

# Ladysmith Road Celebrates!

community-led street project

<http://www.heavytreesquilometre.org/ladysmith-road.html>

Evaluation Report June 2022

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## Project background

The Ladysmith Celebrates project is the eighth community-commissioned project of the Heavitree *Squilonet* initiative. Interwoven Productions CIC have been developing and refining their technique for neighbourhood heritage celebrations now since early 2015 and the Heavitree community has been the first to embrace the opportunity to, not only nominate their favourite place-based themes, but to actively engage in the design and delivery of the projects. There are now six ongoing neighbourhood *Squilonet* projects in Devon each facilitating street projects with Interwoven trained resident Place Champions.

The Ladysmith Road Celebrates project was a community nomination that then led to the formation of a “Pod” of local residents who volunteered to drive the project forward, supported by the governance and facilitation of Interwoven Productions CIC and the Heavitree *Squilonet* place-based technique. This unique way of working ensures a grass-roots approach and also gives opportunity to local artists and other experts to engage directly with their own community. This ensures the technique is well-grounded in Asset-Based Community Development.

The Ladysmith Pod deserve particular acclaim for navigating Covid lockdown in actuality and also the anxiety around participation that it caused.

## What we have achieved:-

- ✓ Successful partnership working between Interwoven Productions CIC, the community “Pod”, the Baby Room and Ladysmith Infants School, and the Heavitree Local History Society
- ✓ 12 individual events/activities (see below) held in the area attracting active engagement of 243 community members of all ages.
- ✓ Creative workshops with the school has ensured that there is now lasting legacy on Ladysmith Road itself to show how the children have learned from their street.
- ✓ Local artist commissioned to work collaboratively alongside community members.
- ✓ Neighbourly and lasting contacts have been made across all generations.
- ✓ A joyful celebration was provided, receiving universal praise and calls for more community activity.
- ✓ Knowledge of the brick and tile heritage and build history of the road has been enhanced and shared with a wider audience.








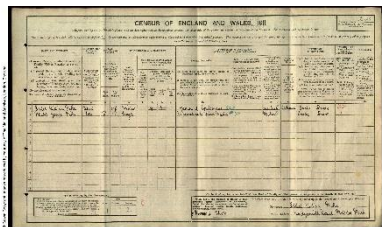

### **What we learned for next time**

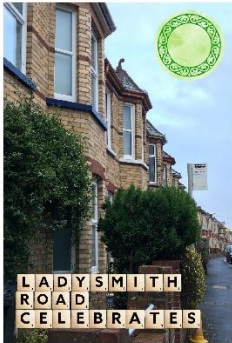



It was hard to hold the original Pod that was formed before lockdown. Four original Pod members did continue and their dedication made it possible to bring another six into the group. However, two of our older Pod members and two younger ones, didn't return.

There was one resident note of concern about the Temporary Traffic Restriction Order for the Street Party. A great deal of care was taken to inform the few residents on Pretoria Road who would be affected but note can be taken to be particularly diligent.






JoJo did originally approach a ceramic artist to work with the Pod on creating a tiled planter. However, we learned that care needs to be taken to ensure that any invited artists fully understand that all *Squillometre* projects are community-led and the resident Pod is always the "expert".





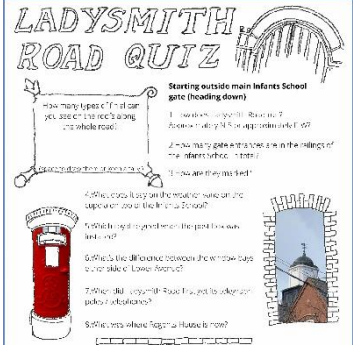

## Ladysmith Road Celebrates! – Evaluation Detail against project objectives


ACTIVITY	Building relationships and connections locally across all age groups	Help people to become more physically active	Take notice of their environment or to develop opportunities for culture, creativity or learning	Providing opportunity for volunteering	Evaluation method
					
<b>First Pod meetings 2020</b> - 8 individuals	Meeting attended by an inter-generational group of Ladysmith Road residents 		Images collected to stimulate ideas and memories 	Residents signed up to join the Pod as volunteers	Sign up to the Pod and co-created Action Plan 
STREET ACTIVITY CURTAILED BY COVID LOCKDOWN					
<b>Second Pod meetings 2021</b> – 6 new individuals	New Pod members from different sections of the street and age groups attended to form the new Pod		Pod begin to explore the architectural/build history of the street through brick patterns and 1911 census 	Further volunteer Pod members enlisted. 	Sign up to Pod and allocation of tasks

<p><b>Halloween 2021</b></p> <p><b>Awareness raising</b> – 3 Pod members/20 trick or treaters</p>	<p>Pod member designed an information sheet and delivered into every home and handed out to trick or treaters.</p> 		<p>Younger families engaged in project awareness raising through chats and handout (and treats!)</p> 		<p>140 handouts posted into doors 20 handouts passed out on street</p>
<p><b>Visiting elderly neighbours in their own home</b> – 4 Pod members visited 4 older residents in “buddy” pairs to talk and reminisce</p>	<p>According to Interwoven Safeguarding Policy the Pod formed buddy pairs. At least one of each pair held clear, enhanced DBS. They visited neighbours to hear their Ladysmith reminiscence and establish neighbourly contact</p> 		<p>The Pod learned a great deal about the history of the street and were able to access a range of heritage photographs, particularly of the Coronation celebrations on the street that informed their choice of a Street Party for the finale celebrations in June 2022.</p> 	<p>The Pod are now aware of who holds DBS clearance and how to buddy up to volunteer for these kind of visits into the future.</p>	<p>Reminiscence notes and photographs gathered</p>





<p><b>Lantern-making – Dec 4<sup>th</sup> 2021</b></p> <p><b>at Ladysmith Infants School</b></p> <p>6 Pod members 20 participants</p>	<p>Resident artist Megan Dowsett prepared a Lantern Making practical session to encourage participation of younger families.</p> 	<p>Event held out of doors, in school playground to encourage interactivity.</p>	<p>Guided creative activity, fully supported with materials and hands on help.</p> 	<p>Six Pod members involved in setting up, stewarding and assisting creative activity.</p>	<p>Lanterns created and brought to Lantern Parade by families</p> 
<p><b>Lantern Parade – Dec 15<sup>th</sup> 2022</b></p> <p>9 Pod members 50 local resident participants</p>	<p>The Pod created carol sheets, provided stewarding for road safety, supplied refreshments and two Pod members led the singing with voice and guitar for a spectacular evening attended by all age groups.</p> 	<p>The procession extended the full length of the road and back again providing excellent opportunity for movement and outdoor exercise.</p>		<p>Practically the entire Pod attended and were actively involved in facilitating this successful, very well attended event.</p> 	

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<b>The Ladysmith Quiz</b>  <b>January/ February 2022</b>  <b>Omicron scare/ Mini lockdown</b>  140 households	As a response to lockdown the Pod delivered a free paper version of their Ladysmith Road Quiz into every door on the road.	Pod members actively delivered information and knocked on doors several times in the course of the Project	Three members of Pod undertook to walk the road to gather quiz questions about the street that would allow their neighbours to participate in their own time. Their questions reveal aspects of local heritage and architecture	A locally resident artist volunteered to graphically prepare the quiz to make it as attractive and fun as possible.  	140 Quiz sheets prepared and delivered
<b>Presentation at the All's Well Conference – Exeter Community Centre Feb 2022</b>  50 participants	Adrienne from the Ladysmith Pod, was asked to present the work of the Pod to the All's Well Conference, a wellbeing through engagement with heritage project. Adrienne's clear presentation was very well received by representatives of several cultural organisations				Adrienne received excellent feedback in the room describing the Pod's work as "a great example of asset-based, street-led work"

<p><b>Heritage tile-imagery workshops</b></p> <p><b>March 2022</b></p> <p><b>2 Pod members</b></p> <p>24 children</p>	<p>Resident Artist and another Pod member attended Ladysmith Infants School and, in collaboration with the teachers, ran heritage tile-imagery workshops.</p> 		<p>As part of this Joey Lee, class teacher, brought the children out of doors and encouraged them to look closely at the colours and designs in the brickwork, plus other architectural designed features such as roof finials</p> 		<p>Feedback from school “We're incredibly proud to be a part of this. Being part of the community is very important to Ladysmith [Infants School], it's not just the pupils in the school but actually the people who live around the school. Working with a professional artist is so important for the children because they get to learn from experts and professionals.”</p>
<p><b>Ladysmith Heritage Tiled Plaque Unveiling</b></p> <p><b>May 2022</b></p> <p>4 Pod members 30 participants</p>	<p>The Pod were pleased to ask DCC Cllrs Danny Barnes and Su Aves to unveil the plaque.</p>  <p>Permission was gained from local property owners who</p>	<p>The open air event encouraged participation in brightly coloured macs and wellingtons to encourage residents to come out of doors – even in the rain!</p> 	<p>Children were actively encouraged to relate to the own environment and to take pride in their creative place-making. They received applause and prizes for their work.</p>	<p>The plaque was installed by Pod volunteers and the event stewarded by other Pod members.</p>	<p>Feedback from school “We can see how proud the children of the are today of the work they have produced. They know it’s not just going to be here today but for years to come. I was just talking to a little girl just how and she said that when she's fifty she's going to be walking past and</p>



	kindly attended as guests along with participating children and their families.				pointing out her tile to her children!"
<b>Platinum Jubilee Street Party</b>  <b>June 2022</b>  10 Pod members  120 locally resident participants	The Pod collaborated to source materials and hands-on activism to create a wonderful street celebration for their neighbours. They researched how to effectively knock on doors and extend a safe and welcoming invitation – particularly for older residents – and were rewarded by full representation from all generations. 		The Pod provided a range of heritage images of past community celebrations to “re-normalise” expectations for the street. 	Planned, hosted and managed by Pod volunteers	Full participant feedback below.
<b>Heavitree Local History Society Joint Presentation</b>  20 participants	JoJo Spinks presented the researches of the Pod centred around the polychrome bricks and the build history of the street.				HLHS feedback “Some fascinating bits of local history. And I now look at Ladysmith Road with different eyes! “
<b>TOTAL ACTIVE PARTICIPATION = 492 instances. Divided by 2 to estimate total number of individuals = 246</b>					

**Street Party Feedback – images here -** <http://www.heavitreesquilometre.org/ladysmith-celebrates-street-party.html>

It was a great event. Lovely community spirit and the weather was good

Such a good party - lovely to meet the street!

Fabulous and warm welcome, amazing cakes!

Great cake - good to meet people

Fab to see my neighbours

THANK YOU! - Lovely to see so many of our neighbours

Brilliant - good cake/good company

Outstanding cake!

Fab community spirit - loved the party! Thank you!

Thank you - I had a lovely time. Please can we have more of the same.

Fantastic celebrations and lovely weather! Great to meet everyone and seeing the kids have fun.

Thanks. Me and my brother loved the crown making.

A lovely way to unite the community ... more please!

Thank you for a great time!

Thanks for all the effort. Perfect idea. Very nice to meet neighbours.

Nice to meet more of my neighbours

Wonderful to see so many people

I love the stuff for the children to play with!

Great community gathering. Cake scrummy too! Thank you to all the volunteers

What a great event! It was lovely to see so many people enjoying themselves

Sunday was amazing. Everyone was made to feel very welcome and my two Grandchildren had the best time as my 7yr old told me when she went home. Just like their Daddy, who remembers The Silver Jubilee, his two daughters will remember their Platinum Party. Thank you again JoJo and Co, all your hard work was worth it. xx



The Ladysmith “Pod” – Full Impact Assessment Pod reflection in video here - <http://www.interwovenproductions.com/associates-only.html>