



## AREA BOARD PROJECTS AND COUNCILLOR LED INITIATIVES APPLICATION FORM 2016/2017

<b>Area Board Project</b>
<b>1. What is the Initiative?</b>
<p><u>Iron Duke Community Engagement</u></p> <p>Community engagement through website, social media and Fringe Festival to engage Avon workers and their families in Bradford/ nearby towns and schools and young people in BoA in support of four projects:</p> <ul style="list-style-type: none"> <li>i) Sound and word workshops to explore factory sounds to produce a digitally-recorded piece of music</li> <li>ii) Community Film about the changing social and economic structure of Bradford on Avon following the demise of the Avon Rubber factory, based on inter-generational oral interviews</li> <li>iii) Creative arts interpretation of the health implications of lives lived in a polluted environment, from the Avon Rubber factory's notorious 'Black Hole' to the town's latter day traffic fumes</li> <li>iv) Resurrecting the Avon Rubber News newspaper to inform people about the progress of the Iron Duke restoration project and to tell them about ways in which they can get involved</li> </ul>
<b>2. Where is the initiative taking place?</b>
<p>Focused on Bradford on Avon with outreach to Melksham and Trowbridge</p>
<b>3. When will the initiative take place?</b>
<p>From March 2016 to March 2017</p>
<b>4. What is the Community benefit/evidence of need/links to Community Plan/Community Issue?</b>
<p>The Avon and its workers are fast becoming a forgotten part of the town's history.</p> <p>This project will bring much needed community value to the act of returning the Iron Duke to the town, through the engagement of former Avon workers and their families, school children and young people in remembering the important industrial heritage of the town</p> <p>We will be seeking matched funding from the Local Youth Network for delivering an online platform for a creative youth network with scope for fostering youth creativity across the community area</p>

## 5. What is the desired outcome of this initiative?

The engagement of the community and the former Avon workers in events around the return of the Iron Duke to the town.

Education about the town's industrial heritage as part of efforts to promote local tourism development

## 6. Who will Project Manage this initiative?

Iron Duke Project Steering Group

## 7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

Database of Avon workers and their families, social media campaign inc. Facebook page, engagement of schools and young people, Avon Fringe festival £ 4,500

Grant Requested £ 3,000

Match funding: Local Youth Network £ 1,500 (and Heritage Lottery Fund £ 55,500)

## 8. Additional information

The first rubber rolling machine in Europe, known as the Iron Duke, will return to Bradford-on-Avon for the first time in nearly 50 years thanks to grants from the Heritage Lottery Fund and the Arts Council.

Bradford on Avon Museum has been awarded £55,500 by the Heritage Lottery Fund and £18,000 by the Arts Council's PRISM Fund to restore and display the machine which was central to the establishment of a rubber factory at Kingston Mill over 150 years ago.

Working with partners Bradford on Avon Preservation Trust and BoaCan (the Bradford on Avon Community Area Network), the Museum will also run a range of community activities exploring this vital part of the town's industrial heritage.

Wiltshire Council and Bradford on Avon Town Council are also contributing to the project, which is estimated to cost £97,000 in total.

Information about the machine and its significance will be on panels and on-line, there will be booklets and a series of public talks and volunteers will be involved, learning new skills by taking part in the restoration and interpretative work. Past workers at the rubber factory will be involved, as will school children researching what it was like to work in the industry and its significance.

Commenting on the award, Chris Dale, Treasurer of the Museum, said "We are delighted to receive these grants from the Heritage Lottery Fund and from the PRISM Fund. With our partners the Preservation Trust and BoaCan, we have been preparing this project for several years and it is wonderful to know that we now have the funds that will allow us to proceed."

Nerys Watts, Head of Heritage Lottery Fund South West, said: "Thanks to National Lottery players, Bradford on Avon Museum will now be able to restore the Iron Duke, the first rubber rolling machine in Europe and an important part of the rubber factory heritage of the Kingston Mill site in the South West."