proportion in social classes D and E than the average for London or England. 15% of Newham’s population is in class AB compared to 26% in London and 22% on England, whereas 43% of Newham’s population is in social classes D and E, compared to 16% in London and an average of 33% in England (people aged over 16 in households). <p><i>Deprivation – Index of Deprivation 2004</i></p> <ul style="list-style-type: none"> • Newham is relatively highly deprived – the borough is ranked the 6th most deprived (out of 354) in terms of the measure of combined ranks, and 11th most deprived by another measure – the rank of average scores. It is ranked 7th by the measure of income deprivation. <p>Eastside’s wider catchment</p> <ul style="list-style-type: none"> • Some boroughs in Eastside’s area are even more deprived than Newham. Hackney ranks 1st (i.e. most deprived of all 354 boroughs) by the measure of average rank, and 5th by the rank of average scores. Tower Hamlets ranks 2nd and 4th respectively by these two measures of deprivation. • Havering is the least deprived of borough in Eastside’s area, ranking 214 by the measure of average rank and 217 by the measure of average scores. • The population in the area covered by Eastside, which roughly equates to the area covered by the North East London and South East London Health Authorities, is around 2.98m.
Dates	Date project established : 1993; 1997 as an independent charity.

Date project ended (if applicable)

1. ORIGINS

Eastside Community Heritage was formed as part of Newham Museum Service in 1993, funded from a bid for community history work to Stratford City Challenge. At that time the Museum's premises included the top floor of the Old Town Hall, Stratford, where the project was based. When the Museum moved out, the Community History worker, who had formed part of the Museum staff, remained. The project gained independent status in 1997, when Eastside Community Heritage was created in its present form, as a registered charity, with its own board. The archive collecting activity began in 1999.

The Foundation had been a Museum initiative, the idea of Museum curator, Val Bott, who left as part of the restructuring of the Museum service in 1993. Those involved in the formation of the charity included members of Newham council, the Chief Executive Officer of the Community History Project and local people who had been involved in project work and activity.

2. AIMS AND OBJECTIVES

The current aims of the project are

To inform people through the provision of heritage and cultural based activities such as exhibitions, publications, dramas, workshops etc

- To empower individuals and groups to access the resources to write, rewrite, record, publish and present their own histories and that of the local area and community
- To promote civic pride through active participation and involvement in community affairs
- To promote greater harmony and understanding of interracial and inter-generational experiences through historical explorations
- To celebrate the cultures and heritage of East London's diverse communities
- To provide independent historical, social research and evaluation

The original project aims were to record people's stories and pass on anything collected to a local repository. As part of this the project recognised that it would need to engage with people. Oral history copyrights allowed material to be consulted, but further publication would be with the permission of the groups and individuals involved - emphasising the importance of people continuing to have an ownership stake in their own histories. The oral history process especially has given people a voice, notably younger and older people, and those in communities that feel neglected. With Eastside based in East London, diversity was going to play an important part in the recording of those voices.

From soon after the inception of the project, people came with their own ideas and proposals. It has been the role of the project manager to shape these ideas into deliverable forms.

The main change since inception has been the archive collecting activity. Originally being part of the museum obviated the need for Eastside to hold material of its own, though some copy material was retained by the project for activities. After becoming an independent charity this changed, and was formalised in 1999. Eastside now creates oral history products (interviews and the results of reminiscence sessions), and retains copies of loaned photographs and other material. Success in obtaining funding from the New Opportunities Fund under their digitisation programme in 2000 enabled Eastside to move towards digital preservation, although many oral history tapes remain in magnetic format.

Eastside's main outputs come in the form of working with a wide range of groups on projects which include exhibitions, publications, widening participation in the heritage from groups whose normal take up of those services is low, and bringing people and cultural groups together through heritage based activities. These are covered in more detail in Section 5) below.

3. NATURE OF PREMISES

The project has occupied the top floor of the Old Town Hall on the Broadway, Stratford since inception, when as noted above, this part of the building was one of several premises used by Newham Museum Service. In 1998 an agreement was made with Newham Council to pay rent, though this was charged at peppercorn levels until 2004, when the Council decided not to take further payments. Eastside have now been given notice that the Old Town Hall is to become a visitor reception centre for people travelling to the 2012 Olympic Games and that they will have to move out. The new home is likely to be one of the Newham College sites.

Discussions are in progress to move the collections to the University of East London (UEL)'s Docklands site.

The Old Town Hall is a listed building, but it is not intrinsic to the operation of Eastside. It houses Eastside's staff and copy collections, with basement space available for the storage of exhibition panels and exhibition materials. There is a meeting room available for hire for some on-site work, including the occasional small school group, and people coming to use items from the copy collection consult them in the office. However the majority of Eastside's project work is undertaken on site in local communities.

4. NATURE OF COLLECTION

4a Nature of collection

The collection is mostly digital, but with paper thumbnail prints. There are also cassette tapes, publications, books and pamphlets.

4b) How much material do you have in your archive?

<i>Type of Measure</i>	<i>Quantity - indicate whether feet / metres and if estimate</i>
Cubic feet / metres of material (tapes and thumbnail photos)	0.65 cu metres
Linear feet / metres of material	
Number of drawers in filing cabinet (copyright permission records)	0.41 cu metres
Other <i>Please specify:</i> 4 additional cupboards in basement (?exhibition, publications etc ?)	2.6 cu metres
Total	3.66 cu metres

4b Notes

1. Cupboard upstairs

0.65 cu metres of about 500 mini-disks, gold CDs; and also magnetic tape cassettes (3 shelves). Plus folders with thumbnail prints of disks (one single and one double shelved).

2. Two filing cabinets

0.41 cu metres of project copyright records .

Note: No originals are kept, so ‘archive’ records are all electronic or print out on to paper as the surrogate used for consultation.

There are also the books and pamphlets published by the project, and some periodicals and books (not seen by interviewer)

3. Four other cupboards in basement

Not seen. Possibly comprising another 2.6 cu metres of other material - but may comprise exhibition material only.

A catalogue to the collections exists on-line.

New records are now created in a ‘born digital’ format. Storage of back up copies is a major problem - manager has had conflicting advice. Also problem with advice on the likely life of earlier media like Gold CDs. Project is now moving to storage on a server. Migration of data from magnetic tape also continues to be a problem - both in funding and achieving a result as tapes deteriorate.

4c) Format(s) of material

See note to 4b (above)

<i>Format type</i>	<i>Mark X if applies</i>	<i>Format type</i>	<i>Mark X if applies</i>
Paper / parchment manuscripts	X	Books (including own publications)	X
Visual – Video	X	Pamphlets	X
Visual – photographs (but only in digital form and paper print-out)	X	Periodicals/Magazines	X
Visual- Other		Electronic – e.g. c.d's / web site content / computer records etc.	X
Sound – oral history – planned campaigns; life stories	X	Objects	
Sound – recorded reminiscence sessions	X	Other (<i>please specify</i>)	

4d) Heritage Value of Collection

The collections comprise a significant resource for people's history in East London for the 20th century. The main part of the collection is the oral history interviews, which include some powerful voices dealing with emotive subjects – for example redundancy, family accidents (for example the effect on a family when their mother lost her arm in the Silvertown explosion in 1917) and difficult situations (again for example the reception and lack of training given to nurses coming from the Caribbean to Britain during the Second World War. On the lighter side they also contain some good stories and considerable humour.

The majority of the original material loaned for copying dated from the 20th century – the earliest photograph in the collection dates from 1898.

Eastside is not the only body to have been active in oral history in East London, but over the thirteen years of the project's life, it has created one of the most significant oral history resources in the area, and has made the most use of it through a wide range of activities.

5. PROJECT ACTIVITIES

5a) Range of Activities

Activity	X if applies	Activity	X if applies
Exhibitions / Displays Example. <i>On the Home Front</i> exhibition and education pack on Newham and East London's experiences during the Second World War (2005). The launch was combined with a Newham Writers workshop to enable other local people to tell their own stories	X	Community events, e.g. fairs A range of community events – no details available	X
Workshops / meetings / Public lectures Example Eastside C.H. Tenth anniversary celebration – conference 'Speaking for ourselves' held at the University of East London providing	X	Publishing, e.g. local history, newsletters Eastside C.H. started to publish an A4 two sided newsletter in 2005 targeted to appear three times a year. Examples of projects where the publication formed the major outcome.	X

<p>community history projects an opportunity to share their views and experiences with ‘a broad and diverse audience’.</p>		<p>1. <i>Stories from Silvertown</i> (2001). Summary history, with extracts from interviews and supporting photographs in partnership with Silvertown’s Residents Association. Included training children as ‘journalists’, who then interviewed family members about their recollections of the local primary school and the area in general. The project also used the records of the school, including documents that covered the Blitz.</p> <p>2. <i>North Woolwich, stories from the Riverside</i>.(2003) Similar project to the Silvertown example, and arising directly from people in North Woolwich wanting something similar for their area. It included contributions from young people attending St John’s Youth Club. The book drew on thirty oral histories and many loaned photographs</p> <p>Both communities felt that they had been overlooked and neglected by a range of government and other bodies. The publications (funded in part by the Heritage Lottery Fund) were about strengthening community pride and identity.</p>	
<p>Participating in campaigns about locally important issues</p> <p>Indirect activity – for example <i>Stories from Silvertown</i> which included an interview with a senior executive of London City Airport over a development, which then formed the basis of comment by local residents. Construction of the City Airport resulted in the demolition of a local primary school, and this was a focus of the creation of an extensive oral history archive. Workers recorded local opinion but were clear about their independence</p>		<p>Collecting sessions, e.g. appeals for photographs / other materials, recording reminiscences, etc.</p> <p>3. Session run in conjunction with Redbridge Museum and ‘All dressed up’ exhibition.</p>	<p>X</p>

throughout the project See Publishing for further details			
<p>Collecting oral history</p> <p>General activity forming part of many Eastside projects.</p>	X	<p>Theatrical/drama events</p> <p>My Roots, Our Heritage project. Partnership project with a group of young people from Stratford and West Ham Youth Forum – FSW (Newham Youth Parliament, looking at accounts of migration. Project involved visits to the <i>Back to Black</i> exhibition at the Whitechapel Art Gallery, Newham's <i>Caribbean Identities</i> at the Old Dispensary (workshop with a story teller) and a trip to <i>Closing the door ?</i> exhibition at the Jewish Museum – where the group enacted their own performance poetry. The group also visited museums and archives, and interviewed older people from their families and community. The research and interviews were used as the basis for the <i>My Roots, Our Heritage</i> film, screened at the Museum of London in April 2006.</p>	X
<p>Outreach in Schools</p> <p>Example. (1) <i>Trendsetters</i>, a Young Roots Heritage Lottery Fund project (2005), undertaken in partnership with a group of 30 young women from Forest Gate school. 50% of the group were either close to being, or had been excluded from mainstream education. The project researched and documented the history of black styles and fashion in the UK over the last hundred years, using interviews and visits to archives and museums. The group then designed and created their own costumes for a fashion show, put on in a number of locations and at the Bruni Gallery as part of the Young Roots conference.</p> <p>(2). <i>Imagining Industries</i>. Working with Barking and Dagenham archive and local history service and</p>	X	<p>Outreach in community centres :</p> <p>See above (publishing). Extensive work in Silvertown based round the Residents' association.</p>	X

<p>Haverling Information Services (Local Studies) in April 2006 to take children to the archives at Valence House. Partnership with Barking and Dagenham Photographic Society. Children came from two areas – Barking Town Centre and along the River Roding,- looked at their area twenty and one hundred years ago, and recording their own photographs. Areas selected as they were about to undergo substantial change and both local authority services needed a visual record Sessions included two workshops with the B&D Photo Society to provide photograph recording training and to produce an exhibition</p>			
<p>Outreach in Prisons</p>		<p>Outreach in Nurseries, Play Groups</p> <p>Example: <i>Rhymes from around town</i>. Work with parents and toddlers groups in Newham to record nursery rhymes from 28 different languages. Funded by SureStart, Newham and HLF. Outcome: a CD .</p>	<p>X</p>
<p>Outreach in Women's Groups <i>Describe:</i></p> <p><i>Face to Face</i> project (2004). Eight small projects based on the study of make up in the Newham area and working mainly but not exclusively with women's groups</p> <ul style="list-style-type: none"> • <i>Only a Yard to Yardley</i>-reminscences by former women workers at the Yardley factory in Stratford • <i>Making up and Making do</i> (with members of the Melting Pot group). Caribbean women's action to counter the lack of products for black women and also recording their impression of change in the locality over thirty years • <i>Essex Girls</i>. Project working 	<p>X</p>	<p>Other (<i>please specify</i>) Work with faith groups.</p> <p>Example. <i>Our Brick Lane</i>. (2006) Project work with Bengali, Jewish and Somali children looking at changes in Brick Lane, which was 95% Jewish 60 years ago and is now 95% Bengali. Involved work with Simon Marks school in Hackney (Jewish school with large catchment area) and New Avenues Youth Club (Somali), working with recent migrant children with permission to stay in UK . Included visits to mosques and synagogues, music workshop and taking Somali group to London Metropolitan Archives</p> <p>Work on health issues.</p>	

<p>with the Jewish Lads and Girls Brigade in Redbridge, looking at the negative image of the Essex girl and effects of religion on clothing</p> <ul style="list-style-type: none"> • <i>Good Hair Day</i>. Black women taking about their hair experiences • <i>New for Old</i>. Sikh culture, cosmetics and fashions, drawing on the Sikh community in Redbridge • <i>The Changing Face of Brick Lane</i>. Reminiscence work on the changing face of fashion in Brick Lane from the Jewish and Bengali communities • <i>Women Working Out</i>. Newham women talking about fitness practices, past and present and their body images • <i>Black Angels</i>. A project that used interviews and group discussions to tell the stories of a group of nurses who came to Britain from the Caribbean in 1949. The nurses have formed their own group, Melting Pot, and have regular contact with Eastside. They also provide an additional contact group for the local Afro-Caribbean community. 		<ul style="list-style-type: none"> • Work with the local Primary Health Care Trust and schools during a recent Black History Month; and the <i>Women Working Out</i>' project looking at women, sport and health for the Community Health Partnership. • <i>Look at me</i>. Project exploring body image with people at the Greenhill Centre who have physical and sensory impairment, including experimenting with cosmetics and self portraits. <p>Work with asylum seekers</p> <ul style="list-style-type: none"> • <i>Common Ground</i>. A project that worked with young unaccompanied asylum seekers, who had been traumatised by their experiences. They were provided with digital cameras and trained to record their thoughts on life in the UK.. The recordings also included music from their home countries. 	
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Note

In addition to the above projects a major bid has been submitted to the Heritage Lottery Fund. *Working Lives of the Thames Gateway* is a partnership led by Eastside Community Heritage of six boroughs along the Thames (Barking and Dagenham, Bexley, Greenwich, Havering, Newham and Tower Hamlets), plus London Metropolitan Archives and the University of East London's Raphael Samuel History Centre. It is the only major heritage proposal at present linked to the Thames Gateway development proposal. The project received a project planning bid in March 2005 and a final decision is expected in December 2006.

Pilot work included the sessions with Barking and Dagenham and Havering (See 5b schools – Imagining Industries); a reminiscence session at Greenwich Heritage Centre and oral history work in Bexley at Erith Museum (*Erith, Empire and Industries*)

Planned work includes participating in ‘Open Day in the Parks for Newham, interviewing young people

5b) Key Activities

Interviewer Questions:

Eastside C.H. is principally engaged in working with people and groups on projects linking local history to present day activities, and so none of the activities above are more or less important than others. Participation in the New Opportunities Fund Digitisation programme and being part of the Enrich UK website was a major step forward for Eastside and *Working Lives in the Thames Gateway* will be a major project over the next three years if successful.

Outreach does form a key part of almost all the work that Eastside does, and has included work with schools, community groups, tenants associations, mosques, synagogues and temples. Many of the projects have involved groups who are not well represented in archive use, - for example the *My Roots, Our Heritage* film which involved young black people.

Many of the projects in the *Face to Face* (See section 5a above) were innovative, and included work with groups who would not normally use archives, for example the members of the Greenhill Centre. The work with the Bengali community of Brick Lane and Simon Marks school is especially important as it brings together Jewish and Muslim children at a time when relationships between those communities are potentially under stress.

6. STRUCTURE, GOVERNANCE AND PARTNERSHIP WORKING

6a) Structure of Organisation

<i>Structure</i>	<i>Mark X if applies</i>
Registered charity/ Company limited by guarantee	X
Written constitution, not legally registered	
Informal – no written constitution	
Part of another organisation <i>Please specify:</i>	

Note. Part of Newham Museum Service 1993-1997

6b) Management and Governance

Governing board of eight members. No wider company members but the AGM is open and public, and includes an election process for the board. Board members also include those with special skills – charity management, finance, legal etc and local knowledge, for example of schools.

6c) Partnerships in which the Archive Participates

Interviewer Questions:

- *Who do you work with ?*
- *Who helps you? In what ways ?*
- *Who do you help? In what ways ?*

Some formal partnerships – as with the *Working Lives in the Thames Gateway* project. Eastside has entered into service level agreements for some project work, for example with Newham. Other informal partnerships have included community groups, tenants associations, religious institutions, health bodies (primary health care trust and community health partnership) local authority archive, local studies and museum services, national and regional museums, theatres and youth groups.

Examples of partnership and delivery are given in (5). Work with external bodies is integral to what Eastside is and does.

Support for Eastside has come from the groups themselves in providing venues and premises for meeting, training (for example the barking and Dagenham Photographic Society), and from archives, local studies, services and museums in providing original historic source material.

However Eastside C.H. has had problems identifying reliable technical advice on digital preservation, having had apparently conflicting advice from a range of bodies.

6d) Planning Activities

Does the project have any of the following?

Strategy		Business Plan	X *	Action Plan	X #	Funding Strategy	# #
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*For *Working Lives of the Thames Gateway*

For individual projects

In progress in part as a contingency response to delays in receiving a decision on the *Working Lives in the Thames Gateway* project from HLF.

If not, are its plans / activities set out in the plans of the parent / host or other body? NO

7. FUNDING

7a) Funding Received

Type of funding	X if applies	Amount received	Period Covered	What Funding Was For
Heritage Lottery Fund	x	1. £200,000 2. £50,000 3. £25,000	1. 1999 2. 2001 3. 2003	1. Project work 2. Face to Face project 3. Trendsetters
Heritage Lottery Fund: Young Roots*	x	£21,400	Prior to 2003-2004	
Heritage Lottery Fund. Awards for All*	x	£5,000	Prior to 2003-2004	
Big Lottery Fund	X	£47,000	2000-2003	NOF digitisation programme – to digitise images and provide interpretation via web site.
Local Heritage Initiative				
Local Authority (general)	x		1998-2006	Many small projects and project rent relief for premises by Newham 2004-date
Local Authority*	X	£17,684	2003-2004	Project work
Government (please specify) SRB Grant*	X	£19,780	Prior to 2003-2004	
Charity / Trust (please specify)				
Donations				
Subscriptions				

Earned Income, e.g. from sales, from fees, etc. [book sales and exhibition]	X	£2,991	2003-2004	
Other (please specify 1. Children's Fund* 2. Discover* 3. Volunteer Community Action Havering* 4. London East Partnership Ltd*		1 £7000 2. £5000 3. £5,500 4. £2,500	2003-2004 2003-2004	

* Example taken from annual report for 2003-2004 as representative amount

7b) Funding Applied For (include details of applications to be submitted in near future)

Type of funding	X if applies	Amount Sought	When Applied	What Funding Is For
Heritage Lottery Fund	X	£800,000	2003-2004	Working Lives in the Thames Gateway
Big Lottery Fund	X	£98,000	2006	People in Brick Lane project
Local Heritage Initiative				
Local Authority				
Government (please specify)				
Charity / Trust (please specify): Bridge House Trust	x	£8,500	2006	Reminiscence project
Other (please specify) Arts Council#	X	£20,000	2006	Glimmer of Hope

#Problems with funder's requirement led to withdrawal of bid.

7c) Other Sources of Funding

Type of funding	X if applies	Target for Amount Sought	Timescale
Donations			
Subscriptions			
Earned Income, e.g. from sales, from fees, etc			

8. SUSTAINABILITY

Eastside C.H. is wholly dependant on grant funding, which includes elements for on-going staffing and other establishment costs. In the period 1997-1999 the project had only small grants, and took project work on commission, taking staff on temporary contracts. Subsequently other projects have been over longer time spans – for example *Your Roots, Our Heritage* and project work under the *Young Roots* programme included volunteer work over five years. The immediate future for Eastside C.H. is dependant on the *Working Lives in the Thames Gateway* project being funded by H.L.F. Given the signals from HLF, and revisions already made to the existing bid, it is likely that this project will be funded, which will secure Eastside C.H. for the next four years.

In the event of all funding running out, the project would continue to exist, but without staff or activities. The digital collections would be deposited with an appropriate repository –the University of East London were mentioned – but the recipient institution would have to accept the collections as a whole.

9. USERS/ACCESS

9a) Accessibility

Interviewer to describe accessibility

Eastside C.H. is open to all potential users, but does not advertise as facilities are limited. Longer term plans include premises with a 'shop front' or deposit with a place that can provide routine public access.

Information on the collections is provided by the on-line catalogue via the project's web site. People hear about the project via its activities, from articles in local papers, or from the project's publications

9b) Rate of Usage

Visitors in person	<i>Number:</i>	Remote contacts, e.g. website users	<i>Number:</i>
Of which how many are	<i>20 visitors to the site;</i>	1.Web site use	<i>1. c20,000 hits p.a. 2005-2006</i>

'members' ? Eastside has no members other than the Board.	<i>c1000 people involved in projects per year</i>	2. Telephone enquiries	<i>2. 2-3 per month (n.b. many are family history and are passed on to other archives.</i>
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9c) Details about the users

Interviewer describe

Composition of user group (explore also health status, educational levels, whether English a first language, where appropriate.)

How representative of local population

There is no data on users, but the project will have a high proportion of participants in activities from ethnic minority groups, with younger people and older people also featuring highly. No records of educational levels, health status, except where project is targeted at schools, or older people.

Feed back forms do not ask for personal data.

9d) Have the numbers of users, or the type of people using the archive changed over time?

Direct users of the collections are mostly academic (including students). Recently there has been a rise in family history enquiries (see 9c above).

The project will have been responsible for changing the nature of use of participating local authority archive and local history services.

9e) Numbers of staff, volunteers and members involved in the archive

<u>Staff (count only staff employed by the archive project)</u>		<u>Number of volunteers (i.e. actively helping the archive at least once a year)</u>	<u>No. 10*</u>	<u>Number of members (paying subscriptions, etc: members who also volunteer should be shown in both columns)</u>	<u>No Non e.</u>
<i>Full time</i>	<i>No:2</i>				
<i>Part time</i>	<i>No:2</i>				

*Maximum at one point earlier in the year. Volunteer numbers rise and fall with project activity.

9f) Details of staff, volunteers and members

1. Board members

Ethnicity: 1 Irish; 3 white; 1 New Zealander; 2 Punjabis; 1 German.

Gender: 5 men, 3 women

Age: 2 under 30 years old; 2 retired, 1 about to retire.

Staff.

Ethnicity: 1 Afro-Caribbean, 1 Bengali, 1 white, 1 Jewish.

Gender: 3 men, 1 woman.

Staff are: Manager; Archives Officer; Community Project Officer (Brick Lane), and Project Co-ordinator.

Archives Officer is responsible for the administration of the copyright issues and documentation of interviews etc

Training includes oral history techniques for all staff. There is a training manual. One staff member can train others, and volunteers in sound and video recording. The Archive officer is also producing the project website after initial training by a former technical officer.

Volunteers are trained in digital photography, audio and video recording. They are asked to assist in transcription, administration, social and historical research, support workshops and organise public displays.

Staff recruitment is on local authority principles with adverts in the Guardian, the Voice, GEM, and the Oral History web site. Eastside also uses CVS website and local papers.

Volunteers have included unemployed people. One 50 year old woman who joined the project after being made redundant, stayed with them for four years. During that time she improved her skills and confidence through transcribing, scanning photographs and organising events, and left the project as she was able to gain secretarial work. The project had also helped her to increase her confidence.

One other younger volunteer put substantial work into the production of a CD sound track for a video. He used this as part of his portfolio to gain a place on a college course.

Eastside C.H. has provided many references to support young people and volunteers in job applications.

People who have been involved in the project are kept in touch via the mailing list, which currently reaches about 800 people.

10. EVALUATION & IMPACT

10a) Has any monitoring and evaluation been carried out by the project/organisation ?

Interviewer describe

What was measured, and how and by whom (**obtain copies of any reports etc.**)

Eastside C.H. produces reports at the end of the each project, and seeks to get evaluation sheets back from participants. However these are of variable use – especially from those whose first language is not English. Main measure is ‘soft’ – for example enjoyment of a museum visit.

Questions include:

- Did you enjoy the activity?
- Could it be done better?
- Would you like to do another project like this?
- What do you think you learned?
- Did the project give you a better understanding [of the subject]?

There is no external evaluation. Eastside has completed self-evaluation under funder’s terms – for example for HLF [***copies of evaluation reports exist but not seen***].

Eastside has its own performance indicators. These are produced quarterly and cover staff time worked, volunteers (hours and numbers), participant data (numbers actively and directly involved), numbers of workshops, interviews and completed projects etc. However the data received so does not give any set targets, only numerical performance.

Eastside C.H was interviewed by MLA to form a case study to support their Generic Social Outcomes, and was also selected to form a case study for an ALM London (now MLA London).

The MLA London case study identified four relevant themes from Eastside’s work:

- Building and sustaining community relationships
- Using external roles to build knowledge and trust
- Participant recruitment and retention
- Creating participant ownership

There were ten areas of findings from the study

- Knowledge of community was strengthened through many staff living

locally, and the ethnic mix of the small team. Staff activities outside work include voluntary activities that give additional community knowledge to Eastside and help track demographic change. Two examples were the birth of a Russian and a Malayalee community (latter from South India) in Newham.

- The importance of relationships with local schools. Projects, for children involving activities and exhibitions have helped identify community needs and priorities. Parents and teachers have provided support for new projects and how existing work can be improved.
- Imagination in finding and keeping young people, especially those who are marginalised or disengaged. *Trendsetters* used an ‘auditions’ idea modelled on Pop Idol, making up for a disappointing start and ensuring the project wads over-subscribed. Promotion of successful projects also boosted Eastside’s credibility by word of mouth. Demand and interest were both recorded in an Eastside database.
- Involving participants in decisions and creating a sense of ownership. For example in *My Roots, Our Heritage*, where the steering committee was entirely composed of young people
- Sustaining community relationships through informality and keeping involvement flexible. This includes encouraging participants to drop in, making sure that they have fun in the project work and identifying and supporting people with leadership potential
- Identifying and developing appropriate staff skills. Including use of multi-media for community members who may not otherwise be comfortable with written material. Monitoring skills of staff to ensure they keep pace with the technical knowledge of the local communities has been undertaken.
- Appearance of project reports. Ensuring written material appears accessible through extensive use of photographs and quotations.
- Linking with community campaigns. This has followed non-political routes, for example in *Stories from Silvertown*, which took place after a locally unpopular decision to demolish a primary school to make way for the City Airport. The project work included the creation of an oral history archive based on people’s memory of the school in the past. **See Section 5a above.**
- Avoiding partner conflicts. An example was identified in which a youth worker (partner) had altered activities and in so doing lost the heritage focus. The alterations stemmed from trying to retain a large number of participants, a target for the partner body. To meet similar problems in future, project induction was used explaining what archives were, how they were relevant for the project and what the anticipated outcomes were. The result was successful for the partner worker, who on her own initiative them undertook oral history projects with young people, with Eastside providing external consultancy.
- Providing a model for how large institutions should work with locally based community archives and smaller museums. Principally emphasising the

need for equality in partnership, so that the skills of both partner organisations are complimentary, and encourage repeat visits to the larger institution from local participants.

10b) Overall Assessment

Eastside C.H. has been successful in obtaining funding from a wide range of bodies and has undertaken a range of imaginative and creative project work. This has included work on diversity, inclusion, inter-generational contact, and the promotion of existing archive services to new users. Eastside widened its original aims to collect oral history, and the NOF digitisation funding enabled it to achieve far more than the founders envisaged.

If Eastside receives the major HLF grant for *Working Lives in the Thames Gateway*, it will further raise the project profile and give staff and board members experience of leading on a complex multi-partner project.

Eastside has not won any awards, but as the 2004-2005 report puts it “Yet another hectic year for Eastside, but when was it ever not.”

10 c-j) ANALYSE THE PROJECT’S IMPACTS AND ACHIEVEMENTS IN TERMS OF:

10c) Citizenship

Both *Trendsetters* and *Imagining Industries* brought together people who had not met before. *Imagining Industries* also included work with unaccompanied minors (those coming to the UK without parents seeking to stay).

People involved in community projects have also made more friends and contacts – for example the Melting Pot group who worked on *Making up and Making do* project and publication in 2004.

Eastside has also encouraged people to help others - for example the involvement of participants and volunteers in the *Trendsetters* fashion project.

10 d) Community Empowerment / Participation / Improving routes to other services

Involvement with other groups – Trendsetters members went on to join the Youth Area Forum.

Influence things in the community – Silvertown residents joined the Resident Association, which also involved itself with other Newham forums. Plus

Join or initiate campaigns - Some activity through people joining the Youth Parliament; and people lobbying on behalf of unaccompanied minors – for example in trying to shorten the six month wait experienced by 13-14 year olds for a school place. Also on people in Canning Town engaging in consultation process on their local park

Improving delivery of local public services – yes through partnerships with local record offices, local studies libraries and museums.

Contributing to people knowing more about the place they live – yes – through many projects.

10 e) Improved Community Cohesion / Breaking down boundaries

Whether the project/activity has helped in any way to break down any real or perceived barriers between different parts of the local community .

Yes helping people to make the case for more resources and giving them greater confidence – example the North Woolwich residents. Important in Newham where elected mayor is a person of strong views and has his own agenda.

Has it made people feel more strongly identified with their community or other individuals ?

Yes both for Silvertown and North Woolwich – both have similar social profiles and border each other, but strong sense of their own identities and some local rivalry. Both also felt relatively isolated from mainstream Newham concerns.

Does the project help to support cultural diversity and identity?

Yes – for example the *Our Brick Lane* project which brought Jewish people back to Bengali Brick Lane, but also saw members of the Bengali community travel to the Jewish Museum.

Has the project helped to encourage familial ties and relationships?

Yes, getting young people to talk to their parents and grandparents and understand more about the lives of previous generations within their community.

10 f) Improved liveability of area / Community Safety

No specific partnerships linked to new building or building restoration.

Regeneration and improvement to open spaces activities have included a proposal to undertake oral history work in connection with proposals to restore and renovate Central Park, East Ham. (now seeking HLF funding). Also an Architectural Road Show in 1999 – interviews about people's view about local buildings.

Nothing specific contributing to safer communities.

10 g) Education & Lifelong Learning: Acquisition by individuals of new skills and experience (and outcomes, e.g. going on to formal training, etc.)

The project has trained people on cataloguing, and provided volunteers and those engaged in projects with a wider knowledge of aspects of national, community and local history. People have been trained in transcription, scanning and other IT skills. Staff and volunteers have learned negotiating skills- honed in working with diverse groups, especially young people. Eastside has also had student placements from local schools and the University of East London.

Some volunteers have gone on back into employment after three month placements, which have raised their confidence in seeking employment.

10 h) Health & Well Being - Physical, mental and community health

Physical and Mental Health – See section 5a – *Look at Me* project at Greenhill Centre.
Disabilities – reminiscence work with Bengali visually impaired group in Tower Hamlets.
Elderly - *Fit for Life* - project promoting the value of keeping fit and healthy in later life (2003). Work with Newham Age Well and Newham Council
Children and Young people – many examples see *My Roots, Our Heritage* (section 5a)

10 j) What personal benefits do participants say that they have got out of being involved in this project or these activities ?

Anecdotal evidence for benefits, though clearly substantial for example in the case of those contributing to the North Woolwich *Stories from the Riverside* and *Stories from Silvertown*.

Clear benefits to some individuals – for example the elderly man who now turns up to every event Eastside runs, and which in turn forms a major part of his social activity.

Evaluation forms from individual projects may contain particular quotations – none seen in course of interview.

11. ACHIEVEMENTS, LESSONS & ACTION POINTS

- **What the project has done well**

Engaged with people; opened up archives and local history to new audiences; brought different groups together.

- **Problems, how tackled, things would do differently**

Meeting on-going organisational costs – the difficulty in assigning these to projects. ‘Hit and miss’ process of working with community groups and young people – not always a smooth or easy process.

- **Advice would give others starting a similar project**

Get support of local archive service
Ensure that you preserve and conserve [surrogate copies of originals loaned] – and budget to do so.

“Are you mad?”

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Other Informants:

Name: Isobel Siddons	Organisation: MLA London [when the information provided. Seconded 4 days a week to MLA Council, October 2006.	Phone No:

References:

Date of interview: 28 September 2006. DLM.
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Documents Attached:

<i>Range of DVDs and other publications. Separate list to follow</i>
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