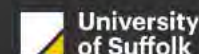




# A Suffolk Archives Service for the 21st Century



Project sponsors



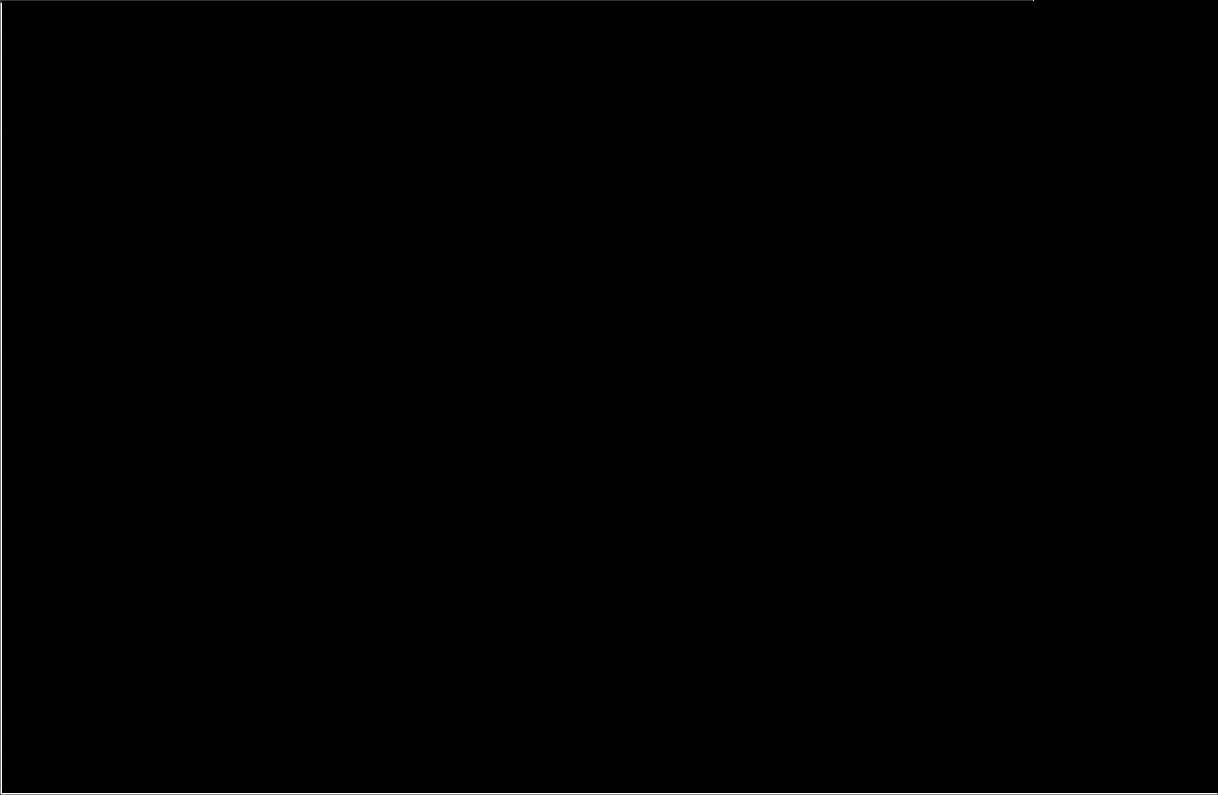
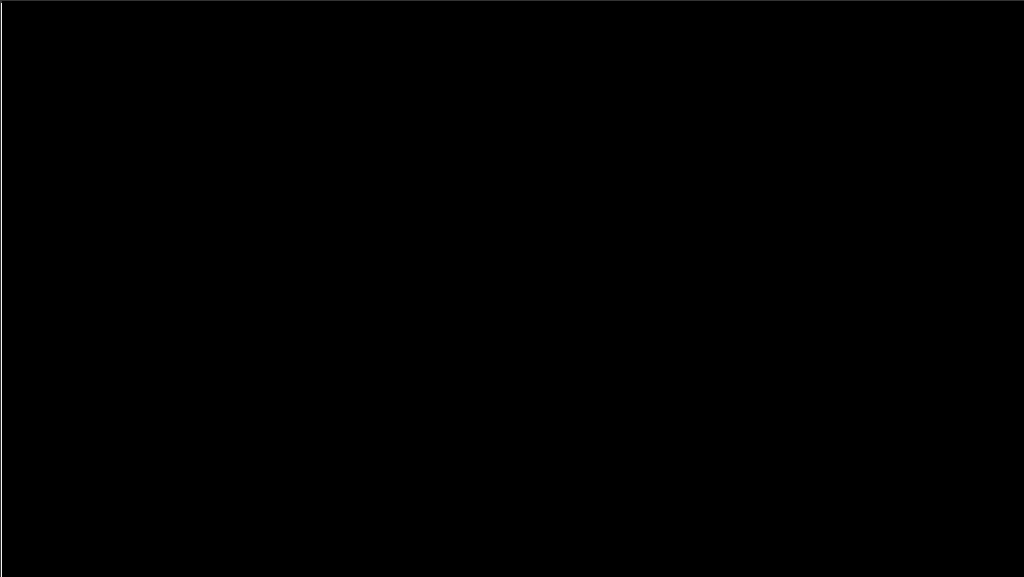
With fundraising support from The Suffolk Archives Foundation



-08167 The Hold

tion of images

L: 'Blood Red Barn' pilot activity



- Extensive consultation during the Development Phase with stakeholders, users and non-users produced the first list of activities
- A selection of engagement activities and events were trialled to evaluate their effectiveness at engaging new audiences with our heritage
- There were three Sharing Suffolk Stories pilots.
- The first Sharing Suffolk Stories pilot was with a group of Year 11 students aged 15-16 years) from **Northgate High School** and explore the ‘arrival stories’ of the families of the participating pupils, since all of them are either newcomers to Ipswich, to Suffolk, or even the UK. The pupils participating are categorised as ‘low achievers’ and at risk of exclusion currently, but have untapped potential and considered by their headteacher as University pathfinders.
- The pupils were asked to reflect on the stories of their families and themselves arriving to Ipswich from all around the world, how they feel about the place, how they feel about settling-in, and to gather information about their parents and grandparents’ experiences and feelings when they arrived.
- The Ipswich branch of SRO was used as the mechanism to get the pupils started on further research into these stories. They looked at source materials such as Kelly’s Directories, Maps, and newspaper cuttings relevant to their stories. They decided on a film as the output of their work and the means for them to share their work more widely. This film was delivered in partnership with Dr Ed Packard from the University of Suffolk’s history team and the students presented their film and outlined the process they had been through at Northgate’s Community Afternoon ‘Great Get Together’ in June at Northgate’s (The Great Get Together). This was part of an event that had been organised by Year 9 pupils to commemorate the anniversary of Jo Cox’s murder.
- The students researching what Ipswich was like when their ancestors arrived (bottom left)

2 further Sharing Suffolk Stories pilots were with members of the **Suffolk Mind group from Quay Place** and the **Headway group** from Bury St Edmunds.

- Suffolk Mind at Quay Place engaged a group of heritage volunteers who are researching the archives for stories behind the names on the WWI memorial plaque within the church. They will link the stories uncovered to some of the SRO map collections that show the church and its surroundings, producing digitised map layers, to be hosted on the SRO website.
- Headway are a charity working with people with neurological injuries. A group in Bury are using pictures from the SRO photographic collections as stimuli to recreating memories verbally, then expanding that work by creating art projects based on the memories. The Activity Plan Officer and a Searchroom Assistant took a slideshow of pictures of Bury, photocopies of Goad Maps, and posters of pubs that had closed, to stimulate memories. One participant was transformed during this session; she was literally dancing around the room because she realised she could remember things again! The second session focused more on photographs, which proved to be more effective at engaging the patients.

The images on the preceding page show:

- the MIND group looking at sources at Ipswich Record Office with archivist Louise Kennedy (top left)
- Bury St Edmunds Headway group finding out about record office sources (top right)

## Pilot project: touring exhibition



### SUFFOLK RECORD OFFICE

Date 1<sup>st</sup> August 2017

Location of exhibition library newmarket

We'd love to know what you think about the archives-inspired exhibition unit of The Red Barn Murder, please let us know your thoughts on what you have seen today.

I thought it was really fun playing  
with the wickets and second 3 matches!!  
Thank you Eva 7xxx

Has what you seen today made you think about visiting Suffolk Records Office?

Definitely it was extraordinary  
thanks I loved it

PTO

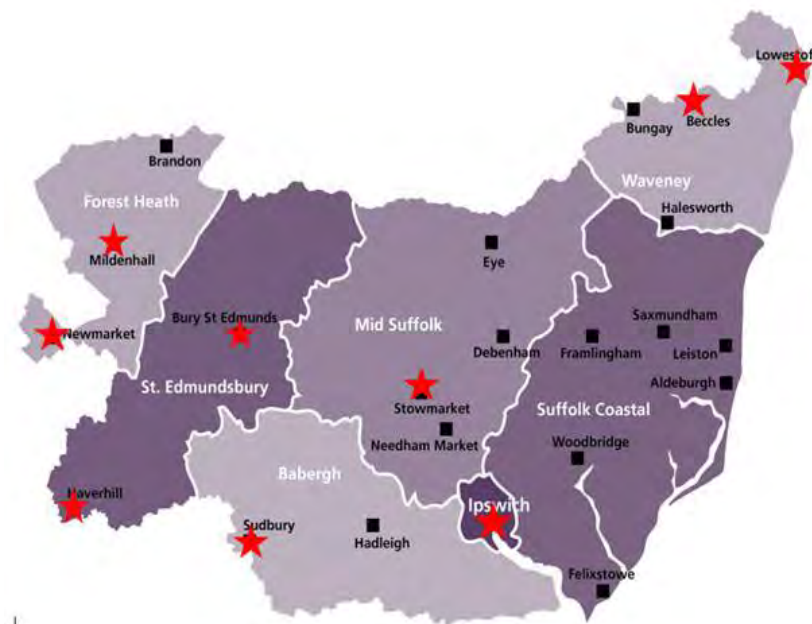
HG-014-08167 The Hold

Red Barn Murder Exhibition

### ***Touring mini-exhibition on the Red Barn Murder of 1827***

The Record Office worked with Exhibition and Interpretation specialists, GuM Studio, to develop the unit around the title 'Moles, Cherries and Murder'. GuM Studio and Studio Eger designed the unit (shown below) which combines facsimiles of archival sources, 3D objects and puzzles, audio (the 'Ballad of Maria Marten' recorded by vocalist Jonathan Hanley especially for this pilot) and a takeaway mock-up of a contemporary newspaper. From July to October, it toured the following venues:

- Newmarket Library
- John Peel Centre, Stowmarket
- Haverhill Arts Centre
- Beccles Library
- Lowestoft Marina Theatre
- Ipswich Multicultural Festival
- Endeavour House, Ipswich
- University of Suffolk Waterfront Building
- Moyses Hall, Bury St Edmunds
- Sudbury Library
- Mildenhall Library



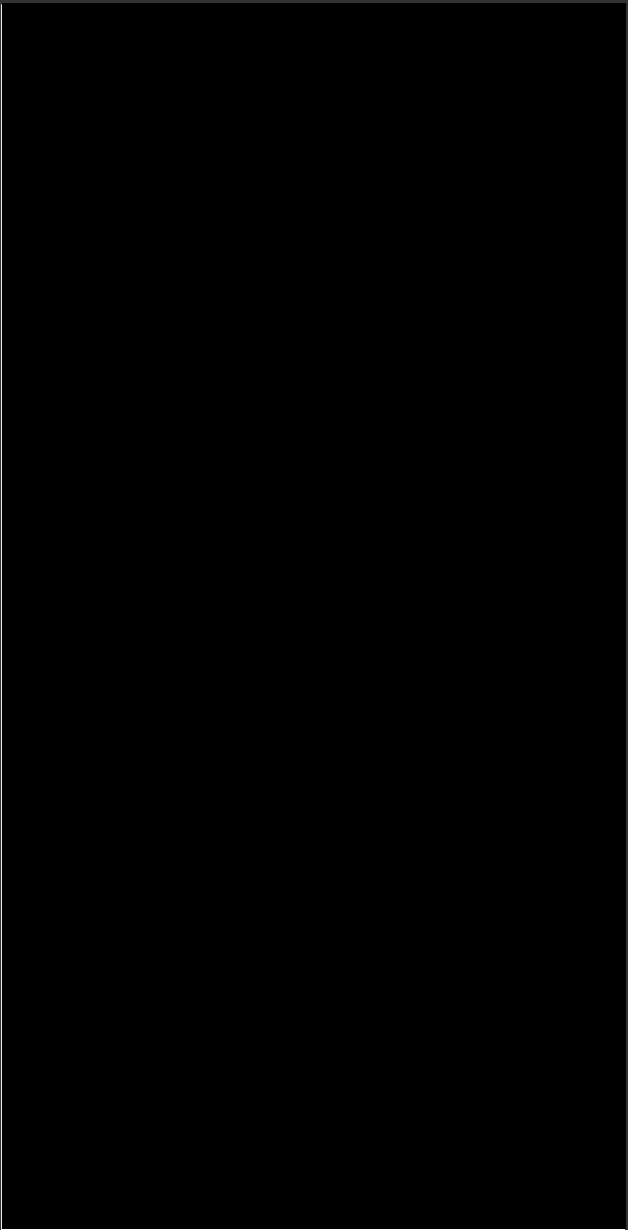
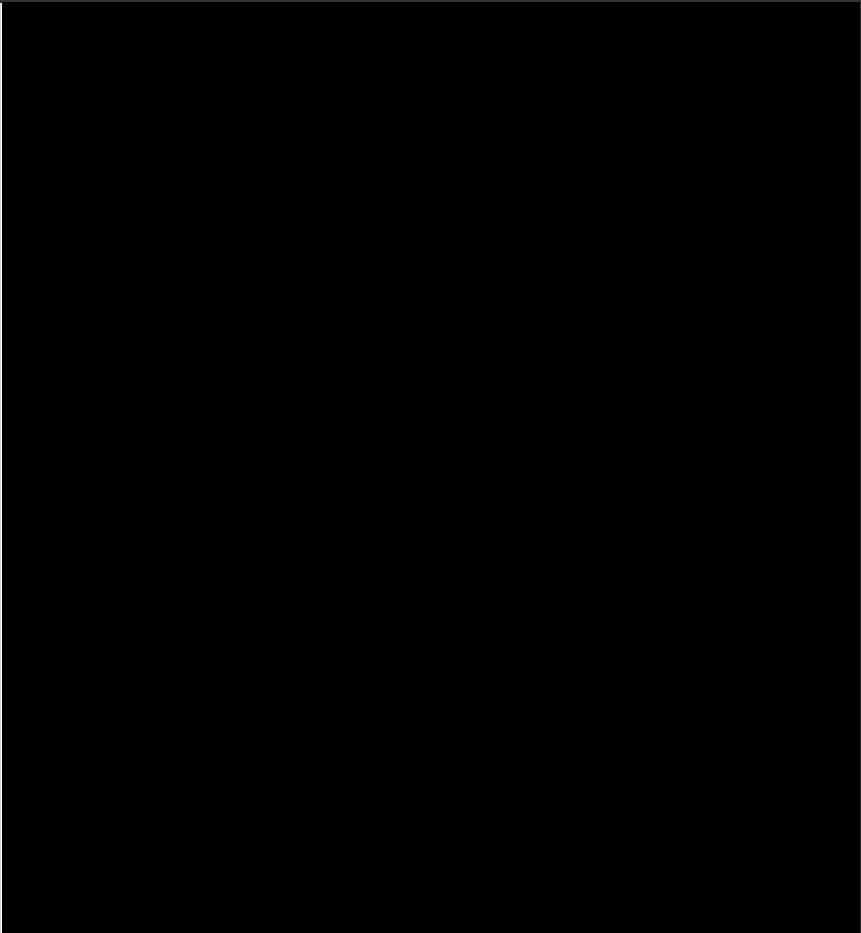
Above: map showing venues for the exhibition

Locations and dates were promoted on social media, the SRO website, and through the promotional leaflets and media channels of some of the venues themselves. The Ipswich Multicultural Festival recently presented an opportunity to observe first-hand how people interact with the unit in the context of a 1-day event.

The images on the preceding page show:

- The Red Barn Murder exhibition at Newmarket Library (left)
- The Red Barn Murder exhibition at Ipswich Multi-Cultural Festival (centre)
- The Red Barn Murder exhibition at Beccles Library (right)
- Evaluation form from Eva aged 7 (bottom left)

Pilot Project: 'Blood Red Barn'



HG-014-08167 The Hold  
Blood Red Barn

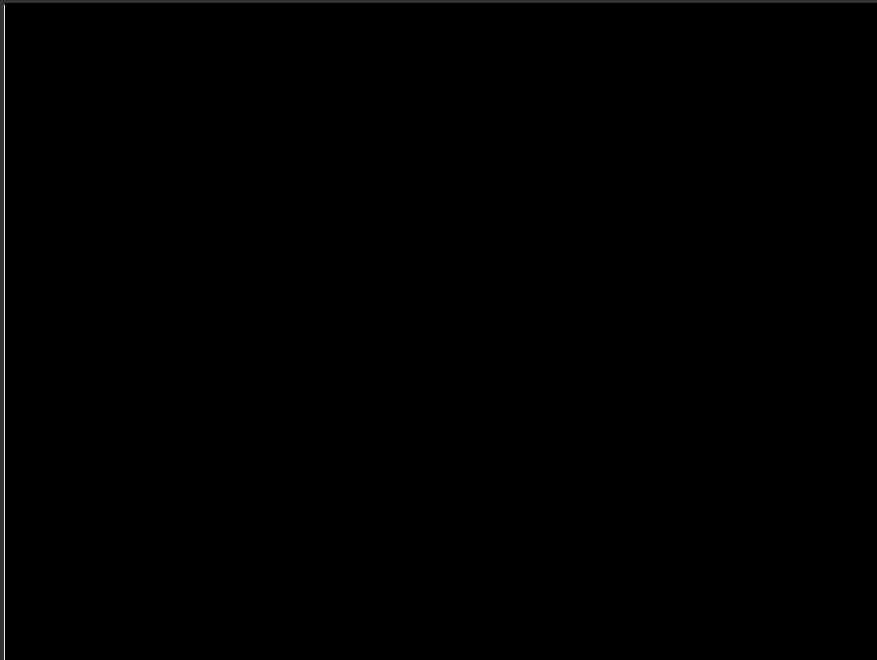
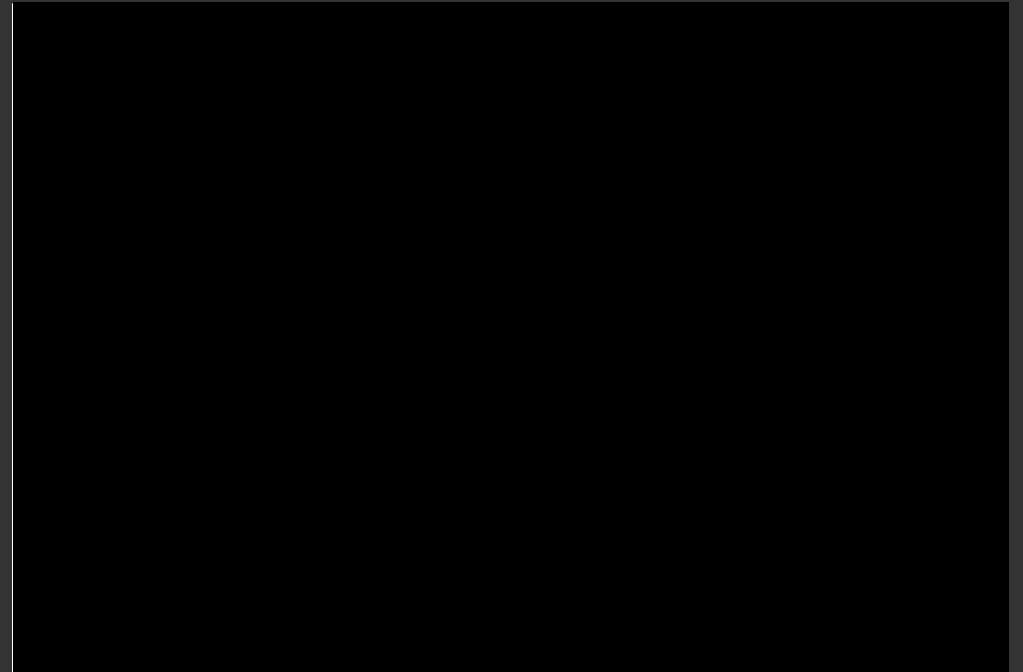
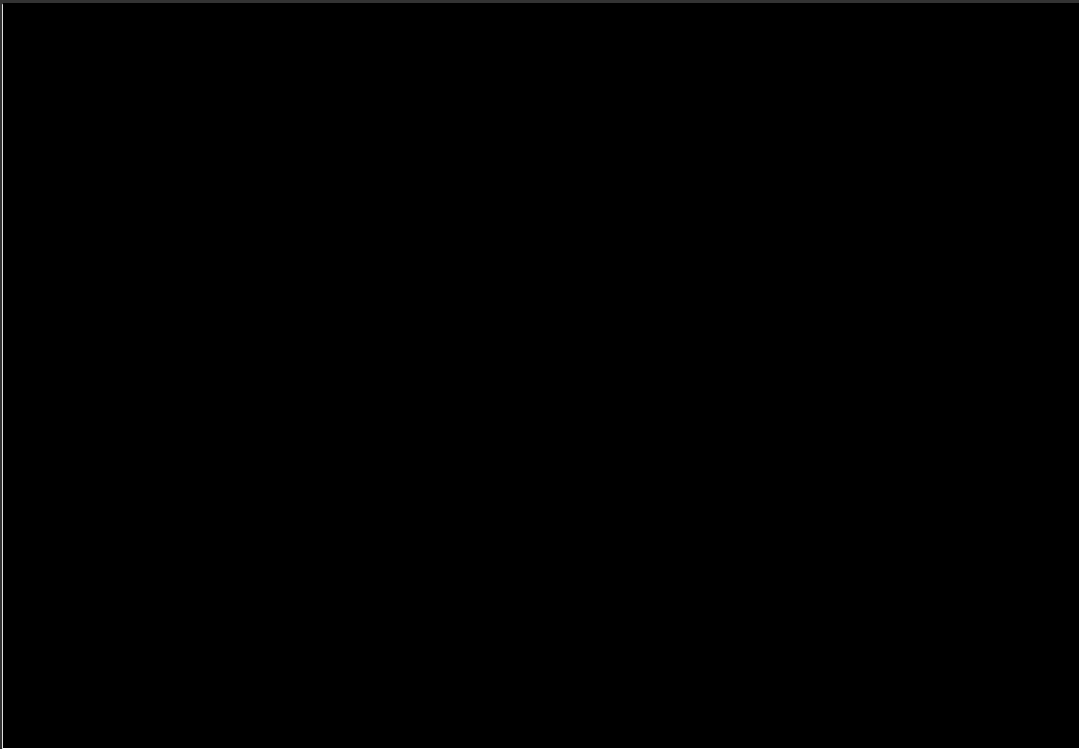
### **Youth Theatre piece – ‘Blood Red Barn’**

- Linked to the theme of the mini-exhibition, a local theatre group (Bring Out Your Dead – ‘BOYD’) specialising in youth theatre recruited an enthusiastic group of young performers interested in drama/theatre. Working with an established playwright ( ) they wrote and performed an hour-long ‘staged reading’ on the theme of the Red Barn Murder.
- As part of the writing and character development process, they conducted their own research into the original archival material and secondary sources at the Bury Record Office, facilitated by the archivist there. They then performed the play:
  - August 10<sup>th</sup> - Moyses Hall museum, Bury St Edmunds (who care for many of the 3D artefacts associated with the case) – pictured below
  - August 11<sup>th</sup> - Quay Place, Ipswich
  - August 12<sup>th</sup> - Polstead, the original site of the murder in 1827
- This pilot was very well received. Tickets were offered free of charge through BOYD’s Eventbrite page and ‘sold out’ quickly at each location. At Polstead a huge number of villagers turned up and we were setting out extra chairs to accommodate them right up until the performance started!
- The simplicity of the performance, the new take on the familiar story, the ‘just right’ length (1 hour) and inclusion of authentic detail created something highly engaging to a broad spectrum of people.

The images on the preceding page show:

- Bring Out Your Dead Theatre Company (BOYD) rehearsing at Moyses’s Hall Museum
- Poster for Blood Red Barn play
- BOYD researching the Red Barn Murder story at Bury Record Office

## Pilot project: Oral History pop-ups/Mantelpiece Project



HG-014-08167 The Hold  
Oral History pop ups

## **Oral history sessions and the 'Great Suffolk Mantelpiece Project'**

This pilot began with a pop-up oral history session on the Waterfront near the site of The Hold on 14<sup>th</sup> and 15<sup>th</sup> July.

Volunteers had been recruited from the University's History undergraduate cohort, who wished to learn oral history techniques. The initial Waterfront sessions allowed them to be trained in capturing oral history: a volunteer oral history practitioner helped to facilitate this.

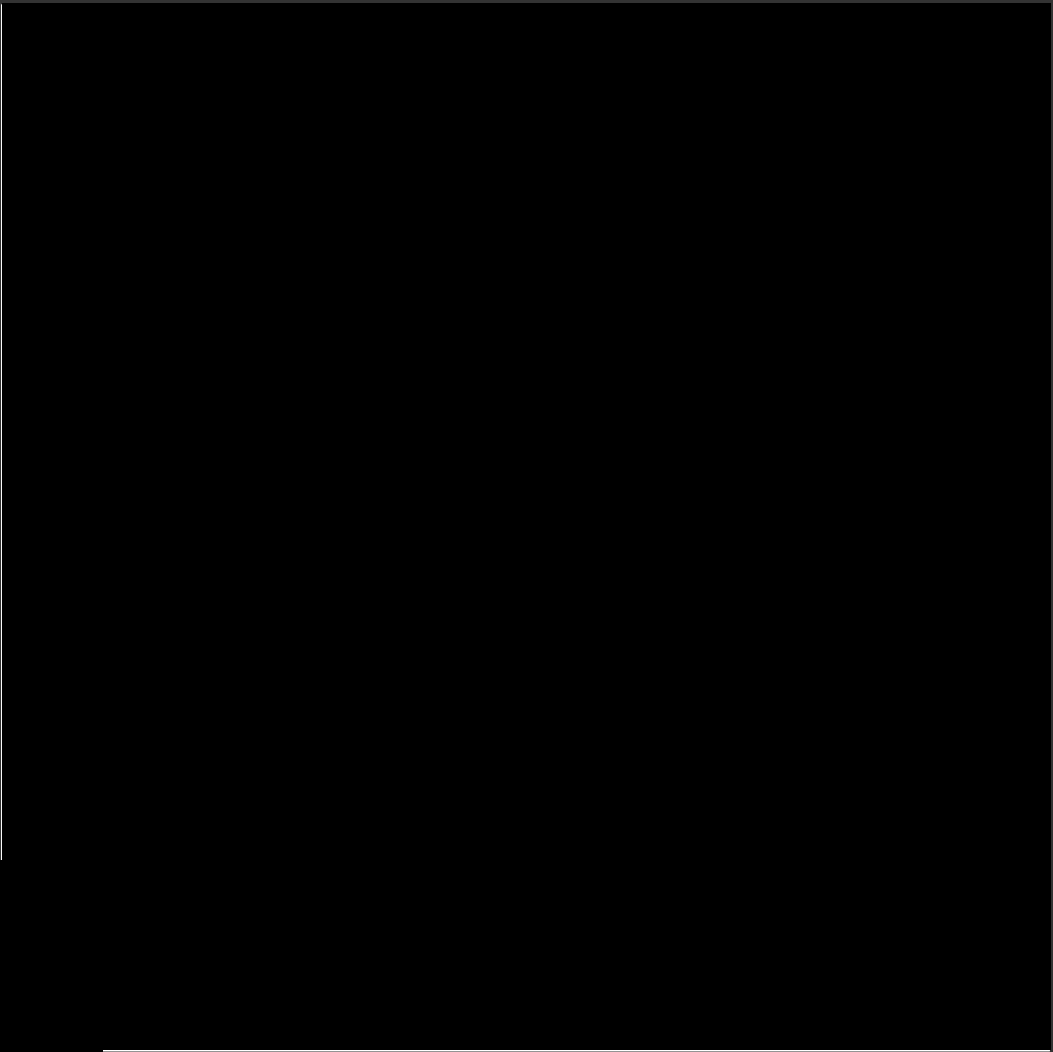
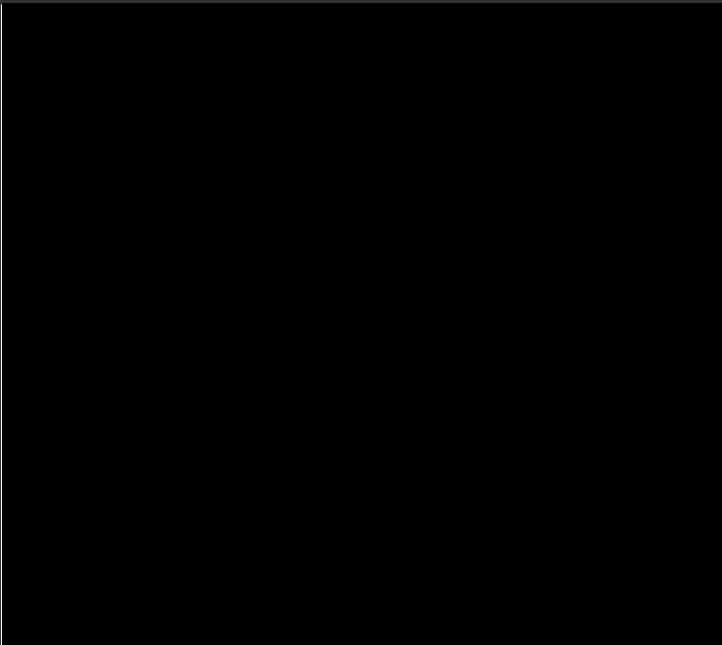
A local digital creative company ('Chronicle Digital Storytelling') based at Innovation Martlesham assisted with the recording and while the students captured short 'sound bites' from people on the street, longer more in-depth interviews were recorded by Chronicle (with the students taking it in turns to help). Online digital stories were created for each in-depth interviewee (see <https://vimeo.com/230022468>). SRO then toured the pop-up with the theme of 'mantelpieces' to encourage people to think about the links between material culture, archives and family history/stories.

Each digital story is accompanied by original corresponding images sourced from the archives. Each interviewee received a physical postcard in the post containing a QR code that links to their online story.



The images on the preceding page show:

- Students learning oral history recording techniques at the Ipswich Waterfront session (top left)
- A contributor to the mantelpiece session in Stowmarket (bottom left)
- Looking at a Kelly's Directory at the Brandon Country Park session (top right)
- The Mantelpiece at Woodbridge Library (bottom right)



### ***A 'TED-style' talk***

This pilot sought to recruit a student/group of students to develop and deliver a TED-style talk about archives and The Hold that could also be delivered to schools or youth groups. SRO wanted to test whether this format works generally, does it attract online interest and could it be used in future.

The theme chosen for the pilot was originally 'Counteracting fake news: why archives are important as the basis of corporate and community memory'. Subsequently the students evolved their theme to focus on the 'fake news' concept in the context of collections relating to WWI (in particular, through showcasing the story of the Stopher Brothers) and on exploring the contemporary biases that affect the primary sources in the collections.

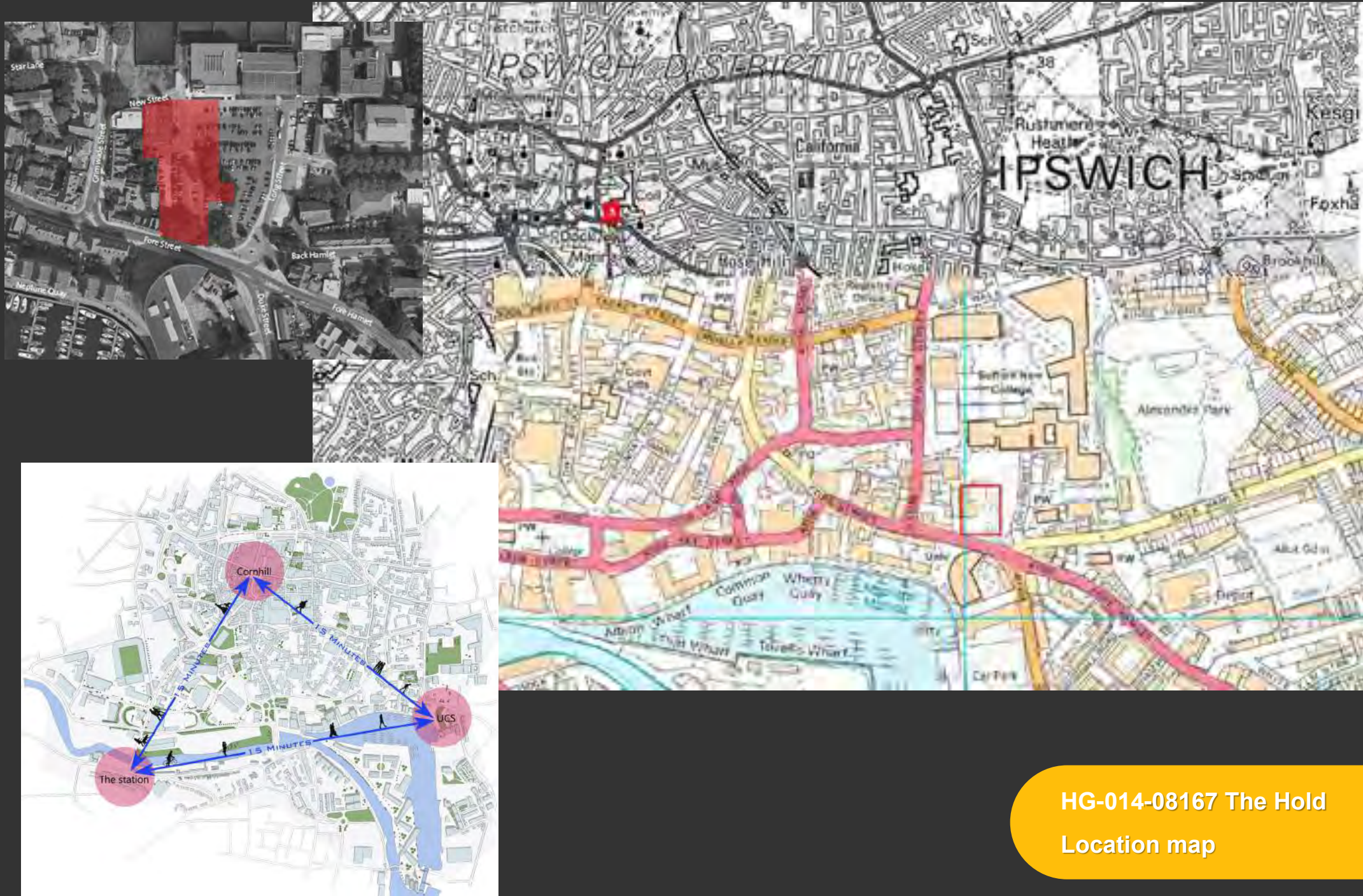
This talk was written and presented by a UoS History graduate [REDACTED] on the theme of 'Fake News Trusting History and Archives' and was recorded in front of a live audience at Northgate High School.

Both the Deputy Head Teacher and the Assistant Head of History were really excited about having the TED style talk at their school. They both said how important it was for the students to have something different to experience. A priority of the school is to empower the students to challenge their learning and to not just rely on the internet for their answers or research for essays and coursework.

The images on the preceding page show:

- Mandy delivering the talk about to an audience of 6th form students (top right)
- Amy explaining the background to The Hold project (top left)
- Members of the audience (bottom left)

## The Hold – the site in context



HG-014-08167 The Hold  
Location map

### ***The site***

The site is located to the East of Ipswich town centre in the County of Suffolk. The brownfield site comprises a linear strip of land that extends from New Street to Fore Street and is part of what is currently a car park serving the University of Suffolk campus buildings located to the North of the site and South of Fore Street - currently linked by a pedestrian route through the parking areas.

To the South of Fore Street a large open space leads directly to Ipswich's waterfront - the immediate adjacency of this historic waterfront provides the Heritage Centre with a relevant and appropriate setting.

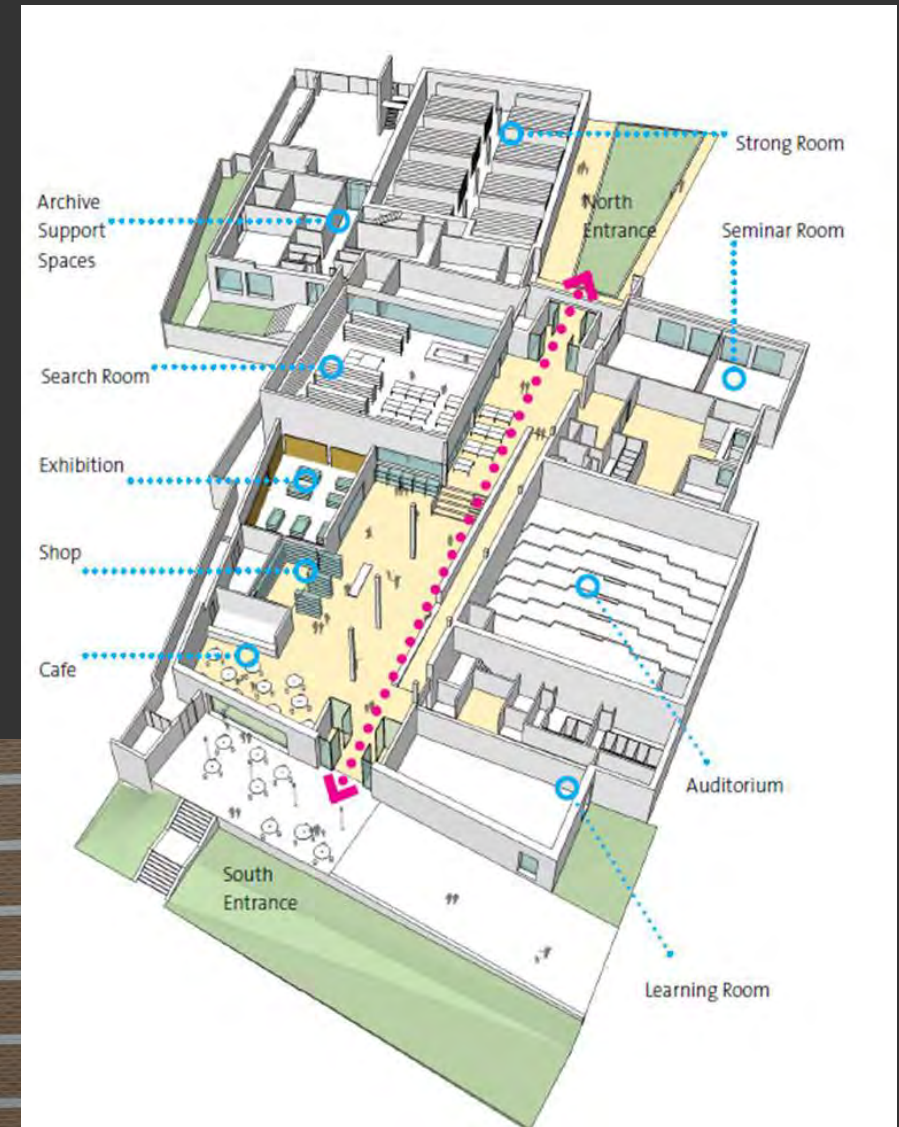
### **Turning our town around: The Vision for Ipswich** (Ipswich Borough Council, 2015)

The Ipswich Vision is designed to revive the town centre and regenerate Ipswich to be a 'waterfront town'. The Hold has been identified as one of the key projects essential to help regenerate the town and revitalise the Waterfront.

The images on the preceding page show:

- Ipswich Vision Plan showing the three key, anchor sites in Ipswich identified as the train station (where a large amount of pedestrian traffic arrives in the town), the Cornhill (seen by most as the centre of the town) and the university campus on the waterfront where The Hold will be located
- An aerial photograph of the site (top left)
- Town centre plan showing the location of The Hold with enlarged section (main)

# The Hold – 3D scale model, layout and north entrance



HG-014-08167 The Hold  
Building design

## ***Design***

The Hold is envisaged as the physical and virtual heart of the County's past. It will use the collections to bring Suffolk's stories and history to life through fun and interactive exhibitions and interpretation that will break down barriers to engagement and inspire people to learn more. With this in mind, the building has been designed to achieve maximum accessibility, both physically and intellectually, and to create an open, welcoming and truly inclusive experience for all. The Hold will be a place 'to see and be seen'.

The café will aim to draw people from the Waterfront and surrounding area and the displays around the building, in the café and in new changing exhibition space will showcase archives in an interactive, fun and engaging way, introducing people to the archive and its potential.

The building design, including the digital elements, will also enable a range of new activities, events, projects and programmes that will engage people with the archive, Suffolk's history and their part within it and by setting up learning programmes that create pathways to employment, understanding and enjoyment of archives.

Public spaces within the building will provide opportunities to engage and develop a diverse workforce for the future through volunteering. Alongside the staff they will support the delivery of the new activity programme and reach out across the county, bringing archives to people in their community and nurture and up-skill community groups.

Learning spaces, including the auditorium and seminar rooms, will enable opportunities for new and imaginative sessions for primary and secondary schools, drawing on the collections, traineeships for school leavers and internships positions for University students.

Another principle consideration has been the selection of the material palette for the building. There are two distinct colour and material palettes in the immediate vicinity – the geometric black and white patterning of the University buildings and the soft red bricks and white render of the adjacent conservation area buildings. Using 'Soft Red' bricks articulated by bands of Suffolk Whites is proposed which while contemporary in appearance reflects the material and colour palette of the adjacent conservation area. The banding was initially inspired by a simple brick building seen on a visit to St James in Suffolk where the plain walls were enlivened by bands of pale bricks and initially this idea suggested a possible reference to the rows of shelves of books and documents contained within The Hold. The principle reason for introducing the banding was the consideration of the relationship between texture and distance when viewing a relatively large brick building complex.

The detailed design of the new North Garden will investigate incorporating a sensory garden cared for by volunteer groups, such as Growing Places. A place outside the building could be provided with facilities for Guide Dogs. It also provides an attractive and inviting entrance at the north of the site .

The images on the preceding page show:

- View of the 3D model of The Hold showing the route through the building (top left)
- Layout showing the main elements of the building (top right)
- Architect's impression of the landscaped north entrance to The Hold showing the banding on the wall and the sensory garden (bottom left)

## The Hold – interior views showing searchroom, 'Wonderwall' and incline



HG-014-08167 The Hold  
Building design

External level changes at the front and rear of the building reduce the level change within the building to 1.3 metres - addressed by means of a 31 metre long gently sloping route that unites the upper and lower parts of the building. Reinforcing the sense of visual and physical connectivity a feature wall – a Wonderwall - extends alongside the route providing a strong and highly visible exhibition and display canvas for explaining and stimulating interest in the collections.

The Suffolk Coalition of Disabled People were pleased to note that no stairs or lifts are required in the public areas of the building, and responded very positively to the gentle incline and Wonderwall idea.

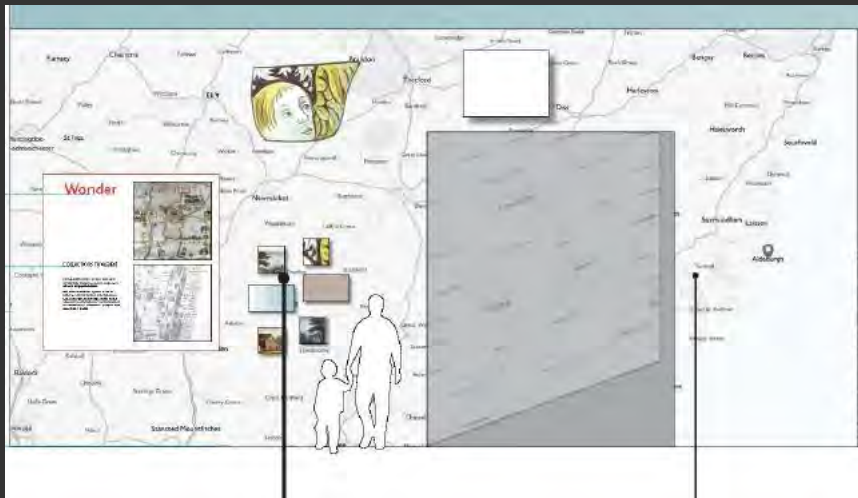
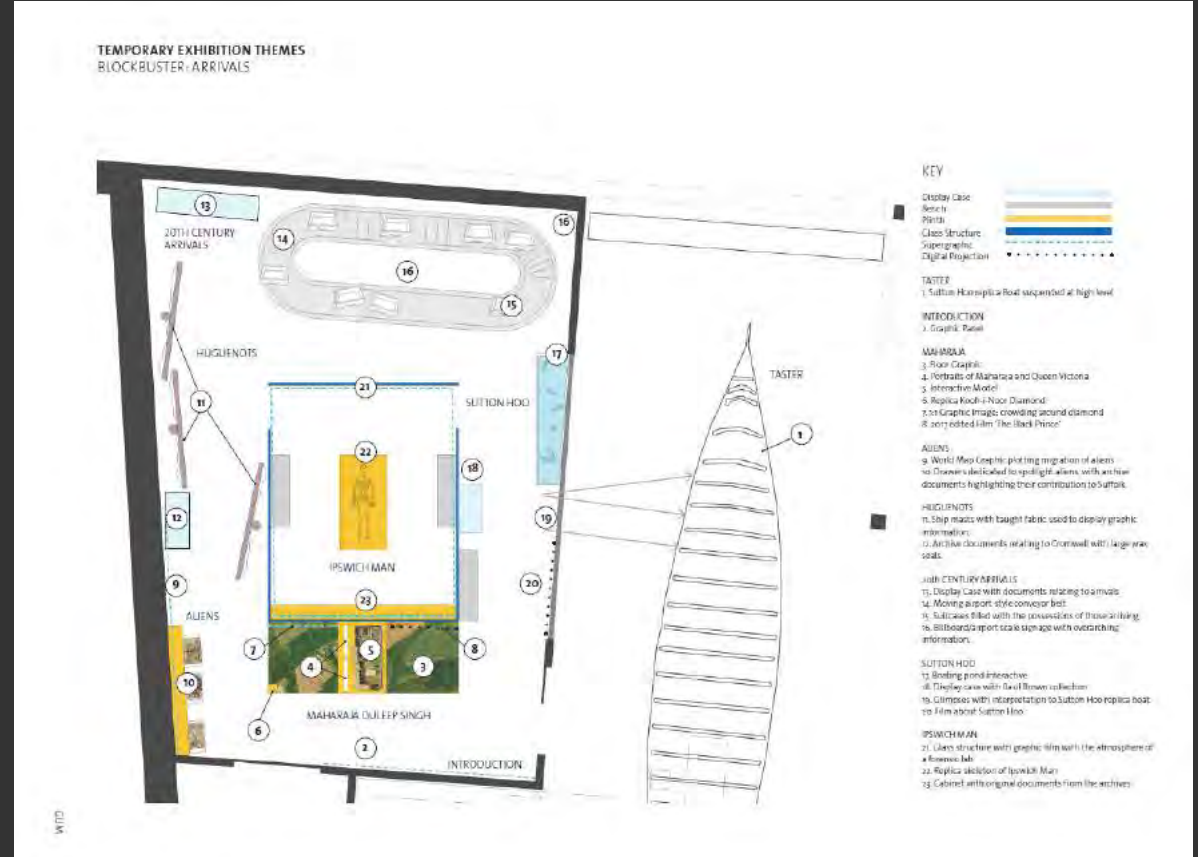
Reducing the level change also provides views from the lower level into the searchroom - announcing its presence and together with the Wonderwall instinctively drawing visitors along an animated route through the building.

The searchroom is the focal and principle research facility for members of the public - essentially the heart of the building where staff members of the public and the collections come together.

The images on the preceding page show:

- Interior view of the area outside the searchroom showing seating spilling out into the route as additional research space and a casual invitation for passers-by to participate (top right)
- Interior view showing the searchroom from the lower level (top left)
- Interior view of the area outside the searchroom showing the Wonderwall and ramp leading to the reception area, café and exhibition space (bottom)

# The Hold – exhibition ideas from GuM Studio



HG-014-08167 The Hold  
Exhibition & interpretation

# The Hold – exhibition ideas from GuM Studio

## Significant Collections

- Visitor-led exploration of all significant collections.

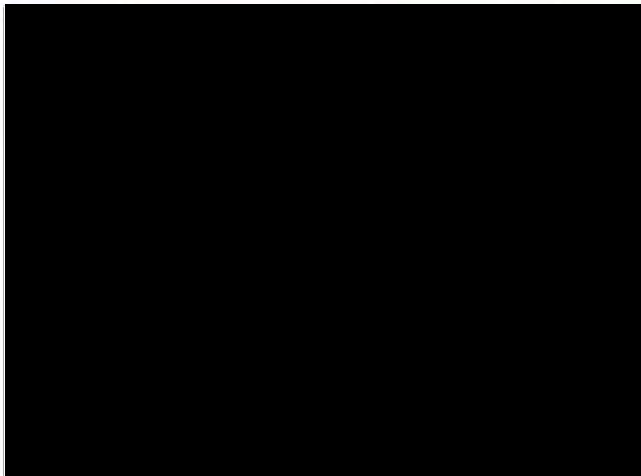
## Key Features

- Individual touch screens provide a home for The Hold's Personal Digital Assistant (PDA) developed as part of the Digital Strategy.
- The services include introductory videos for specific audience needs such as 'my first visit' and 'using a search catalogue'
- Live chat between visitors and staff members.
- Opportunity to view large scale sensitive artefacts in great detail on the group touch screen table.
- Software developed to engage groups and prompt discussion and debate at the large format table.

## Key Message

Creating a direct link to the Search Room, 'Search' gives visitors a taste of the material that can be found in the depths of the archive and equips them with the skills to find it.

The emphasis is on a bespoke experience giving the visitor the freedom to explore what appeals to them personally.



Far Left: Source Map of Suffolk, a starting point for county-wide map exploration

Left: 1594 Map of the coast at Aldeburgh, complete with mythical sea beasts



Far Left: Precedent image of a large format touch screen for groups.

Left: Explore - large scale touch table, extract from main visual (p.25).

## ***Exhibition concepts***

### ***Wonder***

The Wonderwall introduces visitors to Ipswich, the geographical home of The Hold and to Suffolk, the spiritual home of The Hold. The exhibit is realised through the language of drawing, 'pinning' examples from the archives to the large scale map on the left. The charcoal drawings on the right (part of a collection by artist Valerie Irwin which will be deposited when The Hold opens) act as wallpaper and they will be enhanced by audio benches where visitors can listen to personal accounts relating to the Waterfront and wallpaper image.

### ***Exchange***

At first glance archive boxes look banal, but opening up reveals a remarkable and rich narrative of past life. This exhibit uses items from many of the notable collections and points a spotlight on some key figures, sharing stories from the archives and making connections. It promotes dialogue with the searchroom as visitors are inspired to find out similar stories. Sub-themes include: family ( ), health (an attendant at the County Asylum) politics and campaigns ( ), arts and crafts ( ). The display will include: peep-hole Interactives, digital Interactives, musical boxes containing oral histories and integrated display cases to showcase original documents.

### ***First blockbuster—'Arrivals'***

The Hold will put on an annual 'blockbuster' exhibition every year for which it will charge an entry fee. The concept for the first show is 'Arrivals', focussing on famous individuals, communities, flora and fauna migrated from afar to settle in Suffolk. The design concept shows the proposed layout of the exhibition, which would take place at the formal opening of The Hold in Spring 2020.

### ***Search***

Creating a direct link to the Search Room, 'Search' gives visitors a taste of the material that can be found in the depths of the archive and equips them with the skills to find it. The emphasis is on a bespoke experience giving the visitor the freedom to explore what appeals to them personally. Strongly digital, it combines touch tables with catalogue software so visitors can informally browse collections and curated content.

The images on the preceding pages show:

- Design concept for Wonder by GuM Studios (first page, bottom)
- Design concept for Exchange by GuM Studios (first page, top left)
- Design concept for Arrivals by GuM Studios (first page, top right)
- Design concept for Search by GUM Studio (second page)