

creative waves



# Pop Up on the Prom

## Evaluation Report

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# 'Pop Up on the Prom' Evaluation Report



## 1. OUR PROJECT

### Project conception

Pop Up on the Prom is designed to ignite public interest and participation in our seaside heritage, encouraging people to value their local culture and social history. Exploring photographic collections, documents and editorials to illustrate the changes to Worthing's promenade which has historically brought people together in different ways, witnessing extensive changes and development since the first section was built in 1819.

Photographs walk through history, reflecting how coastal communities responded and continue to adapt to changes in the town's wealth and social history. Highlighting how communities participated with local traditions and pastimes through industry, recreation and war.

Engage with new audiences, to share a greater awareness of Worthing's rich seaside heritage to newcomers. Whilst, crucially recording cherished memories of older residents, past and present. Re-ignite interest in seaside heritage, through a series of public display boards on the promenade & exhibition on Worthing Pier. Offering free traditional & contemporary promenade activities that are all inclusive and intergenerational, culminating in a celebratory, vintage day, bringing together the success of the project's community engagements.



*Volunteers at research and training sessions*

### Project plan

Collaborate with other organisations, volunteers and young people from varied backgrounds and organisations, learning how to research, record, interpret, identify and share research, inspiring them to talk to older people. Helping to prompt memories through an enjoyable experience. Identifying and dating neglected photographs in family collections whilst comparing modern day language, fashions and occupations.

Film and photographic training to enable volunteers to document the promenade.

New photographs taken, printed and curated to provide heritage for future generations.

Using a bespoke photo booth, based at the 'Heritage Hut' at East Beach Studios, print photographs of people along the promenade reflecting modern day social history for future generations. Combining old and new research that reflects how coastal communities responded and continue to adapt to transformations in the town's wealth and popularity.

Interpreting the research to enable to design new heritage promenade displays, an exhibition on Worthing Pier, a commemorative booklet and heritage walks.

Summer 2019, free pop up events on the promenade to engage new audiences with their seaside heritage. An inter-generational project that welcomes people to participate and learn from the research and free training opportunities and pop up events. Use Worthing's promenade as a platform that encourages people to value and preserve the seaside heritage whilst learning about their local, social history. Recording cherished memories of Worthing's older residents, sharing their experiences and making them feel valued and appreciated.

## What we planned to do

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- Research sessions for adults in Worthing Museum and in the Library.
- Free research workshops for local children
- Document progress and achievements on social media
- Talk to people to hear their memories and view old photos.
- Exhibition on Worthing pier interpreting the research creatively.
- Train people to collate and print photo albums online to create photo books.
- Train people to take photos and film, in public places, on mobile phones.
- Build and use a Photo-Booth for the Heritage Hut for the photo printers.
- Run a 'mini museum' in beach chalet, Heritage Hut. Displaying research and providing information about project
- Free heritage talks and walks
- Produce a free heritage booklet.
- Free events and activities on the promenade through Summer 2019.
- Create heritage interpretation boards on the promenade as part of project legacy.
- Collate and print photo books documenting modern day social history, combining photos taken on the prom and quotes from people's oral history documented throughout the project.



*Pop Up on the Prom; Vintage day celebrations*

## The aims of the project

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Using a bespoke Pop-up photo booth, inspired by Sunny Snaps' walking pictures, [see photos attached] taken in the '20s and '30s, along Worthing's promenade, to engage with people from all backgrounds, local residents and visitors to the town.

Stored and used at the beach chalet, 'Heritage Hut' on the promenade.

Extend research to 2 other seaside towns to see how other promenades successfully enhance the town, discovering and developing links with other organisations.

Work with the local authority to target wider audiences nationwide to attract people to the area. Helping their current targets for tourism and economic development; building bridges between the local authority and small organisations.

Collaborating with and connecting other small organisations to help bridge gaps between each other and the local authorities so that we work together with a shared vision that benefits the area. Involving schools and colleges with the activities so that young people feel connected and inspired.

A series of interpretation boards along the promenade; illustrating key aspects of the research which will be of interest to all passers-by which is good for the whole town.

## What difference we expected the project to make

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- Inspire people to print their digital photographs.
- Enhance the value of the photographs we take digitally
- Inspire people to look through their family's old albums to date and identify the photographs and appreciate their own heritage.
- Teach people about the local heritage and how to celebrate and preserve it
- Enable people to connect through our community's shared heritage
- Inspire people to want to learn more about the different elements; e.g; research, photography, volunteering, further education.
- Provide high quality, educational displays that are free to view along the promenade.
- Connect people through the practical activities as well as through the research.
- Make our organisation stronger within the community.
- Connect other organisations with new volunteers, contacts and knowledge.
- Increase our group of volunteers.
- Provide enjoyable experiences for a diverse range of people, during and after the life of the project.

## Who was involved

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### Creative Waves worked in partnership with:

Worthing Museum  
West Sussex Library Service  
East Beach Studios  
Worthing Theatres  
Worthing Children's Parade  
Discover Worthing  
We are Food pioneers  
Worthing light Festival  
Shoreham Fort  
Claire Lemmon  
Worthing Borough Council  
West Sussex County Council  
Paul Holden, Worthing Journal  
Greater Brighton Metropolitan College  
11 local schools, (4 new connections)

### New Partnerships:

The Worthing Society  
The Fedora Group  
South East Screen Archive  
Button Pressed Films  
Sam Pharaoh Photography

### New Connections:

Local historians  
Local performers  
Local students



## 2. WHAT ACTUALLY HAPPENED

### Schedule and planning

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We have learnt from previous projects that more time is needed to engage with people.

March – Dec 2018; allowed us time to build up volunteers to help research and develop the project plan giving us the foundations to develop and grow the outreach, creating an impact with our free pop up events and activities in 2019. The initial research in the first 3 months proved vital to the success of the pier exhibition, installed in July 2018, which allowed for good publicity with interesting content and attracted more volunteers. The pier exhibition gave the whole project credence and was helpful when we were talking to people at the heritage hut, particularly visitors to the area, we encouraged them to explore more of the promenade and its history by viewing our pier exhibition.

During Summer 2018 we were excited by our discoveries and felt a little frustrated that we had to wait a year before the activities/events started. However, being patient and building solid foundations to deliver the public performances gave us time to connect with more people who helped deliver the activities and performances.

Visiting other promenades [Margate, Bournemouth, Poole, Brighton], was helpful, to see how other communities engage with and interpret their heritage in public places and what seaside entertainment was on offer.

Engaging with other community organisations at other seaside towns, via social media, gave us an insight into their regular activities, and how the council supported them with their quest. Which also strengthened our quest for public displays and events when liaising with our local authority, the tangible examples of how seaside towns are successfully impressing their visitors are important for economic growth which strengthens communities.

### What we achieved

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#### Our organisation:

- We have built strong foundations with new and existing partnerships/freelancers/volunteers who we look forward to working with again.
- We have discovered interesting facts through the research that could lead to at least two other heritage projects that we will investigate further.
- Our organisation has become stronger due to the solid team of volunteers and our increased experience working with other professionals.
- The enjoyment and wellbeing for the volunteers and participants at all the workshops/research sessions was heart-warming and gave us all continued motivation and energy throughout.
- The subject matter appealed to varied audiences which was very inspiring for us as we always aim to be inclusive and deliver accessible activities.
- The substantial HLF funding gives us credence as a community group which has definitely helped us gain match funding and commissions for other projects.
- We loved the interest and energy from the volunteers. Their input helped steer the content of all the outreach activities and displays.
- From the project concept to the final evaluation we have consulted and listened to everybody involved. Regularly adapting the basic plan to incorporate ideas that were shared by others. We had learnt from previous projects that the enjoyment and value of the experience for volunteers and staff was discovering the research in a shared environment. eg; the group sessions at the Museum and the library.
- All participants were happy to share their own evaluations throughout, we know that our growing network is forging stronger foundations for individuals, the wider community and our organisation.

## Volunteers:



*“A wonderfully diverse project in the innumerable aspects of the Prom. I particularly enjoyed the evolving history and development as an expression of the town. I was fascinated by the architecture and rediscovering the named terraces all along the length. I also liked meeting the various people involved, some have since become friends.”*

### **Volunteers; ages ranged from 15-76:**

The two-year project gave people a long-term goal which helped them commit because they could plan ahead. The talks were a good opportunity to recruit volunteers and engage people with the project early on. **People felt valued and enjoyed being part of a community project and learning about their town’s heritage and social history.** Due to the varied activities within the project we were able to recruit a wider range of volunteers with different interests and skills:

- The majority of the volunteers are older and enjoyed being part of a group with no fixed expectations or demands
- Building new friendships with people that they wouldn’t usually be involved with.
- Young people also enjoyed the experience and felt no boundaries with the older volunteers as the project was the focus
- They all felt listened to and appreciated being part of a community project
- Felt valued and enjoyed seeing their research and photographs on public display
- Enjoyed being part of developing the heritage walks which was vital as it enabled us to focus on elements that wider audiences found interesting.
- Their input was valued and respected when it came to configuring the commemorative booklet, contributing to and creating the exhibitions and heritage displays.
- Loved helping with the pop-up events and being part of the colourful community at East Beach Studios.
- Enjoyed talking to people at the heritage hut...even if it went off topic at times.
- Loved the Vintage Day, especially dressing up and celebrating their achievements helping to bring the project to life.
- Training; researching library and museum archives to date photographs were extremely successful, great turnout and some lovely discoveries.
- Volunteers learnt about local heritage and how to preserve their own ephemera and photographs
- Learnt new photography, filming and editing skills

*“I just wanted to drop you an email to say a huge thank you for running the scrapbook workshop that you ran over the last few months. The initial challenge scared me as it meant going through hundreds of photos to create a memory book for Arthur which I had been meaning to do for some time. I was very strict with myself and decided to choose just one photo of Arthur for each month. The end product was luckily completed in time to be viewed by family members and our friends, at Arthur's birthday party, who all commented on how lovely it was to look back on Arthur's first year. We used the scrapbook as a place for everyone to write a message to Arthur on his first birthday so that he can look back on it in years to come. Thanks again.”*

*"My Grandad was excited about the project when I told him I was helping with the research. He was quite emotional talking about the fun he had when there weren't many cars on the roads"*

Social media was useful to connect with people, but the Heritage Hut was the most fruitful point of contact. Face to face chats emerged organically which led to people attending the free workshops, research sessions and activities. They all loved learning about the history of Worthing through research sessions, talks and events and were pleased to be able to contribute their time and share their new knowledge. Volunteers were excited and inspired to do their own extended research beyond our project brief. Great to know that we triggered a wider interest in heritage. Topics included fashion, music/performance, the sea-bed, Royal connections, alternative arts. All volunteers assured us that they thoroughly enjoyed it, improving their wellbeing and their skills. They all felt more connected to the town and the wider community.

*"I loved viewing and talking to my Aunts about their photo albums. They appreciated my new knowledge that helped date the photos through the style of clothing featured in their photographs"*

#### **West Sussex Library Service:**



*"The good thing about projects like this is that it makes us care more about the town and love it more"*

University lecturer who volunteered with research in the reference Library.

#### **Research sessions in the archives at Worthing Library were enlightening and inspiring.**

We worked with staff and their research facilities:

- To train volunteers how to research and document research to use in our displays/booklets.
- Volunteers viewed archival books, maps, local memorabilia and visitor guide books dating back to the 1800's, sourced by Library staff for the training sessions.
- Used online photographic resources to visually document changes in the promenade.
- Used project to highlight wealth of information which is available to all.

Research sessions in the reference library; we were 'told off' by the Library staff a few times because we were excited and rather loud when discussing the fascinating facts in editorials and Guides from decades ago. [Older volunteers are hard of hearing so this was a regular issue in quiet places]. Through our research we achieved:

- 7 volunteers went on to do their own deeper level of research [inspired by our discoveries] about particular elements that were wider than our brief.
- Volunteers appreciated doing something meaningful and educational
- Regular research sessions and meetings meant knowledge, friendships and interests grew stronger
- Our contacts at Worthing Library have grown stronger and more valuable staff enjoyed finding the hidden delights and resources and sharing their knowledge with us all. We would not have had access to this without the staff's in-kind support.
- Strong links help us enormously for future heritage projects.



It's crucial for Worthing Library to be actively involved with community projects to help secure their future which is under threat. We always make sure to promote their work by referencing their support in all promotions and printed matter.

## Worthing Museum:



Working in the education room, collaborating with Museum staff. Design our educational outreach programme, engaging with local schools to learn about their seaside heritage and discover the wealth of resources available at the museum. We provided educational resources for the schools to continue with in class which they were very grateful for.

***"I didn't know that I liked history until now"***

The practitioners delivered the research creatively through performance, props and dressing up. Having the budget to pay for a professional 'performer,' to interpret the heritage, through an immersive activity gave optimum level of engagement for all the children. The teachers' feedback highlighted the high quality of learning and enjoyment for the children and staff.

**The focus from all children was outstanding.** Children and teachers loved the interactive elements, dressing up in traditional seaside clothes. They had fun trying to keep a straight face while they learnt how Victorians posed for photographs. They immersed themselves in making and presenting their own Punch & Judy shows. The children's visual interpretations of the promenade's heritage and social history were so inspiring that we decided to create a spin off exhibition of their artwork, combined with old photos from Worthing Museum. This was achieved through funding from Worthing Borough Council and complemented the heritage display on the other side of the central windbreak on the pier.

Feedback from teachers attending workshops at Museum:

*"Hi, just wanted to say a massive thank you to you and the others for the fabulous workshop on Friday. I thought it was great and the kids loved it, they were buzzing for the rest of the day.....Do keep me posted on any others you are thinking of."*

*"Many thanks for the truly wonderful workshop at the Museum. The children didn't stop talking about it on the walk back to school and want to tell their classmates all about it."*



A great quote from an 8-year-old boy whilst looking through the ephemera at a museum research session:

***"I want to work in the Museum if this is what you do"***

**Research sessions & talks;** volunteers/participants attended free talks and viewed photographs & seaside fashion from the museum archives:

- Training sessions in skills relating to identifying, dating and preserving photographs, general photography and digital editing.
- People scanned and digitalised photographs from archives for the museum to reach a wider audience through our project's: exhibition, commemorative booklet, heritage display boards and heritage film.
- Volunteers and work experience students were able to make new connections with The Museum's staff and volunteers with a view to developing new projects and volunteering/work placements in the future.
- Volunteers viewed artwork stored in the Gallery vaults to see illustrations/paintings that documented the promenade pre cameras, which helped with planning project timeline
- Dating photographs through fashion inspired many of the participants to research their own items of clothing as well as their photo albums
- The costume Historian was delighted with some of the artefacts that were brought in by the audience and was also inspired by the whole project which enabled her to delve into Worthing Museum's costume collection and show off her selection of the great garments which supported her talk.
- Making use of the Museum's collections and ensuring that young people use the resources helps to endorse their reputation and value to the community. We always promote their support online and on all printed information/displays which in turn supports the Museum's future and the heritage collections.



*“Jo Lance's talk on ‘dating photographs through fashion’ was absolutely fantastic. Feedback has been overwhelming. One lady was moved to tears afterwards! Most people didn't know about Worthing's costume collection and they all have an interest in fashion/textiles. A few of them are from out of town and several are new to Worthing. Everybody agreed that they want to wear the beach pyjamas!”*

Nadia Chalk, project manager

*“I have enjoyed all the painting and photos that are shown on the Worthing pier and the museum visit was very enlightening. I was amazed at just how much you had managed to collect. For people it's interesting to see information from the past, we now have plenty to browse over.”*

### **The Worthing Society:**

At times communications were slow with W.S. which is understandable when working with a voluntary organisation. Also, we had a specific area of interest which made it more time consuming for them to source the information that was relevant to our project.

- We are pleased with the new partnership and their extensive resources and knowledge as it helps for future projects that enable us all to share and preserve our heritage.
- Collaborated to create new seaside heritage displays
- Recruit volunteers for both our organisations, share our research and knowledge

## East Beach Studios:



*“What a lovely idea. It’s the perfect way to learn about history. I love the very friendly feel to the Heritage Hut. It’s been lovely talking to you and I can’t wait to take the photographs and booklets to my friends in Lancing. It will give us lots to talk about”*

Visitor to Heritage Hut, East Beach Studios

A community hub on the promenade to engage with volunteers and reach new audiences for us and the studios. Activities included;

- A ‘Heritage Hut’ [beach hut chalet] was used as a base for the project, enabling us to recruit volunteers. Display and continually update research throughout the project in our ‘mini museum’.
- Talking to people to hear their memories of Worthing promenade.
- Pop up photo booth; print free photographs of people to document their visit to the promenade and invite them to be included in the photo albums for future generations to view.
- Distribute free heritage booklet to visitors.

By launching the series of activities at East Beach we were able to highlight the project to the other studios and general public. Having a public place for the hub, with tangible elements, the project had more credence rather than it being a virtual or roaming activity.

*“I’ve learnt so much from the prom events. It’s very interesting to see what problems occur and how we had to adapt the day to resolve things.”* Work experience student, age 18

East Beach Studios experienced big changes during the project. Gentrification is knocking on the door which threatens the character of the promenade.

We helped to support and liaise with the other tenants and local businesses by connecting them to relevant council officers to achieve future growth and development in keeping with the feel of the space. We are helping to protect this space which is crucial for Worthing's seaside heritage.

## Project Pop Up Events & Activities on the Promenade:



**Ben Gates Sound Sculptures;** children’s interactive orchestra was an absolute delight. Feedback from the teachers, school children, volunteers and audiences were outstanding. We hadn’t worked with the musician before but have recommended him to other organisations who have since used him successfully at other events. By involving so many children/schools we were able to directly promote the summer activities extensively.

**The Open Mic;** the event was well attended with 15 young musicians, most of them hadn't performed in public before. It was a very relaxed and welcoming event that the audience and participants loved. The performers' friends/families took numerous photographs which they shared on social media which created more interest in our events. However, we realised that we hadn't displayed enough of our own signage on site, to make it clear that it was part of our project. It wasn't possible to talk to people about the project while the young people were performing and although we did engage with the audience afterwards the focus and topic of conversation was understandably on the performers. Families were grateful for the event that gave them the opportunity to perform to the public.

These contemporary events:

- Created new heritage for audiences to see the potential for future enjoyable activities that enhance the area
- Attracted people to the promenade and town.
- Audiences told us that the outdoor setting enhanced the events immensely and made them completely accessible to all.
- Main feedback we had was people asking to see more events like this
- We were contacted by 4 other performers who would like to be included in future events. We have connected them with the relevant council officers and information to help deliver their community projects.



**Pop Up Photographer;** capturing current social history on the promenade.

Learning during the project we had to adapt to different approaches, the most successful way to engage with passers-by and get them to agree to have their photo taken was to employ an actor, dressed as paparazzi, to capture people on the promenade. He was fun, engaging and created a great atmosphere, perfect 'promenade theatre' which enabled him to capture the social history with very little objection.

- We had lots more positive feedback and engagement when the actor or PM took photos [compared to when volunteers or students tried] consequently, printed more photographs for people.
- It was very helpful to have the booklet printed and ready for the photographer to give away as it gave the project credence.
- We now have a vast digital collection of photographs that illustrate; clothing, hairstyles, entertainment and social activities.
- Offering pictures during and after the activities/shows worked well, especially with marionette puppets.
- Families loved their souvenir photos and that their images may be used for the photo album.

**The Heritage Hut;** the style of the concrete beach chalets endorsed the quirky, seaside character of a seaside town from the 1960s. It was a great space for volunteers and students to show their research, interpreted creatively through variety of formats including; small, 3D paper beach huts, illustrations, photographs, albums, maps, handmade bunting and written research.

- It was a useful storage space for the pop-up photo booth, photo printer and badge maker. All of which were used regularly from March - October 2019.
- The heritage content displayed, was useful for us all to prompt conversations with visitors which often led to even more interesting stories and memories.
- Good project HQ and ideal for people to have a point of contact.
- Collection point for free heritage booklets, badges and printed photographs.

The Hut was too small for more than 6 people at a time. This was tricky for passers-by who wanted to look inside but couldn't get in because we were talking to visitors who wanted to talk at length about their memories.

There was a lot of wind and rain Summer 2019 which meant that there were some very quiet days followed by mainly busy days when the sun shone!

**Talking to people;** we regularly reminded ourselves that the valuable elements of talking to people is listening, even if it isn't relevant to our prescriptive project.

**The smiles and twinkles in eyes from older people were heart-warming when they shared their memories.**

- Volunteers agreed that they felt useful when they enabled people to talk and remember the good times as it helped with general wellbeing for all those involved.
- We soon realised that the project created a tool that gave us 'permission' to talk.
- The participation and process became the key element rather than the actual stories, although the stories were great too.

A visitor [Caterina] at the Heritage Hut told us that her elderly Italian mother was very interested in our heritage display on the pier and is adamant that this photo was taken when an Uncle visited from Brighton and took Caterina out for the day. [We found the picture in the photographic archives at Worthing Museum and used it for the display before we met her.] Caterina happily showed us more photos and told us stories from her childhood, living in a flat, opposite the Pier in the 1950s.

*"I have such wonderful memories of my childhood, living in the flat, overlooking the pier. The landlord was so kind to my parents when they came here from Italy. They didn't have much money but that didn't matter to me, it was delightful skipping along the promenade, watching the fishermen and seeing all the people dressed up. My mum always talks fondly of that time, the view from the flat and how much she loves Worthing"*

**Interviews, oral history;** 8 interviews were 'arranged' with the option for the interviewee to be recorded. All declined being recorded and the best format was as an informal chat. All others were spontaneous at the Heritage Hut and out and about. We were able to lead with some questions which then developed into more interesting anecdotes when they had 'warmed up':

- It was difficult to get people to commit to arranged interviews, the best conversations and interviews were spontaneous and organic.
- People didn't really stay on topic regarding the promenade and digressed with family stories, clothes or other tangents. All of which were interesting but not always relevant to our research.

- Volunteers found it difficult to scribe whilst talking to people, or they couldn't read their own notes afterwards.
- Stories became even more valuable when we found evidence in editorials that supported their childhood or handed- down memories.

*"It's been so lovely being able to talk to you about my childhood memories. I'm so glad you have found it useful for your project. My husband gets fed up with me going on about it but I think it's important for my grandchildren to know how we used to live and what our daily lives were like in Worthing 60 years ago."*

An 83-year-old lady had put aside several photos that she thought were interesting but when we looked through the other pictures we discovered numerous fascinating images that led to wonderful information about the promenade, particularly during and after WW2

*"When I was a child our neighbour in New Street, Mrs Booth, would pay me to look after the donkeys before and after the donkey rides along the promenade. My mother wouldn't let me ride the donkeys and didn't really approve of the spinster, Mrs Booth but I felt very important with my job. I sat in the back of her car, holding the donkeys' reins as they walked alongside the car on their return to the field near Heene Road."*



**The Fedora Group, Punch & Judy + Flea Circus;** a new working partnership to enhance both our heritage projects providing traditional seaside performers at pop up events on Worthing Promenade. The Fedora Group provided traditional seaside performers at pop up events on Worthing Promenade. Some events were hampered by the British weather and meant that there were less people viewing the performances. Unfortunately, we had to cancel one day due to very high winds and rain forecast. We were able to reschedule Punch & Judy, but the Flea Circus had no other availability for his second performance:

- older audiences enjoyed seeing traditional seaside performances and fond memories of their childhood seaside holidays
- young children enjoyed the fun and interactive performances in a public space
- young people learnt about seaside pop up shows through heritage displays
- people would like to see more promenade theatre
- Our projects complement each other and we were able to share resources to deliver a more valuable experience for our audiences in the Pop-Up events.

*"It's fantastic to see that the project has captured the attention of so many different age groups. We were heading into town and didn't intend on stopping, so glad that we did because the whole family has thoroughly enjoyed it. I didn't realise that my children had never seen a Punch and Judy show before!"* event attendee

*"Lovely experience today with our children watching Punch and Judy and having our picture taken, thank you"*

*"We had great fun watching the Punch and Judy show today. My little boy was laughing so much"*

We look forward to working with them again as we have many shared interests and a similar style of working that is welcoming and smooth. It was great to have the budget to work with experienced professionals as the high quality of their shows meant the audiences were engaged and enjoyed them.



**'Vintage Day on the Prom'**; sadly, was hampered by the wet and stormy weather forecast, but we went ahead with it hoping that the strong winds would blow the rain clouds away. We were pleased with the turnout on such a dismal day. There were over 150 people there throughout the event, significantly lower than expected, as over 750 people had shown interest via social media promotion and emails. We weren't able to use the marquee and had to present all the activities and displays under the canopy of the beach huts. People were invited to dress up in clothes inspired by any period in the last 200 years for the costume competition, which we all thoroughly enjoyed, particularly the photo shoot along the prom!

- Volunteers were pleased to celebrate the end of the project together, reminiscing about the fun they had throughout
- Volunteers referenced the museum's costume collection and research that they learnt about, to explain their vintage outfits.
- people got into the spirit of the event and dressed up for the costume competition.
- A smaller audience and a more intimate event made it better to talk to the public explain the whole project and listen to their own stories.
- The exhibitors were able to connect with individuals who were interested in their WW2 displays, the costumes and the ephemera and photos inside the hut.
- Volunteers and students were great at adapting to the wet/windy weather plan and embraced the challenge magnificently, great life lessons.
- The musicians were not heard well as the wind carried the sound away from the event and conditions were not conducive for standing around for long.
- The Flea Circus and Punch and Judy shows were fantastic. Feedback was extremely positive from volunteers and audiences of all ages.

### **South East Screen Archive:**

Whilst researching the project we discovered and formed this new contact. We used their archives for research and to integrate footage into a new film.

- enabled us to make a better quality and more interesting film.
- Volunteers researched film archives for promenade footage.

- More people were engaged in heritage through film which widened the interest and outreach for both organisations.
- A great contact and resources to share for future projects.

### Photography & Film training workshops:



**@coxandwalterscabinetmakers**

The film is Wonderful!

**@shaonlphick**

That's brilliant

**@sljmum74**

Love the lido!

**@SimonPotter**

Worthing as she was!

**@beyondbrighton**

Absolutely love this brilliant film about Worthing seafront! Nicely put together!

Photography & film training workshops; initially we booked a tutor to deliver all the training sessions, unfortunately due to personal circumstances she was unable to do it. This meant a delay to our scheduled timetable of training and PM's time wasted.

**Button Pressed Films;** a new working partnership to:

- Train people in film skills and techniques using their digital cameras and mobile phones
- Their students documented the promenade, recorded social history through film
- Created a short film of Worthing promenade in 2019, to be shared with project partners
- Created a short heritage film using footage from South East Screen Archives and scanned photographs from Worthing Museum.
- Participants aged from 11 to retirees, with varying experience/knowledge of photography/film-making learnt new skills.
- Younger participants were whizzes with the technology but got more new information about creative approaches to photography/film-making.
- All participants found the workshops extremely valuable and were impressed with what was being offered to the community.
- Participants very pleased to be contributing to the project and being part of a legacy with some of their images/film footage being sent to the town's archives as a visual record of the promenade.
- People recognised the value of old and new photos and were inspired to preserve and archive their own family photos for future generations.
- There were several requests for additional sessions which the tutor will pursue in the future.

December 2019 - Feb 2020; Gerry Connolly, curator at Worthing museum asked if the Museum could show our Heritage film on a screen in the Garden Gallery at Worthing Museum, looped to repeat all day, extending the outreach of the project.

January 2020, Worthing Borough Council's 'Creative Hub', at Colonnade House, asked to screen our project video at an event run by The Worthing Society, 03/02/2020. The film is a great legacy alongside the booklets and the pier exhibition. These tangible outputs enable us to extend the outreach and outcomes after the life of the project. We will introduce our film to the audience and distribute the free booklets.



***"It was excellent, clear, inspiring and supportive and I learnt new camera skills"***



## **Sam Pharaoh Photography;** new working partnership to:

- Train people in photographic skills and techniques using their digital cameras and mobile phones
- Volunteers document the promenade, record social history through photography to be used in photo album to be archived in the museum and library.
- All students enjoyed the training and learnt useful skills that they want to develop.
- Participants reported back that they hadn't really looked at the architecture before and the project made them appreciate the buildings along the seafront.
- Sam learned a lot about Worthing's history as well as being able to develop new connections with the public, all of which will help her own work as other people who couldn't attend the sessions and the participants are interested in more lessons.
- We were impressed with how she swiftly understood the ethos of the project and adapted accordingly with relevant participants, weather conditions and activities. We will definitely work with her again.
- Some older participants struggled with using WeTransfer to transfer files as they hadn't done it before. This slowed down the process of retrieving images and in some cases, we didn't see their photos.

Participants were less interested in photographing people and opted for images of architecture, beach etc. This wasn't so useful for our brief, as we were sent dozens of similar images of buildings. We recognised that we can't expect students to want to or even know how to, follow a brief. Lack of confidence photographing the public is also a consideration for all age groups. We had hoped to train people to take photos of passers-by in heritage hut, but nobody felt comfortable with that and preferred taking snapshots of people but not engaging with them.

## **Worthing Theatres:**

CW volunteers documented elements of W.T's free 'promenade theatre' ACE funded Summer of Circus performances. We adapted our photographic tasks to incorporate Worthing Theatre's summer schedule of outdoor performances on the prom. We rescheduled our initial timetable of events and activities so that it didn't clash with their listings so that we were able to offer audiences a wider range of events throughout the summer:

- Using the events to train volunteers to photograph/film performers with a focus on the audience.
- Produce a photographic display of promenade activities to show at end of season event

Change in council staff meant that we had to update other staff members of what we initially discussed because this information hadn't been shared or documented. This was time consuming but unavoidable, we received good quality images rather than high quantity which worked well for W.T as they printed and displayed a collection of images at the end of their project.

## **Worthing Children's Parade:**

We collaborated with established children's promenade event, supporting each other's community projects:

- Volunteers learnt the history of parades on the promenade through the research
- Provided an educational heritage resource for teachers to engage with children
- Utilised and shared the experience of The Children's Parade organiser, Caroline Woodward's talk on how to organise a public event.
- We reached a wider number of schools and families via the Parade's mailing list.
- The links to heritage may help the organisers plan themes for the future parades as they learnt about the wealth of exciting heritage locally.

## Heritage displays:

**We created new & improved areas to better display Worthing's seaside heritage:**

**Heritage display boards;** we produced two new [large] heritage boards for the promenade and re-designed a further two displays. Street furniture was revamped and painted to house new boards which were printed onto high quality di-bond for longevity. We liaised with council officers, discussing high quality materials and installation to ensure the displays would look smart and have a long life in the wind, rain and sun, as some of their displays were lacking interesting content and are of poor printed quality, which we highlighted to staff by offering an easy solution to improve them through our project:

- New, and improved heritage displays along the promenade, enhances Worthing's reputation
- Tourists and local people learn about the local heritage
- Each display board is site specific highlights the heritage of that area
- Supporting the council's regeneration of rebranding and information boards helps us for future public displays.



***"I hope visitors and residents alike find the boards attractive and informative as they come and discover more about our thriving town."***

Kevin Jenkins, Worthing Borough Council's executive member for regeneration

**Exhibition on Worthing Pier;** the exhibition, which is freely accessible to all and open 365 day of the year, celebrated and showcased our research of 200 years of the promenade. It was the perfect time to install the outdoor heritage exhibition and improve the pier's central panel, surrounded by new, coloured perspex panels.

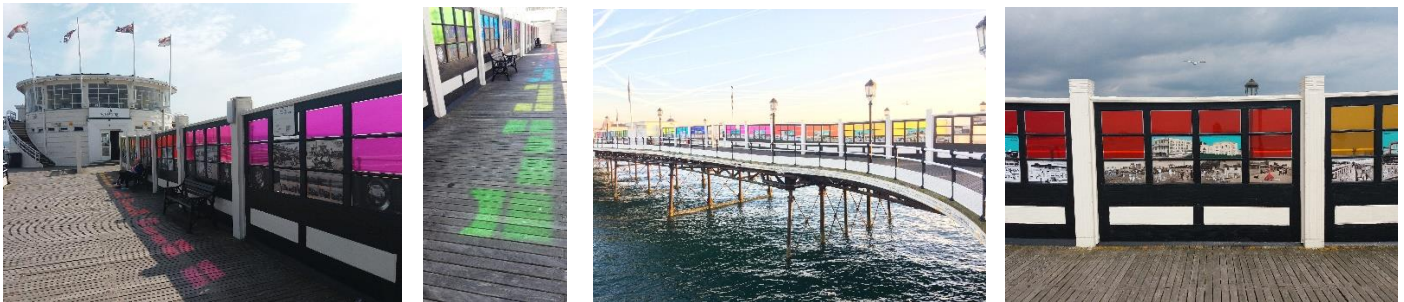


**An amazing outside art gallery** - Trip advisor review [Zofia Ch](#) Jul 2019

An enchanting effort to give the colour and life to the fashionable attraction that has seen much better days gives not only knowledge but also the impression of local people who love their surroundings, love the history and want to share it with the visitors. Even though it was raining cat and dogs, holding our umbrellas we spent more than half an hour wandering along the glass cases, reading the stories and watching the old photos. An excellent idea how to involve young people in the local project.

## Our improvements helped Worthing gain the National Award 'Pier of the Year 2019', which in turn generated publicity for our project nationally and internationally.

- A brilliant opportunity to engage with wider audiences, offering visitors the chance to learn more about the town's heritage.
- Our interpretation of the research which is very visual, with snippets of interesting information, makes it attractive and easy to view.
- The exhibition also interests local people, giving them a sense of purpose for a seaside walk.
- Also helping their understanding of the changes to Worthing, and improving their knowledge of their social history and surroundings,
- encouraging them to delve further into finding out more with reference to Worthing Museum and West Sussex Library Service archives.
- the pier exhibition, installed July 2018 was due to be in situ for a minimum of 1 year, due to its popularity and relevance, we will display it for as long as possible, at least 3 years, extending the project to more people than we ever anticipated.
- The heritage exhibition panels can also be viewed on our website.
- We produced 54 panels, 9 more than planned due to the interesting research
- Improved the interest on Worthing pier.



'Pop Up on the Prom' heritage exhibition on Worthing Pier

## Commemorative heritage booklet

200 years of history and the sheer volume of research and photographs was very challenging to condense into a 20 page, A5 booklet! It's useful to have an easy to read record of the project, we are proud of the combined efforts and energy from all the volunteers and participants that helped us collate the booklet.

- All volunteers and staff learnt more whilst collating the research
- an informative snapshot, which was visually engaging, captured the most interesting snippets of our research.
- The booklet was also a useful tool to hand out at pop up events throughout the Summer months to engage with the audience and talk about the project.
- The booklet has been filed at Worthing Library alongside our previous heritage projects.
- We gave schools, general public, partners copies of the booklet.
- We planned to print 500, but printed 1000.

We have previously printed booklets towards the end of a project but learnt that it was more useful for participants and audiences to have it during the main outreach period:

- proved to be very successful and is a useful prompt for teachers to share the local heritage in schools, and a good keepsake for all the volunteers and audiences



*“What a lovely piece of work, you have so succinctly captured the prom development through the ages and the choice of pictures in themselves are perfect representations and so, really informative. I do not know how you condensed all the data we brought you into this broad but meaningful story. It must have taken you hours and hours; I loved it and it’s SO your ‘fun style’ which you have been developing. Thank you so much for sharing it with me in your production phases.”* **Christine, volunteer**

### Heritage Walks, Claire Lemmon:

Provided a series of free heritage walks along the promenade throughout the summer. With 200 years of seaside heritage to condense into a 2 hour walk, there was a lot of consultation between us, Claire and our volunteers.

- created and developed a unique style of 6 heritage walks
- brought different eras to life, with a song at the end of each walk.
- the walks inspired her and participants to investigate further into local stories and social history.
- Given Claire a new avenue of self-employment, delivering and creating unique heritage walks.
- It was also a great opportunity to “stop and look” more closely at the buildings along the seafront, comparing the collaborative research and learning more about local heritage and social history.
- Claire did more research and talking to people than we commissioned but she enjoyed it so much she was happy to volunteer extra hours.
- Volunteer was inspired to make a Victorian seaside costume for Claire to wear on her walks.

*“It was really interesting and brilliant to add to my very limited Worthing knowledge which basically consisted of the buildings looking a little bit Victorian! Thank you for having us along. You were historical knowledge animated! I couldn't wait to get home to read the booklet with a cup of tea.”*

*“I have lived in the town for nigh on 40 years but still learned a lot about the Edwardian era. I particularly liked the singing as it took you right back to the time. The song was really moving as it felt like people speaking through time. Loved it. What a treat.”*

*“Not only was it fascinating to discover such a varied history, but Claire presented it all beautifully. It was a fun, well-constructed and incredibly educational set of walks, and I hope to see more of them in the future”*



## Worthing Light Festival:



CW helped with the community and school engagement for the light festival as a promenade event.

- The event reached wider audiences, which helped both projects
- Engaged with the large, diverse audience at the event at East Beach Studios which attracted over 10,000 at East Beach over one weekend. And reached over 200,000 via social media. Endorsing the recognised need and success of the promenade events which helps us all develop projects in the future.
- We experienced huge interest in the Heritage Hut due to the increased footfall.

## We are Food Pioneers:

We supported the 'Algaenarium', a pop event on the promenade, teaching people about the heritage of seaweed and bathing. Used their knowledge and research on Worthing's fishing heritage.

- Continuing the life of the Last Fisherman Standing project [HLF] that researched Worthing's fishing heritage.
- People learnt about the seaweed and bathing, through an educational display at our Vintage Day on the Prom
- Planned future heritage projects using our shared skill set and passion to deliver community projects that are free for the public to enjoy and learn from.
- We attracted interest from people who thought we were just an Arts organisation, widening our outreach for future projects as well as widening their interests in heritage.

## Shoreham Fort:

- Volunteers from Shoreham Fort provided historical facts, maps and images relating to both World Wars and the impact these had on Worthing's promenade. Created an educational display at our Vintage Day on the Prom and we were impressed with the Fort's volunteers who absolutely loved the dressing up in their military uniforms, whatever the weather.
- People learnt from their knowledge and resources on how the promenade and local people were affected through WW1 & WW2
- provided their volunteers the opportunity to dress up and participate at the Vintage Day
- Introduced and shared our volunteers to help with their great work at Shoreham Fort.
- Their wealth of knowledge was appreciated by the audience, particularly boys and men who weren't particularly interested in other aspects.
- People learnt about military uniforms and weapons



## Greater Brighton Metropolitan College:

Create opportunities for students to be involved in community project; research sessions to explore seaside fashion and to make props for our 'Vintage Day'. Students designed and painted wooden boards with life size figures of people dressed in different outfits from the last 200 years. Distribute commemorative booklets and help staff the 'heritage hut'.

- Students learnt new photographic skills to photograph people and document the promenade
- They learnt about the social history through the Museum's costume collection and editorials
- There were many vibrant conversations about the influences of social history on fashions for men and women.
- 3 students were inspired to further their arts education as a direct result of the project as the practitioner showed valid jobs within the creative industries.
- One student confided that her mental health had been at a very low point and she had no direction but the project showed her that her talents are valuable and she can be motivated. [January 2020, she regularly volunteers on our other projects, we aim to give her paid work with future projects]
- Students learnt about the changes in architecture on the promenade through illustration research workshops.



## Local schools (x 11):

Schools participated in free pop up events and educational outreach programme.

*Lyndhurst First, Holmbush Primary, Thakeham Primary, Heene Primary, Sion Primary, North Lancing Primary, Chesswood Primary, Bohunt School Worthing (High), St. Andrews High School for Boys & Shoreham Academy, Sir Robert Woodard Academy.*

- We exceeded our intended outreach and we were all impressed with the high standard of engagement and work from the students.
- 7 students went on to do work placements with us.
- We showed young people that history and heritage can be interpreted in a creative and fun format.
- Students enjoyed the workshops and are interested in future projects.

### 3. SUMMARY OF LESSONS LEARNT

#### What didn't work well and how we have learnt from it

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**Photo-booth;** when we positioned the photo-booth on the stones opposite the heritage Hut it attracted a lot of attention. However, we could only do this on 8 occasions through the summer because of the wind. The alternative location directly outside the Hut was good but not as eye catching or interactive for audiences.

**Photographing people on the Prom;** this proved to be the most challenging aspect of the project, as we planned to have the photobooth in several different locations along the promenade, we were unable to do this due to practicalities of printing photos and being cumbersome to move along a windy prom. Students and volunteers were trained to help us with taking people's photographs on the prom, but they found it awkward introducing themselves, and asking people if they wanted their photo taken. So, PM spent a lot of time taking photos of the public to ensure we had enough images.

Also printing via wi-fi made it slow as the connection wasn't reliable. We ended up using a number of cameras, mobile phones, tablets and SD cards to solve the problem.

It was also embarrassing for volunteers to ask the public to sign our form granting permission to use the photos. Older people [volunteers and passers-by] didn't understand the privacy/permissions data and how we store people's information. We asked people to sign a printed form and have stored the data securely until the project is over. This is a contentious issue which we are continually discussing with other organisations.

We always ensure that all children are granted permission via school or parent directly.

**Heritage Hut;** we had hoped that volunteers would 'manage' the Heritage Hut regularly as well as our timetabled days there. However, we found that volunteers enjoyed being part of a group rather than doing tasks on their own. When we/volunteers were chatting at the hut it could be off-putting for passers-by. There was a vast increase in people talking to us when there were only one or two people in and out of the Hut.

**Heritage walks;** they were open to everyone and children who accompanied their parents on the walks found them quite long and too information heavy. The weather proved problematic and, in some cases, had to reschedule the walks. The volume of research meant that it was decided that each walk would be inspired by a different era and apart from the trial walk with volunteers, the public were experiencing all the walks as a first presentation.

**Research;** we deliberately made the project brief as tight as possible to keep on track with the research. Limiting it to the promenade worked well. However, the 200 year timeline was vast and we didn't even touch on large periods of time because they were consumed by other decades. Research in the archives at the Library and Museum was overwhelmingly brilliant. at times it was difficult to stay focussed on the brief as we were all excited by the discoveries we made in old editorials, books and albums.

**Volunteers;** when working with volunteers it's important to give them all a voice to help direct the project but this proved to be very consuming. There was an organic edit which was directed by 4 main volunteers who had the time and energy to commit. Not knowing how much time and interest people have beforehand means that we will probably encounter similar challenges with future projects. Due to the wide age range of volunteers we found it difficult to find a shared platform for communications as the older volunteers don't use social media or WhatsApp. We had to ensure they were kept informed via text, email or phone call.

**Local Authority;** there are regular staff changes within the council. Communications regarding public events and permissions were time consuming. We had conflicting information from different council officers regarding the cycle lane and fees to run the events. We will ensure that all the relevant officers are copied into all the relevant emails from the beginning.

**Promenade cycle lane;** our hopes to improve the safety of pedestrians, preventing accidents with cyclists using the promenade are still on going.

We have liaised with West Sussex County and Worthing Borough councils but without a satisfactory outcome. Our project raised concerns that have been noted with local and borough councils.

**Performers;** we had planning meetings with 4 different performers who we haven't worked with before. 3 of them were unreliable, didn't communicate or commit to the suggested dates we offered, so we didn't use them. The one who we did commission wasn't as energetic or focussed as he had promised.

We are always generous with our time, knowledge and energy. There were a few occasions with performers when we should have been stricter and more professional with our expectations. In the future we will ensure that new partners/freelancers are aware that although we make it enjoyable and stress free, we are professional and working very hard to ensure projects run smoothly.

**The weather;** the beauty of Pop-Up events is that they're spontaneous and dependant on the weather. In the past it was easier for performers to set up and do a show along the prom when the weather was fine, with a guaranteed audience. The difference is that modern day events and activities in public spaces have to adhere to dozens of rules and regulations, plotted on calendars weeks in advance with the local authority.



## **The difference made to heritage**

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**Pop Up on the Prom was a huge success due to the local heritage that we learnt about, the people involved and the exciting opportunities that may develop from it.**

### **Heritage is in better condition;**

- Old photographs and albums are looked after better; through training people to appreciate and preserve them.
- Old photos and ephemera, stored museums archives, have been scanned and digitalised
- Participants have revisited their old photos, archived photographs and created new photo albums which will be stored appropriately.
- Vintage clothing in attics and cupboards are being dated, looked after or worn again.
- People have found old outfits from elderly relatives and are preserving them, recognising their stylish value.
- Traditional street furniture on Worthing Promenade, and on the pier has been refurbished as a direct result of our heritage display boards.



## **Heritage is identified and better explained;**

- The project's research [in booklet, on the pier and display boards] is interpreted in an easy to read style with photographs and illustrations, enabling a wider range of people to connect with the heritage and understand the accessible heritage resources.
- Site specific heritage interpretation boards, appropriate to the area (eg: Maritime seaside heritage board alongside the fishing boats) improve the experience for visitors to the town and further local people's understanding of their social history.
- The free heritage exhibition on the pier enabled us to reach a more diverse audience and benefit
- Photos documenting today's social history are being printed in new photo albums, to be archived in the museum and library for future generations to appreciate.
- Digital photographic records and film of social history are being archived in Worthing Library.
- Heritage walks, enabled people to have a better understanding of different eras of the promenade's social history.
- Oral history is being shared and recorded, memories are being passed on from older people and appreciated by friends/family.
- People's memories were shared within the exhibition space alongside their photos, in new photo album [documenting the promenade's social history] and on social media. Prompting more people to engage, connecting with friends/family to share their memories.
- Our short heritage film, generated more interest in heritage, evoked people's memories, started conversations and was shared widely online, benefiting new audiences.
- The heritage film and booklet are useful tools for all project partners, enabling them to better explain the history of the promenade and share with their audiences.

## **The difference made to people**

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### **People have developed skills;**

Staff, volunteers and participants are all able to demonstrate skills, through training in:

- Research and recording data at the Library
- Dating, preserving, scanning and archiving old photographs
- Learning photographic, film and editing techniques
- New digital skills that will help with everyday photo editing, that helps with personal and business tasks.
- Project event management

### **People learnt about heritage, leading to change in ideas and actions;**

The 2-year project gave people time to watch and dip in when they felt comfortable or when they had something to offer.

- People have told us that the booklet has inspired them to learn more about Worthing's heritage, as they see that we must all make a conscious decision to preserve our own ephemera and share new knowledge with others.
- People are proud of, and appreciate the Museum's costume collection and recognise its heritage value for Worthing.
- People have told us that they are now more interested in Worthing's heritage and are sharing their knowledge with friends and family. Their new found pride for the town gives them a stronger sense of belonging and connection with each other and their surroundings.
- The range of people benefitting from learning about Worthing's seaside heritage is more diverse and has reached a wider audience.

- The wide range of volunteers and participants are sharing their knowledge and new interest in identifying old photographs and past fashions/clothing.

*“As a volunteer, I learned so much by being part of this community project - and not just about the fascinating history of Worthing’s development as a seaside resort. What a fantastic opportunity to learn, and experiment with, some new skills, re-discover some ‘not used in a while’ skills and work with a diverse group of people. We talked, we shared, we grew our knowledge and confidence, and, yes, we had a lot of fun!*

*I loved seeing the project take shape from start to finish, from accessing documents and artefacts in the initial research, to testing out potential activities for viability, to contributing to resources created for local schools and the wider community, to dressing up 70’s style for the final vintage promenade parade!*

*Both the direction and the support provided throughout by the two enthusiastic, multi-talented project leaders was outstanding. An inspiring project!”*

### **People have a greater wellbeing;**

Volunteers and staff learnt Some individuals need support and a 'place to go'. Others have professional skills, experience and time that they would like to share in the future.

- New friendships and working relationships have organically evolved through different topics.
- People have connected with family members through old photograph albums and are now collating their own new albums together.
- People [from very different backgrounds] who didn't know that they had a shared interest have become friends.
- Disengaged YPs and adults have; learnt new skills, raised their aspirations by investigating further/higher education options inspired by the project.
- Individuals feel more confident talking to new people.
- People enjoyed the opportunities for social interaction due to the regular meetings
- People enjoyed being part of a team and celebrating their achievements together

*"I saw your project on Facebook and have been admiring your work from afar for many years. When I finally plucked up the courage to join in at the research session in the Library I couldn't believe how friendly and welcoming the group was.*

*I have loved the very excited discussions we shared about seaweed, bathing machines and family days out in the 1960s. I usually avoid 'groups' but you have inspired me to join a camera club and a reading group. Please keep me informed of your next venture”*

### **A wider range of people are involved with heritage;**

- Displaying the research in prominent public places for several years extends the aims and outreach of the project to wider audiences beyond the life of the project.
- The free booklets have been distributed to people walking along the promenade, schools, Doctor's surgeries, volunteers, students.
- Shoreham Fort's volunteers and audiences are predominantly male, usually only attend military events, their positive experience at the Vintage Day inspired them to help share our projects with online promotions and word of mouth.
- Our free events included and appealed to; musicians, actors, historians, artists, photographers and makers.

- The varied events and opportunities throughout the project meant that our followers on social media, and people attending the events were diverse, from all backgrounds and age groups.
- Engaging with school children aged 5 -16, plus college and University students, directly connects us to YPs for future projects.
- Listening to and adapting to feedback from all ages we can ensure that we were are inclusive.

### **Project legacy for Worthing and the wider community;**

- Fun, interactive panels inspired by our seaside heritage are displayed on Worthing Pier, making it an attraction for visitors, which increases footfall.
- Our improvements to Worthing Pier, mean it's better looked after and helped make it a more valued attraction: winning 'Pier of the Year 2019'.
- The high-quality educational displays encourage local people to take in interest in their heritage and feel proud of the town and create points of interests for tourists.

### **Project Legacy for Worthing Museum & West Sussex Library Service;**

- Our commemorative heritage booklet and photographic books, visually records and documents social history of the promenade in 2019 to be stored in their archives.
- The short films are shared amongst our partners and schools and available on our social media.
- Photos and film documenting today's social history are being printed in new photo albums, to be archived in the museum and library for future generations to appreciate.
- A new educational resource is available online at the library service.

*"Already shown to Schools Library Service, they loved it! They often get asked for things like this by teachers so really helpful"* Amy Perry, Librarian

*"We would like to show the Pop-Up on the Prom, heritage film on a screen in the Garden Gallery, looped to repeat all day when we are open, until February 2020."*

Gerry Connolly, Curator Worthing museum.

Worthing Council's Colonnade House are showing our film as part of their 'Film on the Gallery Wall', February 2020.

### **The difference made to our organisation;**

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**We deliberately design projects where staff learn alongside the participants and volunteers. In our experience this projects a stronger sense of value and appreciation for the discoveries made during the research.**

- The quality of the research and displays in public places is far better than we ever visualised. Feedback for the professional, educational displays has strengthened our reputation with educational settings, the general public and the Council.
- Branching out into pop-up activities was an enjoyable risk as we were able to work with professionals in a different field which widens our possibilities for future projects.
- The substantial grant from HLF certainly gives us credence and helps secure funds from other organisations.
- We have met and worked with new partnerships who we would love to work with again.

- New friendships and working relationships have organically evolved through different topics.

Our evaluation endorses the value of partnerships amongst small organisations even when the subject matter differs.

We organically created opportunities for other practitioners who embraced elements that appealed to them which they will develop further. e.g. Claire Lemmon has done extensive [additional] research relating to the heritage walks as there could be viable part time business for her.

During the project plan we thought old photos would be the most interesting aspect of the research, but it was the old editorials and people's stories that were priceless and most entertaining. We are quite moved by the number of people who have thanked us for the project. Whether they participated or learned with us or just viewed the activities or displays.



Creative Waves: Vanessa Breen & Nadia Chalk

## 4. DATA

### Audiences for pop-up promenade activities and events;

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#### Audience numbers:

#### **1680 - 1700 people attended pop up events throughout summer 2019**

*(Numbers do not include Light festival, Children's Parade or Summer of Circus audiences as we did not organise those events).*

#### **790 people benefited from free printed photos;** at Heritage Hut throughout summer 2019

At the start of the project, volunteers attending the research sessions were generally older. As the project progressed the free activities and the training sessions attracted much younger people. We deliberately promoted the activities and training to younger people, via social media and with our school/college contacts so that we could engage with a wider group of people. It's still difficult to recruit male volunteers.

#### Worthing Pier Heritage Exhibition;

#### **Viewing figures of exhibition over 90,000/year.**

*(Estimated figure derived from survey of people visiting Southern Pavilion at the end of the Pier)*

Worthing Council interviewed Nadia Chalk about the project which was viewed by **2050 people** across Youtube, Facebook and Instagram. The video had a "reach" of **9,300**. [Worthing Council's stats. Jan 2020]

#### **100 people consulted on pier;**

*(Consultations took place at random times/days through the year, who stopped to read/look at the heritage display)*

#### **92% loved the exhibition and hope it's there to stay.**

#### **24% of local people would like to be involved with future projects.**

45% male  
55% female  
Under 18; 11%  
18-30; 38 %  
30-45; 26%

We tried to get an even balance of interviewees for our own evaluations, however older people had more time to talk. Female volunteers found it harder to approach men and opted for couples/families. Most people were happy to talk. We asked people to tag us on social media if they posted photos but this wasn't fruitful.

Online we follow hashtags relating to the project and commented on 66 photos posted by the general public. All of these related to photos on the pier which isn't surprising.

Comments; *"I regularly walk on the pier and always stop to read the information and always seem to find bits that I haven't seen before"*

*"I grew up here, I'm pleased to see that the pier is being looked after and there's a reason to make more people take a stroll 'out to sea', to see Worthing's fabulous history"*

## **Heritage displays x 4 on promenade:**

### **Viewing figures of displays over 100,000/year.**

*(Estimated figure based on survey recording 8 people viewing one display board over a 1hr period (8 x 10hr x 365 days x 4 boards = 116, 800/year)*

### **Feedback was very positive.**

*40% of people asked for more boards and more information and images as they found it so interesting.*

One of the boards is near the Heritage Hut, which made it easier to regularly ask people what they thought about the information [rather than loitering public space]

*"I'm new to Worthing and had no idea that how interesting it is."*

*"I'm always on the prom with my children, they love looking at the old images of where they are playing now, they wish Peter Pans playground and the Lido was still here now though!"*

## **Social Media and PR:**

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**Social Media;** we promoted and acknowledged NL players' support at all workshops, activities and whilst talking to people.

Making it clear that the project would not have been possible without the NL funding.

All printed material; pier exhibition, public display boards, schools' communications and worksheets, booklets, photo albums, etc. included NL logo.

The Heritage Hut and photo booth had NL logo displayed prominently.

All practitioners and volunteers made sure that all participants were aware of how we were able to provide the free services and making it clear that we needed to obtain feedback for our evaluations to justify the funding, as well as helping us to design new projects that people would be interested in and engage with.

We tagged the National Lottery regularly on our own social media posts.

We encouraged participants to tag NL on social media but this wasn't fruitful mainly because most participants were older and less experienced with hashtags and social media.

PR and social media engagement with young people were limited unless their parent was with them to give consent.

**The most popular project photographs on CW Facebook, liked by women aged; 45-54**

**Our main Facebook audience 28% women aged 45-54**

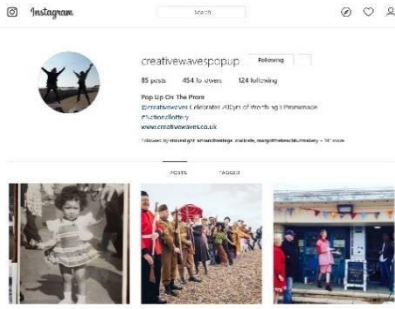
**22% aged 35-44**

These figures support face to face feedback at our free events/activities.

**Direct Facebook reach on our page peaked at 2880, July/august 2019 when we were promoting the free activities.** Compared to 2659 in 2018.

**Highest total, actual reach via all Facebook sites= 5200 people for the free seaside activities.**

**Seaside heritage film reached over 5000 views as it was shared on different sites.**



@leighlawson21 I'm pleased that you are interested in my grandfather, known as 'Uncle Charlie' when he worked as a Punch and Judy man.

@not\_much\_furniture My favourites are old Peter Pan's Playground photos

We set up a new Instagram site dedicated to the project so that it wasn't confusing with our other different projects. However, this proved to be more difficult when reaching our regular followers as we had to direct them to the new site or repeat ourselves which seemed too pushy. Pros and cons which we will consider for future projects. Volunteers and students didn't forward digital photographs to us quickly which meant that some posts were delayed or not used online. Permissions were another issue mentioned below in more detail.

Posts on our social media sites include National Lottery tags. Permanent.  
 Instagram @creativewavespopup @creativewaves  
 Facebook Creative waves community Arts  
 Twitter @Creative\_Waves

Worthing Homes promoted the free workshops for adults and the free family activities on the prom to its 3000 residents in social housing. It's notoriously difficult to reach people in social housing but we had 2 [fishing] families who were very interested due to the fact that they knew we had been involved with the HLF, Last Fisherman Standing Project. They shared their stories relating to the fishermen.

**Press:**



Here & Now



**Worthing Journal**  
 November 2019  
 August 2019  
 June 2019  
 May 2019  
 August 2018

## **Promotion;**

<https://www.experiencewestsussex.com/creative-waves/>  
heritage displays

<https://www.englandscreativecoast.com/destinations/west-sussex/products/creative-waves-15832/>  
pier exhibition

<https://www.eventbrite.co.uk/e/pop-up-on-the-prom-heritage-walk-tickets-72922724833#>  
walk PR Eventbrite. shared on Facebook

The 'A' boards at the 'Heritage Hut' on the promenade and at our Pop-up studio in Beach House Park included NL signage. Temporary, through the life of the project, the hut and studio are now closed. All our printed materials; posters, booklets etc included NL logos. Permanent. Press releases included reference to NL funding but this wasn't always included in the final edits made by publishers.

## **How we collected data and evaluated Pop-Up on the Prom**

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We regularly analysed the demographics engaging with our Facebook feed which helped us adapt our PR to reach other people as well as providing information that our main followers appreciate. However as interesting as the social media graph charts are, research shows that they are not a true representation of our online audience. Each social media site has its own popular users and our demographics represent that.

We developed more opportunities to talk directly to people to promote, engage and evaluate their interest in the project.

### **Collecting data;**

Volunteers who helped with the events found it difficult to keep track of audience numbers because people were talking to them and asking about the project, talking to people was their priority and also helped to establish who they were and what their interests are.

As it's a public space some people were there accidentally and it took time to explain what was going on. We had set questions to help obtain data for our records.

We made our own observations regarding volunteers/general public when gathering feedback. It was awkward for us/practitioners/volunteers to ask the gender and age of complete strangers who were talking about the project/their memories.

We had set questions to help obtain data for our records which was more time consuming but more valuable and felt real. Overall, we 'consulted' 380 people attending free events and activities throughout the project.

### **Orally whilst talking to people passing by;**

Typical questions:

Have you heard about the project, if so how?

Yes - 48%; Child's school- 25%, social media 21%, word of mouth 14%, Worthing pier 11%, Signs at East Beach Heritage Hut- 6%, saw the booklet at Library 9%, Worthing Journal 14%

Are you interested in general history? Yes 42%

Do you have memories/stories about Worthing's seaside heritage?

Yes 28% No but from other seaside towns 27%

Were you just passing through East Beach or were you aiming for the Heritage Hut?

Passing through 76%

Are you local? Yes- 76%

If not; Have you been to Worthing before? Yes 34%



### **Attending free Pop-Up events at East Beach;**

Did you enjoy the event? Yes 98%

How did you hear about it? Social media- 64%, Don't know 9%, Worthing Journal 11%, Word of mouth- 16%

Would you be interested in other free events? Yes- 100%

### **Local businesses and other organisations;**

Coast Cafe donated a prize for the Vintage Heritage Day, and promoted our events via social media.

The artists at East Beach Studios re-posted our social media PR and took their own photos on site to reach wider audiences.

Other small organisations/practitioners felt more valued having worked with Creative Waves.

### **Children's workshops at East Beach and Worthing Museum;**

Oral Q&A for younger children.

What did you enjoy most? Dressing up 45%, Break time 12%, Drawing the old fashioned clothes 23%, Making and playing with puppets 20%

Did you know that history/heritage could be so interesting? No 78%

Did you know that Worthing has lots of interesting heritage? No 94 %

Will you make your own photo albums? Yes 64%

We asked teachers to email their feedback after the event. They were absolutely delighted with the engagement and quality of learning. They captured great conversations on the walk/drive back to school and were inspired by the buzz amongst the children.

They will be using our educational resources and new contacts at the museum for future learning.

### **Adult workshops; feedback was discussed throughout the sessions;**

Helping us steer subsequent sessions accordingly. These chats helped us endorse the aims of the project and people had more understanding of how important the heritage is.

What aspects of the workshops have you enjoyed the most?

Will you be sharing your new skills and knowledge with friends and family?

Will you be printing digital photographs to ensure future generations have photo albums to view?

Did you do further research in your own time away from the group?

Has the project made you proud of Worthing and its heritage?

Will you be interested in future projects?

Before the event did it seem less valuable seeing as it was free?

### **Volunteers;**

We asked volunteers to email their feedback towards the end of the project.

Specific questions;

Have you been involved with a community project before?

Did you know that Creative Waves isn't just an Arts organisation?

Throughout the project we communicated regularly with volunteers, orally through planning discussions.

Always ensuring that they had a voice and felt listened to.

Always considering their ideas and often changing details based on their input.

### **Subsequently;**

Our team of volunteers grew in numbers as well as the amount of time that they dedicated to the project, compared to our previous projects.

We saw a significant increase in applications for work placements, 16 directly from High school students who had attended the free workshops. 80% have an interest in history rather than just the arts.

Since working with us 8 students have asked us to write a reference for part time job applications.

18 young people have included their experience with us on the CVs.

*"I always felt that my opinion was being listened to and was pleased when we focussed on suggestions made by the group as it allowed us all to speak freely. I have never been in an environment at home or at work where I felt comfortable to speak out loud and discuss my views persuasively."*

*"Having worked with Creative Waves briefly on a Samesky project in Brighton I came over to Worthing to see what goes on over here. It was unbelievably brilliant. Refreshing, inspiring and motivating. I was so excited that I walked the 10 miles home! I stopped, listened and watched people on the different sections of promenade/paths to capture our social history. When resting on benches along the way [and at every opportunity over the next few weeks] I pulled out the free photograph that CW printed at The Heritage Hut, featuring the crowd of smiling faces. What soon became apparent, from those that looked, was not the images in the photo, but the fact that I had a real photograph in my pocket and was not showing them a digital photo on my mobile phone" A shocking and enlightening reaction. i am now telling everybody to print their photos and make albums. I'm looking forward to CW's next project!"*

## **Project Statistics**

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**Educational outreach pupils (ages 6-25) Aim = 270 pupils Total = 534 pupils**

Due to the sensitive nature of the gender dysphoria we are witnessing in schools we did not document male/female students. The school teachers selected the students who attended.

We aimed to work with 9 schools. **This increased to 11 schools**

**Plus 4 college 1 and University student.**

**People Trained: Aim = 48 Total = 68**

64 female, 4 male, ages: 18-30 = 12; 30-45 = 17; 45+ = 39

**Volunteers: Aim = 50 Total = 86**

78 female, 8 male, ages 18-30 = 21; 30-45 = 24; 45+ = 41

## **Conclusions**

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- People want to be involved with the wider community.
- People want to contribute time and skills to community projects.
- People see the value of the public displays in Worthing during this pivotal stage in terms of its identity and how it presents itself for tourism, regenerations, new families relocating her.
- People recognise the value of our local heritage and want to do more to help.
- Community projects are improving in quality.
- It is still hard to reach the 'hard to reach' people.
- Creative waves do not want to charge for events and activities but at times this devalues their value and people don't turn up even when they have booked. This is an ongoing discussion that we haven't resolved.