



2016

# Clicking to Connectivity



Helen Weinstein

Historyworks



Clicking to Connectivity: Creating My  
Cambridge

Report on s106 funding

By HistoryWorks

## S106 public art grant final evaluation form

(summer 2015 grants)

Please complete and return this evaluation form on completion of your project, along with financial breakdown of the project. We would be grateful for any photographs (max five) showing how the project evolved and the final outcome.

Once received Officers will review the information supplied and contact you if any additional information is required. Once complete, the final payment of your grant will be paid.

1. Your Organisation	Historyworks
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2. Project title	Clicking to Connectivity – Creating My Cambridge
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3. Project grant	£15,000 = £7,500 received/ £7,500 to be reimbursed
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4. Final project cost
The final cost of the project was £15,000 which covered 16 workshops with the rapper, Inja; 6 local fieldtrips with Abbey youngsters led by the historian Helen Weinstein; 6 trips walking youngsters to Great St Mary's with cultural activities on arrival; 4 trips to Cambridge Museum of Technology; 2 trips to the Fitzwilliam Museum; 2 'Big Walks' for the community from Abbey Meadows to Cambridge Market & Great St Mary's & King's Chapel visits; 6 workshop sessions with film makers; 6 edit sessions with film makers; 6 School Assemblies with families invited and one with Cambridge News; 2 beacon sessions & purchase of set of Bluetooth beacons; 3 public events inviting community from Abbey to showcase and 'bump into public art' = one at Great St Mary's with Abbey Choir and Abbey Films and Bluetooth Trail in Great St. Mary's and around Market Place; and one at Cambridge Makespace and one at Barnwell Baptist Church Hall to showcase Clicking to Connectivity films and artworks; 1 session to share Bluetooth Beacon trail with sector; 1 session to share public art place-making with sector at CAN conference; and 2 sessions to share Clicking to Connectivity learning with 'My Cambridge' at Dec 8 <sup>th</sup> 2015 Board Meeting & 12 <sup>th</sup> Sept 2016 keynote presentation for launch event at the Cambridge Junction for 'My Cambridge' & Marketplace 2016 events.

#### 5. Project over view (please provide a brief outline of project)

**THE AIM OF THE PROJECT** was to connect the community at Abbey Meadows School (past and present, teachers and students and their families) to their area and to the centre of the city via the voices of young people's co-created artwork in poetry, song, rap, story telling, by capturing the journeys and what the young people noticed along the route with recordings, stills, film; and to co-create a series of art works in film and other media which would be showcased at free events where the community would be invited to experience public art with young people taking the lead; supporting the young people to find a new way in which the community can 'bump into art' using digital technology, showing that the journey can be just as interesting as the destination! The main film output from the project, very cleverly takes the viewer on a circular journey around the area, with one click of the camera shutter for every step along the route, for which the young people wrote the narratives and recorded their voices to describe the journey, edited collaboratively by the artists at Historyworks.

**THE SHAPE OF THE PROJECT** changed once we piloted working with the Year 5s and Year 6s and their families in Abbey Meadows in July 2015, because we found out that the youngsters were very inspired by going on fieldtrips and exploring their area, and therefore used the places in their area as the inspiration for our co-created artworks. Because most of the youngsters had never been into the centre of Cambridge, learning to walk their area was a necessary first step, so we soon abandoned the idea of exploring the routes by bike, by boat, by bus. Because they did not have many experiences of walking beyond the play parks by their streets, detailed local visits were inspiring for the youngsters, so we spent time on local place-making and under the youngsters' leadership filmed, drew and wrote descriptive pieces about the Leper Chapel, the Victorian Pumping Station, the River Cam, the Football Stadium, Coldham's Common, using old photographs and maps and collecting memories about the area, cultural activities which were surprisingly captivating and inspirational for their co-creating the public art works. See:

<http://www.creatingmycambridge.com/events/2015/09/02/fieldtrips-for-clicking-to-connectivity/>

The place-making was very successful because the youngsters rose to the challenge of working with the rapper, Inja, and also learning how to work with the Historyworks

media team to record their voices about their area to co-create the films. Here is a short film with rapper, Inja at Abbey Meadows about the project:

<http://www.creatingmycambridge.com/multimedia/featured-films/#creative-workshops-at-abbey-meadows-school>

and an illustrated blog we made at Abbey Meadows with the rapper talking about his experience of working with the students and their families:

<http://www.creatingmycambridge.com/events/2015/09/01/rapper-workshops-for-clicking-to-connectivity/>

By the time we returned to work intensely with the Abbey Meadows Keystage 2 students in September and October 2015, we had a 'My Cambridge' booklet for young people to record their ideas and illustrations of their area – see:

<http://www.creatingmycambridge.com/songs-creative/resources/school-visit-booklets/my-area-worksheets/>

We found in opening workshops with the Historyworks Director, Helen Weinstein and the rapper, Inja, students were coming up with ideas about 'My Cambridge' which could be about any place in the UK, but by the end of the project, their ideas were much more culturally specific, once they had been exposed to fieldtrips and had taken ownership of cultural venues. For example, listen to the poem "My Cambridge is Great": <https://audioboom.com/posts/3722922-my-cambridge-is-great>

The youngsters and their teachers and their families demonstrated their enthusiasm for guided visits to historical destinations and using their five senses to write pieces about their area. Helen Weinstein also led fieldtrips to the Cambridge Museum of Technology for 8 classes altogether, because the history of the River Cam and the Victorian problems of clean water and sanitation were engaging topics, especially since the chimney dominates the local landscape, yet only 3 youngsters put their hands up in a school assembly to say they had visited. We also took all the classes along the River into the centre of the city, to explore the Guildhall and the Market Place, King's Chapel and College, using Great St Mary's as a base for the children. We had more than one visit to Great St. Mary's to give the youngsters confidence learning about the space and mapping Cambridge from the top of the tower back to their area using the Pumping Station Chimney as key landmark to guide them. Furthermore,



when they were invited back with their families to our events, the youngsters were confident to take the lead and ready to be the tour guides. Also, the teachers were mostly non-resident to Cambridge, and unaware of the cultural riches of the area, so we made resources online to be used in school and for the children to share at home with their families, which you can see here:

<http://www.creatingmycambridge.com/history-stories/>

and laminates which we could share with the community for public walks here:

<http://www.creatingmycambridge.com/songs-creative/resources/local-history-topics/>

**CO-CREATION WITH YOUNG PEOPLE** took the form of voicing and co-creating films, and with the rapper facilitating the creative writing process, and the media production team at Historyworks supporting the children with film-making. You can see a film which takes the viewer on a tour around the area voiced by Abbey Meadows students in their film called “Journey from Abbey Meadows’ here:

<http://www.creatingmycambridge.com/multimedia/featured-films/#journey-from-abbey-meadows>

The youngsters also experimented with green screen and other formats, and for example, you can see two of their performances about Abbey Meadows here:

<http://www.creatingmycambridge.com/events/2015/09/03/recording-producing-clicking-to-connectivity/>

However, the young people also wanted to draw landmarks in their area and illustrate written place-making pieces, so we made a stills slideshow with the youngsters where all were involved in showcasing their art which was projected on the walls at our public events. You can see the slideshow here:

<http://www.creatingmycambridge.com/multimedia/photo-slideshows/#clicking-to-connectivity>

**EVENTS FOR ABBEY COMMUNITY & WIDER CAMBS AUDIENCES** were organised by Historyworks during October 2015 and December 2015. The main events were two BIG WALKS where we invited parents and carers of the KS2 children to join us to walk the children from Abbey Meadows to Great St Mary’s on 5<sup>th</sup> and 6<sup>th</sup> October. We did not have a large take-up for this first invitation to walk, but on entering Great St Mary’s there were several rows of parents waiting to greet the children, many of them night-cleaners for the Colleges, Churches and businesses. Each group undertook

several cultural activities including going into King's Chapel to see the fan roof and find the animals in the stone work and stained-glass. One mother who accompanied her son into King's Chapel was very moved by the experience and said that she had never been before and this opportunity to take her son to see this beautiful place was one of the proudest days of her life.

Our main event for "Clicking to Connectivity" was an event organised by Historyworks as part of the University's Festival of Ideas programme at Great St Mary's on the market place on the Wednesday of half-term, 29<sup>th</sup> October. We invited the entire school and community to the event using BBC Cambridge local radio interviews, printing flyers for school bags, posters that went up in the local libraries, community centres, Abbey People poster frames etc. We worked with the Abbey Meadows Choir to sing some of our Cambridge songs, including their favourites about the horsemonger and philanthropist, Thomas Hobson. Having the choir perform at the opening of the event worked as a way to draw families into the city, and we had many young people arrive with younger siblings, parents and grandparents ready to take them on tours, and proudly showing off their co-created public artworks which were projected in three spaces of the Church. To find out more about the Festival of Ideas event, go to:

<http://www.creatingmycambridge.com/events/2015/10/29/clicking-to-connectivity-event-29th-october/>

**INTRODUCING BLUETOOTH BEACON TECHNOLOGY** at the Festival of Ideas event was important, to introduce a wider audience to the methodology we had developed with the youngsters for pinning their artworks to specific places, alongside the histories and stories. We therefore also launched the Bluetooth beacons at the 29<sup>th</sup> October event with a talk by Jonathan Austin from ARM about Bluetooth beacons and a trail around Great St Mary's and the Cambridge market place, with helpers on hand to show the audience the Bluetooth beacons on smartphones, and artwork made by the youngsters pinned to the specific Bluetooth beacon stories. See:

<http://www.creatingmycambridge.com/songs-creative/resources/how-to-use-bluetooth-beacons/>

Furthermore, the Abbey community and the Festival audience were invited to visit Cambridge MakeSpace to have an experience of another cutting edge cultural venue and see inventors at work. Many took up the opportunity and it was an important first introduction to a making environment.

## OUTCOMES AND LEGACY OF THE PROJECT

The 'Clicking to Connectivity' public art project did demonstrate a disconnect between the neighbourhood and the city, and our methodology of giving voice to young people was successful only because we invested the funding in many workshops and multiple fieldtrips and visits, rather than in multiple films and fancy projection equipment to showcase the public art. We learnt that we needed to focus on the cultural assets in the neighbourhood before we focussed on the cultural venues in the historic heart of the city, to make the community proud of local places like the 800 year old Leper Chapel through the children's poems, drawings, raps, photography and film work. This approach of having multiple visits so that the youngsters could take ownership and take the lead at community events was important and it worked as a process of co-production of artworks that the young people and their families could see their artwork projected in the University buildings and be proud of their achievements.

## WEBSITE LEGACY

In the process and the wrap-up of the project, the team at Historyworks spent time putting the resources onto the Creating My Cambridge website which had started in the pilot project funded by CaMEO and the John Lewis Community Fund. This website now has many resources for students, teachers and the wider community, so that teachers can repeat the activities of the 'Clicking to Connectivity' project and find all the resources in one place. See:

<http://www.creatingmycambridge.com/>

### 6. Did the project meet all your objectives

We did not meet all of the original objectives of co-creating a range of artworks documenting different methods of journeying from Abbey to the city- via boat, bike, bus – because walking and really looking at the journey step by step took all our time on this project – and it worked to open up the eyes of the young people and give them a voice to experience the area – see the stills photography approach taking one frame per step as a tour of the neighbourhood in their film 'Journey from Abbey Meadows': <http://www.creatingmycambridge.com/multimedia/featured-films/#journey-from-abbey-meadows>



In the original funding we had proposed to work with a group of youngsters in the school holidays for a film-making project, after recruiting from primary KS2 and secondary KS3 in the months of June/July. However, after talking to the outreach workers at Romsey Mill and ChYpPS, we were guided that our taking whole classes and their families on this experience of journeys around the area was already successful, and it may be very 'hard to reach' youngsters for a public art project on a consistent basis during the holidays, so under the direction of Jane Wilson, who was guiding us on behalf of 'My Cambridge' it was decided that we would continue to work with KS2 at Abbey Meadows School and invite the community to join us via the Abbey People networks and Abbey Meadows parentmail, and this indeed meant we reached 180 children in workshops each term plus a further 56 children in the school choir and also reached the entire school through our Singing History Assemblies and our showcasing the artworks and films in School Assemblies and Newsletters home.

Choosing to showcase the films and photographs, poems and songs performed by the youngsters by pinning them to Bluetooth beacons, underlined this as a placemaking activity and was a good way of reaching out to a cohort of parents and teachers and interested parties in Abbey who are open to exploring digital technology.

But it was good that we also balanced piloting digital technology with old technology, such as projecting films and artworks on walls, and we were thrilled to be invited by Abbey People to showcase the young peoples' films at community events, such as the Lantern Parade in December. This showed that the project was valued and integrated into the community calendar of events, and was a great opportunity for the community to 'bump into art' at another community event. See:

<http://www.creatingmycambridge.com/events/2015/12/16/abbey-lantern-parade-2015/>

## 7. Explain how local community were involved with the project

The local community were involved with the project as advisors via the Abbey People networks for young people and for the environment, where guidance was given and received, and partnerships made for showcasing public art at community events in Abbey.

The 'Clicking to Connectivity' project has been the first of several which Historyworks has led in Abbey, and this was the introduction to many in the community to talk to the team at Historyworks and to experience the ethos and the values of place-making. Helen Weinstein went to many community meetings and events at Abbey People and the School, Cambridge United, Barnwell Baptist and Barnwell Community Centre, in order to raise the profile of the project, to borrow photos and gather local stories, and involve members of the local community early on, so that they would be more likely to come along to the 'Clicking to Connectivity' public art events. We learnt that it was important on all flyers, facebook invitations and parentmail invitations to make it very clear that all the events at cultural venues were FREE and also to offer unique activities to tempt the community to come back for repeat visits, whilst always including maps of the locations of the events so that first-timers would know exactly where the public art events were being held. For the 'Clicking to Connectivity' events at Great St Mary's and Makespace we provided maps and descriptions of the events when we invited the community from the school and the wider Abbey People networks. We also had slots on Cambridge 105FM and BBC Radio Cambridgeshire at the start of the week to describe the events and invite the wider community. The events were also cross-posted on the Cambridge Art Network, in the University of Cambridge Festival of Ideas Brochure and Online, the Abbey People Website Events Listing, Abbey in Cambridge Facebook Group and Twitter. This was reasonably successful as a strategy and we had several hundred 'bump into' our public art work by having the combination of invitations to School Assemblies during October and November, the events at Great St Mary's on 29<sup>th</sup> October, and the showcasing of the artwork projected at the Barnwell Community Centre and Abbey Lantern Festival at Barnwell Baptist on December 15<sup>th</sup>, 2015. It was important that we showcased the Bluetooth technology from Abbey Meadows into Cambridge Market Square, and shared our smartphones and tablet devices so as to be inclusive to those without their own devices, but there may have been members of the community who we did not

reach because they were not willing to participate in an event in the centre of Cambridge. However, we did respond to the suggestions of the young people involved, and the 'Clicking to Connectivity' event was drop-in from 2pm onwards, and we found that many families with very young children came for their tours and activities early in the afternoon and did not stay until the early evening events. The youngsters asking us to negotiate for free trips for their families up Great St Mary's tower so that they could introduce their families to this experience was a big hit, so having a flexible drop-in event where youngsters were encouraged to be the guides for their families worked very well for this audience.

Subsequent to the funding for 'Clicking to Connectivity' it has been fantastic that several community walks have been undertaken, and Helen Weinstein of Historyworks has been invited to help lead these, so we've had specific walks along the river with the Ditton Fielders, with the History Festival group, and a couple of walks with Sustrans and the Abbey Leisure Group Wednesday walks. It has been great to share and embed the learning with the youngsters with other groups in the community, especially those keen on exploring the area on foot.

In addition, because we won further S106 funding to work at the Cambridge Museum of Technology for 'Sounds of Steam' we've been able to increase the confidence of the Abbey families to visit public art and cultural venues, participate in music and singing events, explore blue-tooth technology further, and see the Abbey Meadows film showcased at another exciting venue, with even more crafting and model-making activities at these events, where we have had several hundred attend the 'Sounds of Steam' events we held in Abbey following-on from 'Clicking to Connectivity' and it would seem from the huge increase in participants that both the youngsters and their families have grown in cultural confidence.

#### 8. Anything you would have done differently?

In future, it would be good to make films with youngsters and others in the Abbey community showing routes into the city via bus, bike, river as originally intended, as this would be super useful for families to learn ways to easily reach the historic centre of Cambridge. However, we were surprised at just how disconnected the young people and their teachers were from the immediate neighbourhood's cultural assets and stories, so focussing on local landmarks to take ownership of places on the doorstep, is an important and repeatable public art activity. We hope to be able to have take-overs at the Football Stadium and the Leper Chapel which the young people have requested.

The youngsters became very interested in the idea of projecting their artworks and films onto buildings, such as at the Beehive Centre or making the Leper Chapel into a cinema for a winter show, but we did not have sufficient funding in the budget to do this for 'Clicking to Connectivity' which is why we joined forces with Abbey People for indoor projections at the December 2015 events. However, the youngsters are keen for an outdoor projection event and we are developing a project at the Leper Chapel for this purpose, and hope to be able to have a public art installation and projection as the focus for one of our next projects in Abbey.

#### 9. Media coverage (please provide any relevant links or attached any coverage the project has received)

Flyers & Posters (see attached)

Social Media (via Abbey People, CAN, Festival of Ideas)

Festival Brochures (University of Cambridge, and Museum of Cambridge's History Festival)

Local Press – TV, Radio, News (Helen Weinstein appeared on 105FM and for the 'What's On' Drive time slot with Chris Mann on BBC Radio Cambridgeshire)

Schools – Flickr Slideshows for TV Screens & Newsletters (we provided Flickr Slideshows and copies of the films which were shown on TV Screens in the School Foyer and the Barnwell Baptist Screen and projected at the Great St Mary's 'Clicking to Connectivity' event)

**POLICY EVENTS** In our funding we were affiliated to the 'My Cambridge' project and promised to give feedback and share our learning with the 'My Cambridge' managers, and thus we met with Jane Wilson on several occasions, and gave an interim presentation to the 'My Cambridge' steering group on 8<sup>th</sup> December, 2015. We also shared the learning from the piloting of Bluetooth technology with the local museum and heritage network, at an event on 8<sup>th</sup> February 2016, with a re-enactment of the trail around Great St Mary's and Cambridge market place showing how the youngsters artworks were pinned to the places. We shared the learning about the local area with ChYpPS for their Agenda Days, and with the Abbey People Environment Network meetings. Lastly, we showcased the learning from 'Creating My Cambridge' S106 funded projects at two Cultural policy maker events. First, on April 18<sup>th</sup> at the Cambridge Arts Network event organized by Jane Wilson and second for the 'My Cambridge' launch event for a wide range of delegates from schools and cultural organizations which took place on September 12<sup>th</sup> 2016 at the Cambridge Junction, with a keynote presentation entitled "Under Your Own Steam" – see:

<http://www.creatingmycambridge.com/multimedia/featured-films/#historyworks-director-gives-keynote-at-my-cambridge-at-the-cambridge-junction>

#### 10. Any other useful information relating to the project or grant scheme

The implications for giving cultural ownership to communities who do not usually connect with specific cultural venues, is to organise 'takeover' events which are led by members of the community. What worked well for 'Clicking to Connectivity' was to have the youngsters as the tour guides to showcase their knowledge and their artworks within weeks of coming on school visits, so that they had the cultural confidence to be the guides for other members of their families. One useful piece of feedback from the young people was that they are very aware that as they get older in school, they no longer have opportunities to do craft work and art work, and we responded to their requests, by providing more opportunities for drawing and modelling on our project, rather than only photography and film work, and we all need to respond to the young peoples' requests to be allowed opportunities to get creative in a range of mediums from the traditional to the digital.



It has been very helpful that Historyworks has won subsequent S106 funding so we've been able to respond to the requests and the learning from the community on this first project, for example to produce walking trails leading from the front door of primary school into the historic centre of Cambridge to the market place and Guildhall. Our experience has been that with repeat experiences of co-creating artworks, of singing and music events, we've increased our reach within the community, and the numbers of those attending our free events has increased from several hundred to many hundreds. Our learning from the community, is that the next projects which they would like to have delivered, will be some community public art events in and around the Leper Chapel, and some story-telling and photography work telling the story of the building of the estates and the building of the Abbey houses and streets in the 20<sup>th</sup> and 21<sup>st</sup> centuries with a local and online exhibition.

Please return the form to [sarah.tovell@cambridge.gov.uk](mailto:sarah.tovell@cambridge.gov.uk) or by post to Sarah Tovell, Major Projects and Programme Manager, Environment Department, Cambridge City Council, PO BOX 700, Cambridge, CB1 OJH

**LEADING LIGHTS:** Prof Helen Weinstein of Historyworks and teacher Simon Wall launch the ibeacons project at Abbey Meadows School  
Picture: Warren Gunn



## Connecting to history – via Bluetooth

**CAMBRIDGE** schoolchildren have been using futuristic technology to develop a better understanding of the past. Pupils at Abbey Meadows Primary School have helped to create Bluetooth 'ibeacons', which

will be used to trial a new geo-location historical tour at Great St Mary's Church. Visitors can interact with the beacons using their smartphones or tablet, even inside historic buildings where wi-fi often doesn't reach.

The project has been led by Prof Helen Weinstein of heritage production company Historyworks, as part of the Cambridge Festival of Ideas.

The beacons will be used at a free event next Thursday.





Workshops with Rapper Inja





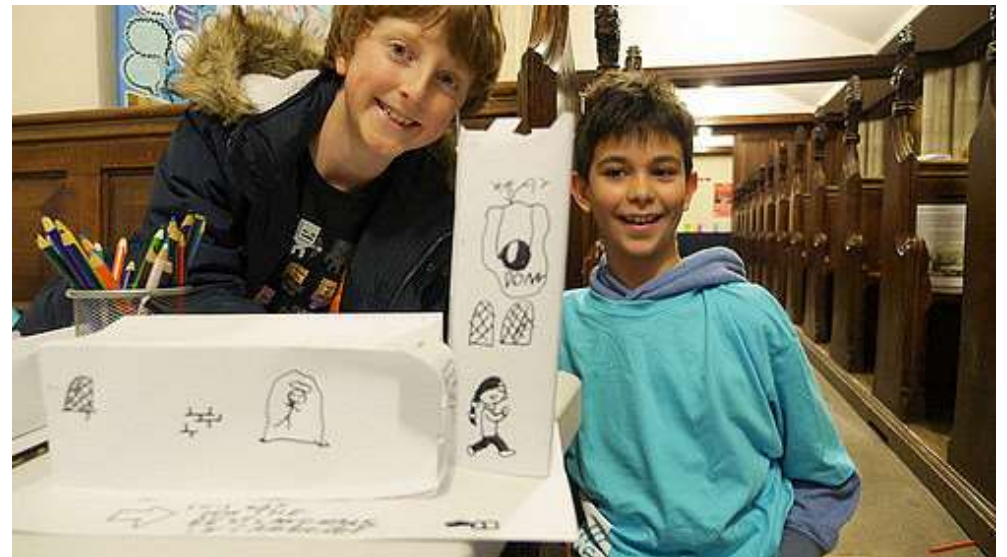
Workshops with Rapper Inja





Visits to Great St Mary's





## Clicking to Connectivity Event at Great St Mary's

All images are freely available for reuse in publicity and other media via our flickr page:

<https://www.flickr.com/photos/historyworks/albums/72157656749670078>

**history**  
*works* presents

# Clicking to Connectivity

RE-IMAGINING THE MARKET SQUARE -  
FROM ABBEY MEADOWS TO GREAT ST MARY'S



Join us for an experiment using digital technology to share creative pieces including poems and films co-created by students of Abbey Meadows School

**Thursday 29th October | 5pm - 7pm**  
**Great St Mary's, Market Square, CB2 3PQ**  
**Admission: FREE**

UNIVERSITY OF  
CAMBRIDGE



Abbey Meadows



Growing Together



Heritage

A MINISTRY OF GREAT ST MARY'S



# Clicking to Connectivity

Join Professor Helen Weinstein (HistoryWorks) and Jonny Austin (ARM & Makespace) for talks showcasing multimedia ways of navigating Cambridge's past and present.

There will be tours facilitated by volunteers demonstrating the possibility of using bluetooth beacons around the Church and Market Square and a trail produced by Historyworks showcasing young people's creative pieces, photos & films.

**Bring your smartphone or tablet!**

**Drop in any time 5pm-7pm**

**Films and performances from 5pm**

**Talks from 5.30pm**

All of the interactive tours and films will be demonstrated inside Great St Mary's, and will also be available to pilot around Market Square if weather is fine!

**Clicking to Connectivity :  
Showcase at Makespace  
Drop in any time 7pm - 9pm  
Thursday 29 October**

Makespace, 16 Mill Lane, CB2 1RX

Come along to a bazaar at Makespace to see connected projects that have started by questioning everything and ended with viable prototypes. You can drop in to Makespace for tours to see machines in action from 3D printers to laser cutters, and participate in activities.

