

## Shrewsbury Flaxmill Maltings Evaluation

### Appendix B – Activity Reports and Feedback Forms

AMION Consulting were commissioned by Historic England to undertake an evaluation of the Shrewsbury Flaxmill Maltings (SFM) project.

This Appendix has been produced to collate the Activity Reports produced by Shrewsbury Flaxmill Maltings Ltd and feedback forms submitted to Shrewsbury Flaxmill Maltings Ltd by schools or community groups.

**AMION Consulting has not produced any of these reports or forms. This Appendix is to provide further information on these activities, which have informed some of the outcome assessments within the main Evaluation Report.**

---



Shrewsbury Flaxmill Maltings – Activity Report  
PACC Family and YA summer activity – Cardboard Townscapes

|   |
|---|
| <p><i>Title of event and date – and how it links to the Activity Plan</i></p> <p>Reference: 10<br/>Cardboard Townscapes<br/>Summer holidays 2024 – 22<sup>nd</sup> and 29<sup>th</sup> July.<br/>Additional to the AP, we partnered with PACC (Parent and Carer Council Shropshire) to offer 2 free workshops leading on from our May Half Term activity. The session was differentiated to enable a group of children and young adults with additional needs to access the activity.</p>   |
| <p><i>Event plan with intended outcomes (what did you hope would happen?)</i></p> <p><i>Meet targets as outlined below</i><br/><i>Increase volunteer participation in delivering activities to visitors</i></p> <p><u>Participant Numbers:</u><br/>n/a as not outlined in AP<br/><u>Other:</u><br/>Positive Visitor Feedback</p>  |
| <p><i>Event Summary with actual outcomes, reasons for any differences</i></p> <p>22<sup>nd</sup> July attendance was 12 (7 A + 5 C)<br/>29<sup>th</sup> July attendance was 14 (7 A + 7 young adults)</p> <p>The families came from Shrewsbury, Whitchurch and Wem. Young people were aged between 6 and 24 with a wide range of abilities and disability including leaning difficulties and or neurodiversity.</p> <p>The activity took place in the Stables, as a more accessible and less daunting space for the SEND participants. The Smithy was used on the 29<sup>th</sup> as a break out space for those who wanted a quieter place to work.</p> <p>The resulting craft pieces will be exhibited in St Mary’s Church over October half term as part of a PACC celebration event.<br/>PACC have also hired the Dye House for their awards evening in November.</p> |
| <p><i>How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)</i></p> <p>The workshops were offered free of charge</p> <p>The events were advertised through the PACC website, newsletters and social media, intended to be accessed by the PACC community rather than an open call out.</p> <p><a href="http://www.paccshropshire.org.uk/get-involved">http://www.paccshropshire.org.uk/get-involved</a></p>  |
| <p><i>How many people attended? (members of the public rather than volunteers)</i></p> <p>22/7: 12<br/>29/7: 14</p>   |
| <p><i>How many volunteers were involved, and number of hours contributed?</i></p>   |

n/a

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

Resources were re-used from the May Half Term activity

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

N/A

*Feedback received:*

From PACC:

“The setting was relaxed and informal and ideal with the accessible toilet next door. Also plenty of space outside for those who needed a bit of time out and a separate room for those that found the activity too noisy.”

“Facilitator was great, supportive, patient and encouraging with individuals and parents.”

“Fun range of materials to work with and photos of landmarks really helped.”

Parent / carer feedback:

“Such fun.”

“Felt guilty that we used so much brown tape to cover the bridge but had great time.”

“Such a good idea and really enjoyed making something together.”

“Lovely to have mum and daughter time without other kids.”

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

Stables and particularly Smithy good spaces for accessible craft workshops

*Media Coverage (link to any media coverage received)*

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*



Lisa Hudson

30/07/2024 updated 13/09/24



Shrewsbury Flaxmill Maltings – Activity Report  
Molly the Trainee Witch and Dragon on the Hill  
October 2024 half term

*Title of event and date – and how it links to the Activity Plan*

**Reference: 11 -Additional Family Activities.**

**Halloween 2024**

Shrewsbury Flaxmill Maltings is excited to bring you a Halloween spectacular this October Half Term.

**Molly the Trainee Witch**

On Wednesday 30 and Thursday 31 October see the magical show of Molly the Trainee Witch. She has been trying for years to pass her magic exams, now she needs your help! Join Molly and the cats, Flax and Barley as they assist Molly preparing her magical potion in this live, interactive show. You can also take the opportunity to walk through the Spooky Corridor in the Dye House and take part in drop-in craft activities.

- Molly the Trainee Witch Story is aimed at 3 to 10 year olds.
- Performances – Wednesday 30 and Thursday 31 October at 10.00am, 11.30am and 1.00pm.
- Craft activities and Spooky Corridor until 3pm
- Performances are free to join, but donations are welcome. There is no need to book in advance
- Children must be accompanied by an adult at all events.

**Dragon on the Hill Tours**

On Friday 1 November (All Souls Day), you can enjoy a special Dragon on the Hill Tour with Molly the Trainee Witch. This family friendly tour will unlock the hidden secrets of Shrewsbury Flaxmill Maltings while Molly tells you the story of the Dragon on the Hill (an old nickname for the Flaxmill). Find out the stories the local Salopian children may have told each other about the dragon and what it would have been like to work in a flax mill.

- Dragon on the Hill Tour is aimed at 7 to 12 year olds.
- Friday 1 November at 11am and 2pm.
- Charges apply. Places are limited so booking in advance is highly recommended.
- It is a fully walking tour with stairs and lifts to upper floors.
- Children must be accompanied by an adult at all events.

*Event plan with intended outcomes (what did you hope would happen?)*

N/A no specific targets as falls under ref 11 Additional family activity rather than a specific line of its own.

Other:

Positive Visitor Feedback

*Event Summary with actual outcomes, reasons for any differences*

**Volunteer Hours = 33**

Comprised of 2 x rehearsals, up to 3 shows per volunteer; guided tour lead and support. We did not ask for volunteer support in the craft room because volunteers were needed in the Dye House for the performances.

Actual Attendance.

Over 2 days of Molly the Trainee Witch shows and craft:

| <b>Audience numbers</b> | Wednesday 30th | Thursday 31st |
|-------------------------|----------------|---------------|
| 10am                    | 80             | 76            |
| 11.30am                 | 123            | 116           |
| 1pm                     | 61             | 89            |
| Totals                  | 264            | 281           |
| <b>Grand total</b>      |                | <b>545</b>    |

Dragon on the Hill Family Friendly tours (2 tours on the Friday)- 21

**Total attendance = 566**

The spooky corridor was well received as a fitting way of navigating the Dye House into the performance space, or 'Molly's house.'

The craft activities did work in the Stables but it did get very busy in there, particularly straight after performances.

The café was incredibly busy, particularly with families taking a break in there while waiting for the craft area to become less busy. Café reported good takings on both the Wednesday and the Thursday.

See positive visitor feedback below

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

Molly the Trainee Witch show, craft activities and spooky corridor all offered free of charge, although we asked for donations if people felt they could. Dragon on the Hill FFT was at a charge of £7.50 per adult and £5 per child.

My Shrewsbury Facebook

SFM newsletter

Various parent Facebook groups

Original Shrewsbury What's On

SFM social media and website

*How many people attended? (members of the public rather than volunteers)*

**566** (see breakdown above)

*How many volunteers were involved, and number of hours contributed?*

8 volunteers= 33 hours

(3 volunteers for the Family Friendly Tours; 5 for the Molly shows)

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£486.53

NLHF Activity Plan Budget

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

We had approximately £30 donated in cash. However, the sum up machine did not work in the Dye House so we lost out on card donations as people tended not to walk over to the shop to donate.

The Dragon on the Hill Family Friendly tours generated £122.00.

*Feedback received:*

Of those who filled in feedback forms, and on scale of 1=poor and 10=excellent:

65% rated 9 or 10 for How would you rate the activities you took part in?

96% rated 8,9,10 for the above

88% rated 9 or 10 for How likely are you to recommend SFM to friends and family?

Sample feedback:

“Absolutely brill! 10am perfect, lovely interaction. Please do more, it's a perfect venue at the Flaxmill.”

“Brilliant. We're lucky to have events like this on our doorstep. Both the kids loved the show. Thank you.”

“Molly was great. Thank you for continuing to put exciting things like this for kids of all ages for free.”

“Good fun for all ages. The audience participation was lovely. The storyline worked well too. We are not poor. I'm a teacher, but we don't have money for extras. Coming here was a lovely day out. Thank you”

Full evaluation doc here:

[October 24 half term evaluation.xlsx](#)

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- An earlier 10am was a much better start time than previous activities starting at 11.
- Card donations should be more readily accessible
- The style of an interactive show proved really popular
- The Family Friendly tours were more popular than the trial ones over the summer
- This activity couldn't have been done without the generous time given by 5 of our volunteers. We will need to ensure we can garner this level of support when planning future activity like this
- Providing more days of activity would definitely have added to audience and engagement numbers. However, this has to be balanced against staff and volunteer capacity.

Media Coverage (link to any media coverage received)

Photographs from event/activity (ensure that participants have provided consent for their image to be



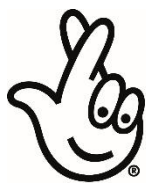




Lisa Hudson

11/11/2024

**SHREWSBURY  
FLAXMILL  
MALTINGS**



Made possible with

**Heritage  
Fund**

Shrewsbury Flaxmill Maltings – Activity Report  
Stories with Flax and Barley

*Title of event and date – and how it links to the Activity Plan*

**Reference: 10**

**Stories with Flax and Barley: Pawtraits, Paw Trails and More**

Summer holidays 2024: Paw Trail around the site Monday 22 July – Sunday 1 September daily; Kids go free in the exhibition; Stories and Pawtraits (guided storytelling sessions) and free craft drop-in activities every Tuesday and Thursday from Tuesday 23 July to Thursday 29 August. Family Friendly Behind-the Scenes tour every Friday from 26 July to 30 August.

**Paw Trails, Pawtraits, and More.**

Shrewsbury Flaxmill Maltings are hosting a paw-tastic summer this school holidays. Join the team on site as we explore the stories of our fictional site cats, Flax and Barley. Help create their adventures around the Flaxmill Maltings, Shrewsbury and beyond!

Every Tuesday and Thursday we will be running free family friendly activities.

**Stories with Flax and Barley.**

At 11am you can join Flax and Barley in a free guided story-telling session exploring the buildings of the Flaxmill Maltings and beyond.

**Stories and Pawtraits.**

We will be hosting creative drop-in sessions in the Dye House. Write or draw your own stories of Flax and Barley. Where have they visited today? What adventures have they got up to? All resources provided. Free, drop-in, no need to book. Sessions run from 12 until 3pm.

**Paw Trail**

A self-guided trail which follows Flax and Barley's journey around the site. Complete tasks and answer their questions to learn more about the animals who have lived and still live in and around these iconic buildings.

**Family Friendly Behind-the-Scenes Tours**

Shrewsbury Flaxmill Maltings will be hosting special family friendly behind-the-scenes tours this summer holidays. Summer Fridays from 26 July to 30 August at 11am, you can enjoy a family friendly tour where you can learn more about the history of the site, and see parts of the buildings you cannot see without a guide! These tours will be interactive and engaging for all members of the family.

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below\** \*please note that the target figures listed in the AP were designated before the actual hours of activity were finalised.

*Increase volunteer participation in delivering activities to visitors*

Volunteer Hours:

5x hours per day, 2x volunteers, 5 days per week = 300

Participant Numbers: 100 per day = 3000

Other:

Positive Visitor Feedback

*Event Summary with actual outcomes, reasons for any differences*

**Volunteer Hours = 42**

Not all guided story / craft sessions were supported by a volunteer (total 22.5 hours across the 12 days)

Family friendly tours were fully supported (total 19.5 across the 6 tours with a lead and support guide).

Actual Attendance.

**195** people attended the guided storytelling (12 sessions)

**272** people attended the craft drop ins (12 sessions)

**136** people completed the Paw Trail.

**129** children went free into the exhibition

**25** people went on a Family Friendly tour (6 sessions)

**Total attendance = 757**

The storytelling and craft drop-in activities took place in the Dye House. The larger space was again very positively received.

The legacy of this project is that 6 A4 prints have been commissioned from children's illustrator Victoria Byron (<https://www.victoriabyron.co.uk/>) These prints will feature quotes from the children's stories at 6 of the 12 locations (SFM Jubilee Tower and Wildflower Meadow; Shrewsbury Castle; Museum & Art Gallery; Market Hall, the Sabrina Boat).

See positive visitor feedback below

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

All events offered free of charge

My Shrewsbury Facebook

SFM website and social media

<https://www.visitshropshire.co.uk/news/paw-trails-pawtraits-and-more-summer-at-shrewsbury-flaxmill-maltings/>

<https://originalshrewsbury.co.uk/blog/free-things-to-do-for-families-in-shrewsbury-this-summer>

<https://www.shropshirestar.com/entertainment/events/search/2024/07/20/28-things-to-do-with-the-kids-in-shropshire-this-summer-holidays/>

*How many people attended? (members of the public rather than volunteers)*  
**757** (see breakdown above)

*How many volunteers were involved, and number of hours contributed?*  
9 volunteers  
Total = 42 hours  
(5 volunteers for the FF tours; 4 for stories and craft drop-ins)

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*  
£88.45  
NLHF Activity Plan Budget

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*  
A small amount of income was made from the FF tours, although the focus of this activity was to pilot a family friendly Behind-the Scenes offer for future delivery. Similarly, an income would have been generated from paying adults accompanying free kids in the exhibition (actual figures to follow)

*Feedback received:*

Of those who filled in feedback forms, and on scale of 1=poor and 10=excellent:

**85%** rated 9 or 10 for How would you rate the activities you took part in?  
**92%** rated 9 or 10 for How likely are you to recommend SFM to friends and family?

Sample of feedback (see link below for all)

- “Absolutely brilliant - children thoroughly enjoyed it and are really interested in the history of the Flaxmill now as a result of the guided storytelling.”
- “I had a 3 year old with me. She was very excited by the Paw Trail and could access it at her level. She was really engaged with the storytelling and produced a great story. So I felt the visit provided her with more than I would have anticipated.”
- “I find the environment calm and comforting for my SEN child.”
- “I have been really impressed today.”
- “We loved the arts and crafts, super volunteers, amazingly friendly and patient staff. Engaging, imaginative and no pressure to conform, all individuality encouraged. Loved it all.”

Full evaluation doc here:

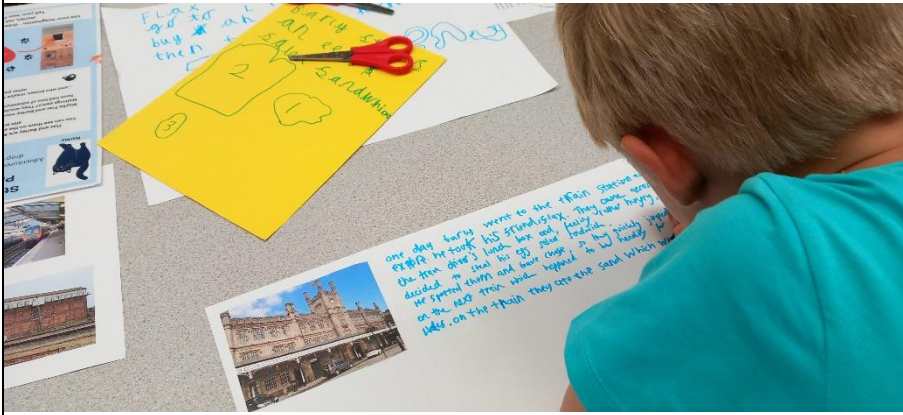
[Flax and Barley summer 24 evaluation .xlsx](#)

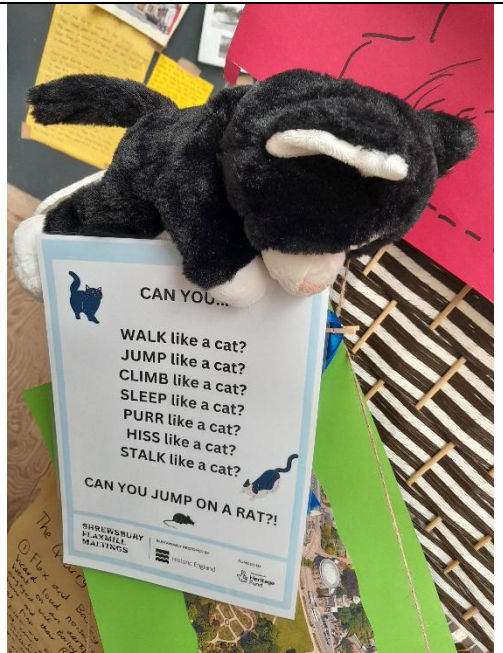
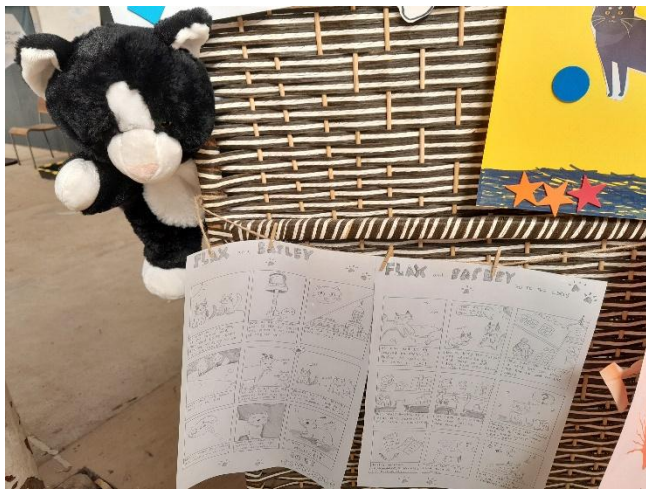
*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- Using background music was very positive
- Having some separate activity for older siblings worked well.
- We need to consider an earlier start time. Feedback reported that 11 am is too close to toddler lunchtime.
- We might consider more than one guided storytelling session in a day
- Using larger Dye House space was again really positively received

Media Coverage (link to any media coverage received)

Photographs from event/activity (ensure that participants have provided consent for their image to be used.)

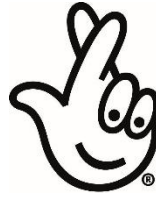




Lisa Hudson

09/09/2024

**SHREWSBURY  
FLAXMILL  
MALTINGS**



Made possible with

**Heritage  
Fund**

Shrewsbury Flaxmill Maltings – Activity Report

Pop-Up Puppet Cinema presents Back to the Future and Jaws  
Saturday 7<sup>th</sup> September 2024

*Title of event and date – and how it links to the Activity Plan*

Reference: 11 – Additional Visitor Activities

Pop-Up Puppet Cinema presents Back to the Future and Jaws  
Saturday 7<sup>th</sup> September 2024

6.30 – 8.15 in the Dye House and Turned Wood Café.



£10 – includes a drink (wine, beer or soft)

Café open from 6pm beforehand, closes after the interval (approx. 7.45)

Event plan with intended outcomes

N/A (See column I in AP)

*Event Summary with actual outcomes, reasons for any differences*

**55** bought tickets  
**51** people attended.

Generated £550 income in ticket sales, plus additional turnover for the Cafe

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

On site posters  
Website  
SFM facebook and Instagram  
SFM newsletter  
Original Shrewsbury website  
My Shrewsbury facebook page  
Posters in Shrewsbury Library, Cups and Creators, Shrewsbury Coffee House, DVD Megastore.



*How many people attended? (members of the public rather than volunteers)*

Ticketed: 51

*How many volunteers were involved, and number of hours contributed?*

N/A

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

Costs:

£215.59 for Café

£450.00 for PPC

= £665.59 in total

NLHF Activity Plan Budget

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

£550

*Feedback received:*

“Awesome” - Facebook

“It was hilarious and very inventive” - Facebook

“I didn’t know what to expect but it was great” Audience feedback

“You’ve got something special there. They’re brilliant shows” (Customer on Pop Up Puppet Cinema Facebook)

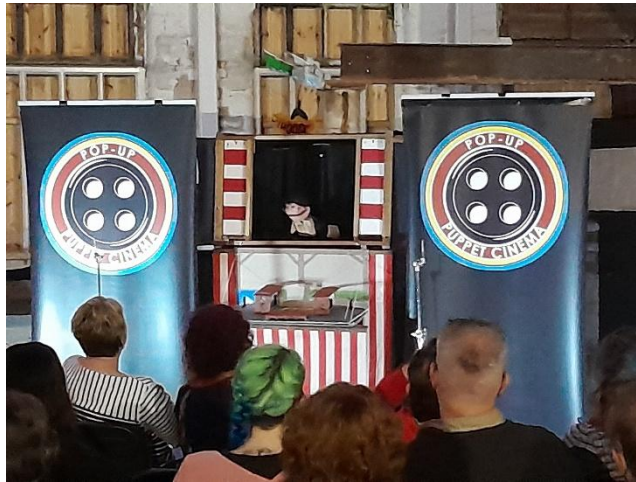
“Thank you so much to SFM for having the show over. Great venue, great crowd and a great reception. The puppets are now packed and en route home to Puppet Towers.” - Pop Up Puppet cinema Facebook

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

Company’s sound levels were a bit off in the first show (BTTF). Resolved during interval. Have something for the audience to do during the interval (my understanding was that they would be able to see the company rebuilding the set for the second show, but that was largely done behind masking). No complaints from audience however.

Media Coverage (link to any media coverage received)

Photographs from event/activity (ensure that participants have provided consent for their image to be used.)



Lisa Hudson

11/09/24



Shrewsbury Flaxmill Maltings – Activity Report  
Lovelyland Little Library at Shrewsbury Flaxmill Maltings  
Launch event (in partnership with Little Stars charity) – Sunday 22 September 2024.  
Ref 16.

*Title of event and date – and how it links to the Activity Plan*

Reference: 16

Lovelyland Little Library at Shrewsbury Flaxmill Maltings  
Launch event (in partnership with Little Stars charity) – Sunday 22 September 2024.

Lovelyland - Mini outdoor libraries (in weather-proof cabinets) have been placed around the local area by Lovelyland aimed at people who face barriers to accessing books. This scheme has been running for 3 years and has seen 100s of people access them. Lovelyland refresh the selection 4 times a year, and there is a comment card inside for people to request specific books/genres. The mini libraries often have a storytelling session every time they are changed to 'announce' it, and to get people using the resource, the theme of these sessions can be arranged with LovelyLand to reflect the themes of the site.

We are excited to add Shrewsbury Flaxmill Maltings as the site of the biggest little library yet!

The launch event was delivered in partnership with Lovelyland and local charity Little Stars, who provide free or low cost children's clothing, including school uniforms, in the local community. Little Stars offered free craft activities at the launch and invited the local community to drop in pre-loved baby clothes for their clothing bank. In addition, Lovelyland facilitated a book swap event alongside the official opening of the Little Library. Jake Evans provided 3 free storytelling sessions.

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below*

*Increase volunteer participation in delivering activities to visitors*

Participant Numbers:

Storytelling Sessions – 140 (originally planned over 7 sessions)

Other:

Hyper-local partnership with Lovelyland

Engagement of wider community

Skills development for participants

Positive feedback from local community

*Event Summary with actual outcomes, reasons for any differences*

The library launch (intended for Friday 26 July) was delayed by the late delivery of the library structure itself (the company we commissioned experienced a delay in receiving the wood from the EU).

Library was delivered and installed early September 2024 and stocked with a range of new books (w/c 16<sup>th</sup> September), many of which are thematically linked to the site,

Sunday 22<sup>nd</sup> September – launch day in partnership with Lovelyland and Little Stars.

Lovelyland will refresh the library 4 times in the next year.

The launch event, despite inclement weather, was attended by **123 people**. Little Stars were overwhelmed by the amount and quality of donated items (which included some large new or nearly new baby equipment such as a pram and moses basket). Feedback from the public was extremely positive (see below).

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

The event was offered free of charge, including storytelling, craft and books.

The event was advertised through the Little Stars website, newsletters and social media. Also by Lovelyland social media. It was displayed on posters around SFM site and in SFM social media / on the website.

*How many people attended? (members of the public rather than volunteers)*

**123 over a 4 hour event.**

*How many volunteers were involved, and number of hours contributed?*

One volunteer (1 hour)

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£1720.00 (library build, books, Lovelyland refreshing books x4 times; storyteller for launch).

Source of funding: NLHF

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

N/A

*Feedback received:*

“(The event is) absolutely fantastic. It’s great to have an opportunity to get the kids to do some storytelling, they’ve really liked that. And we’ve already got a fantastic book. I’m really happy with that, and they’re making some crafts, so it’s been really good.” (Parent)

“(Jake’s story was ) very good because he doesn’t just read a book, he makes it all up from his head. I’m going to choose a book to take home.” (Child)

“It’s great to have books available for the little ones. They’re normally so expensive to buy new, and it’s great that you can just have a trust system.” (Parent)

“My little one loves books, he loves to read all the time but you can’t get enough because he goes through three a night so having them local, and we come here all the time, is a great idea. Thank you.” (Parent)

The Little Lovelyland Library is a local book share scheme designed to provide equal, stress-free access to good quality children’s books for all families. We are delighted to be opening our newest little library at Shrewsbury Flaxmill Maltings.’  
Clare Bear – Project Manager, LovelyLand

‘We would like to extend our thanks to Shrewsbury Flaxmill Maltings for hosting us as well as LovelyLand and Jake Evans for their wonderful collaboration. It was fantastic to see the community come together for such a special event, helping to bring awareness to our charity. A huge thank you to all the families who attended and to everyone who generously donated such amazing items. We truly appreciate your support in making this event a memorable one and we look forward to more collaborations in the future!’ Little Stars team

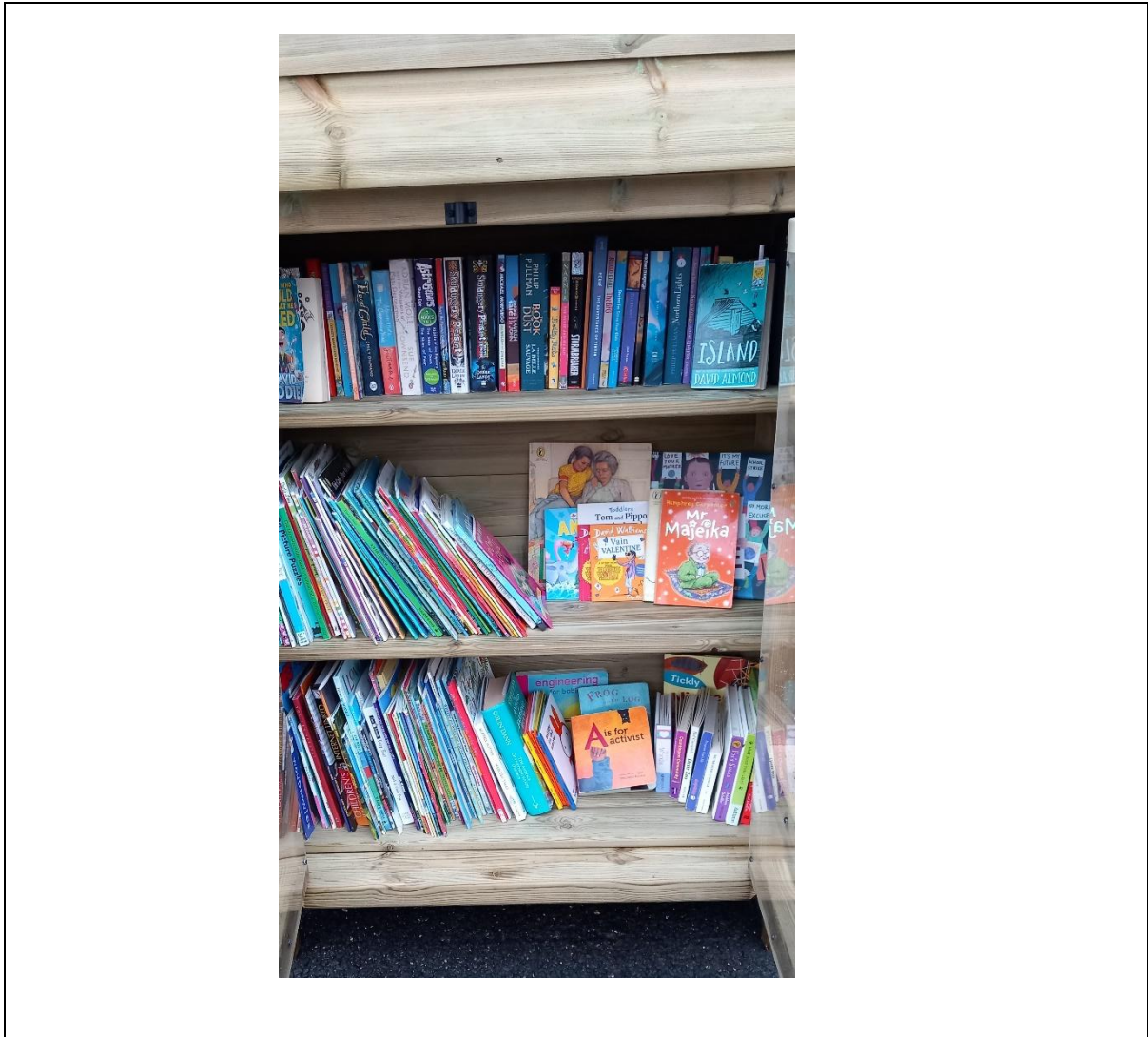
*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- The event was intended to use spaces around the site, but due to the weather we moved all activity to the Dye House. In retrospect, this worked really well, probably better than the original plan.
- Feedback was captured via audio recordings. Having a short feedback form would have allowed for a greater range of feedback.
- Having the event as a 3 way partnership was very effective, and allowed for a 'cross-pollination' of the community, who attended because of one partner but were able to connect with the different organisations once there.
- We probably could have finished the event at 1pm as most people (particularly those with small children) had left for lunch by 12.30 – 1).

*Media Coverage (link to any media coverage received)*

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*





Lisa Hudson

24/09/24



Shrewsbury Flaxmill Maltings – Activity Report  
Flaxmill Voices

*Title of event and date – and how it links to the Activity Plan*

Reference: 27

Flaxmill Voices

Working with Andy McKeown (Wild Strawberry) to record local people saying the names of people who were recorded on censuses in the C19th as working at the Flaxmill. This was done through pop-up sessions at the Flaxmill and at schools. The culmination of this was an immersive light and sound show at the Flaxmill as well as a usable asset for the collection.

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below*

*Increase volunteer participation in delivering activities to visitors*

Volunteer Hours:

Researching names and producing print-outs: 60 hours

Recording sessions: 8 hours

Participant Numbers:

Event Days – 1,365 (target 1500)

Recording Sessions – 670 people engaged through project development (including local primary schools and SY college) (target 2000)

Other:

Successful partnership with local artist

5 nights of light show with free admission (target 10 days)

Positive Visitor Feedback

Late opening of Café with musical entertainment (55 attendees)

Presentation of Institute of Mechanical Engineers [Award](#), received on behalf of SFM by Anna Turner, The Lord Lieutenant of Shropshire

*Event Summary with actual outcomes, reasons for any differences*

Recording started in the Autumn of 2023 and carried on throughout 2024, both on site and in local schools (Greenfields, Mount Pleasant and Shrewsbury College).

The exhibition days ([9 February](#) then 27-29 Sept 2024 inclusive), were attended by 1365 people (9% down on intended no. of 1500). 100 people attended in February, 1265 in September. The installation was delivered outdoors on the South Engine house of the Main Mill and the external wall of the Dyehouse and inside, in the Dyehouse itself. The installations were received by attendees and gathered good media attention and social media reviews.

The event coincided with Shrewsbury Pride and sat alongside the programming, being mentioned in Pride literature.

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

The event was offered free of charge, including music in the Café on the opening night (Friday 27 September 2024).

The event was advertised through SFM [website](#), newsletters and social media. It was displayed on posters around SFM site and drew the following coverage:

[Original Shrewsbury](#)

[My Shrewsbury](#)

[My Shrewsbury Blog](#)

[Shropshire Live](#)

[Visit Shropshire](#)

[Love Shrewsbury](#)

[Shropshire Star \(Feb\)](#)

[iMech](#)

[Shropshire Star \(Inception in 2020\)](#)

BBC Radio Shropshire interviews x2 (2023&2024)

Star (Print):

EXPRESS & STAR | FRIDAY, SEPTEMBER 20, 2024

**PREVIEW** **SHREWSBURY WELCOMES FLAXMILL VOICES**

# Immerse yourself in a light and sound show

**MATTHEW PANTER**

[matthew.panter@mmmedia.co.uk](mailto:matthew.panter@mmmedia.co.uk)

**Internationally renowned artist Andy McKeown is bringing his latest specially designed immersive sound and light event to Shrewsbury Flaxmill Maltings.**

The team at the venue have been working with the light and sound artist, from Belle Vue, to record local people saying the names of some of the many Flaxmill workers and their families who were registered on censuses in the 1800s.

The concept which began in 2022, was an installation, primarily audio involving the names of people who either worked at the Flaxmill or were involved with the site and related to the 1831 census. Penny Ward, an archive volunteer, created a list of 2,080 names and the project was subsequently named 'Flaxmill Voices' and will be completely free to visit over three days from September 27-29.

Andy has been recording individual voices at local schools including Mount Pleasant and Greenfields primaries as well as at Shrewsbury Colleges Group.

To mark their support and inclusion of the project, when a person records a name in the sound booth on site, they are given a card with the name of the person and are being invited to bring it back when the installation is on and 'clock on' on to a board with it as workers would have once done. The board will be glazed



and kept as a record of both the project and the census names and displayed at the Flaxmill, which dates from 1797.

Andy, who has a studio in Shrewsbury, has completed many large-scale light and sound projects throughout the UK and internationally including Digital Graffiti Festival in Florida and Nuit de Lampions Wiltz, in Luxembourg and over 500 shows and installations throughout the UK including Blackpool Illuminations, Mayflower 400 (Southampton) and many

Cathedrals and churches including York Minster, and Lichfield Cathedral plus Shrewsbury Market Hall, Nottingham Castle, Bolsover Castle, Ludlow Castle, Powis and Chirk Castles and Attingham Mansion.

Simon Cranmer, Head of Visitor Experience at Shrewsbury Flaxmill Maltings, said: "Flaxmill Voices is an important project for us, which not only helps to record and remember some of the many thousands of people involved with the Flaxmill over its long history, but it also forms part of the

culmination of celebration projects to mark the end of the six-year £26m restoration project of the buildings."

Twelve projectors will wrap the Dye House interior with a continuously changing live mix of shadows and texts, and will be covered with moving words in an immersive experience. Outdoors, the South Engine House will be covered by names flowing upwards.

For more details, visit [www.shrewsburyflaxmillmaltings.org.uk/whats-on/](http://www.shrewsburyflaxmillmaltings.org.uk/whats-on/)

*How many people attended? (members of the public rather than volunteers)*

1365 people 100 people attended in February, 1265 in September

*How many volunteers were involved, and number of hours contributed?*

68 hours – recording and preparing space

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£17,400 – Wild Strawberry via PO

Source of funding: NLHF

£250 – Music for Event (Andy Lowe)

Source of Funding: NLHF (Late series)

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

N/A

Feedback

**David Partridge**

an hour ago

Add label



Just thank you, came to the voices installation last week inspiring

**Richard Keenan**

Lovely time tonight Andy.. thanks. Very moving and chilled with the voices outside and Andy +1 inside. Hope the weekend goes well and the weather stays fine.

**Richard Keenan**

Really enjoyed the evening on Friday. You were busy busy everywhere. Credit to you and your team for a moving and meaningful reflection of 2000 voices.



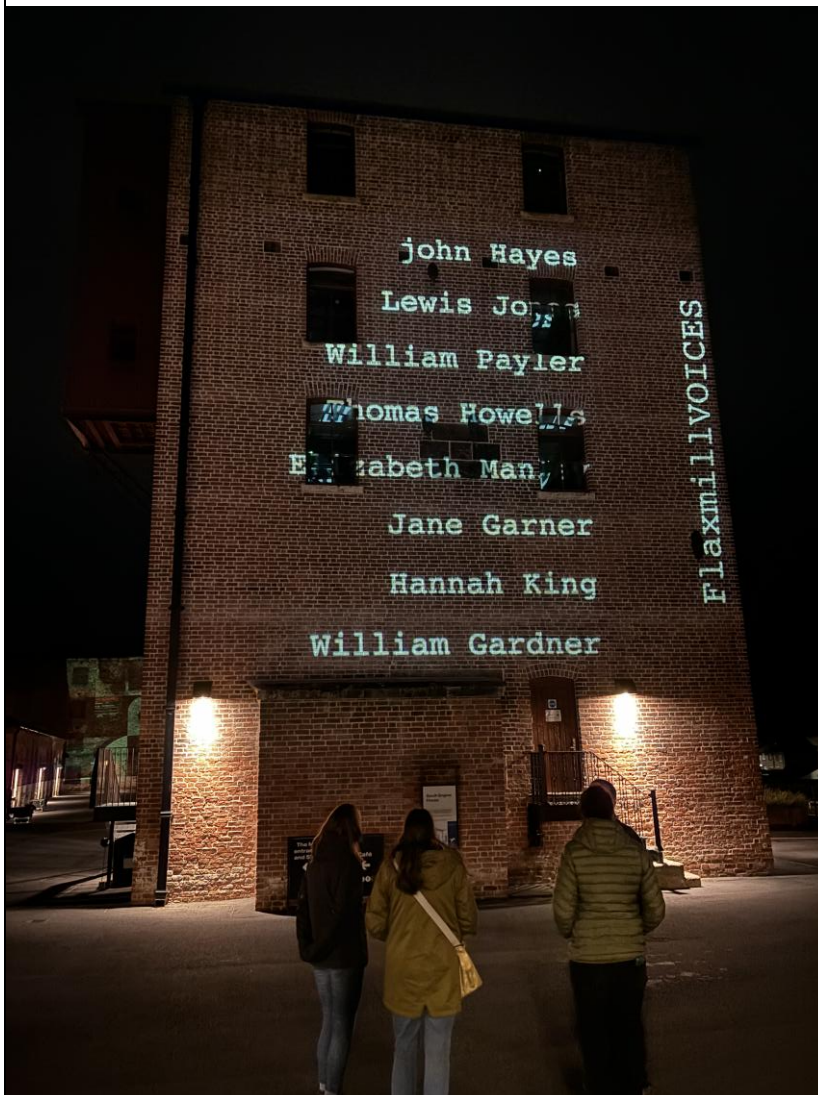
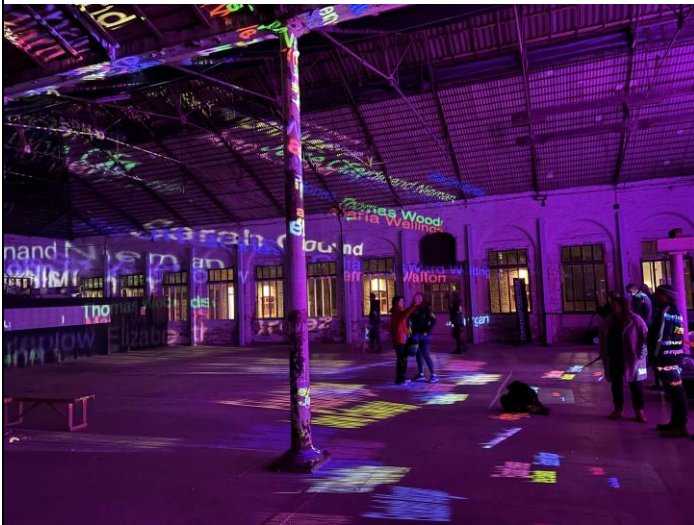
**getsetgoenglish**

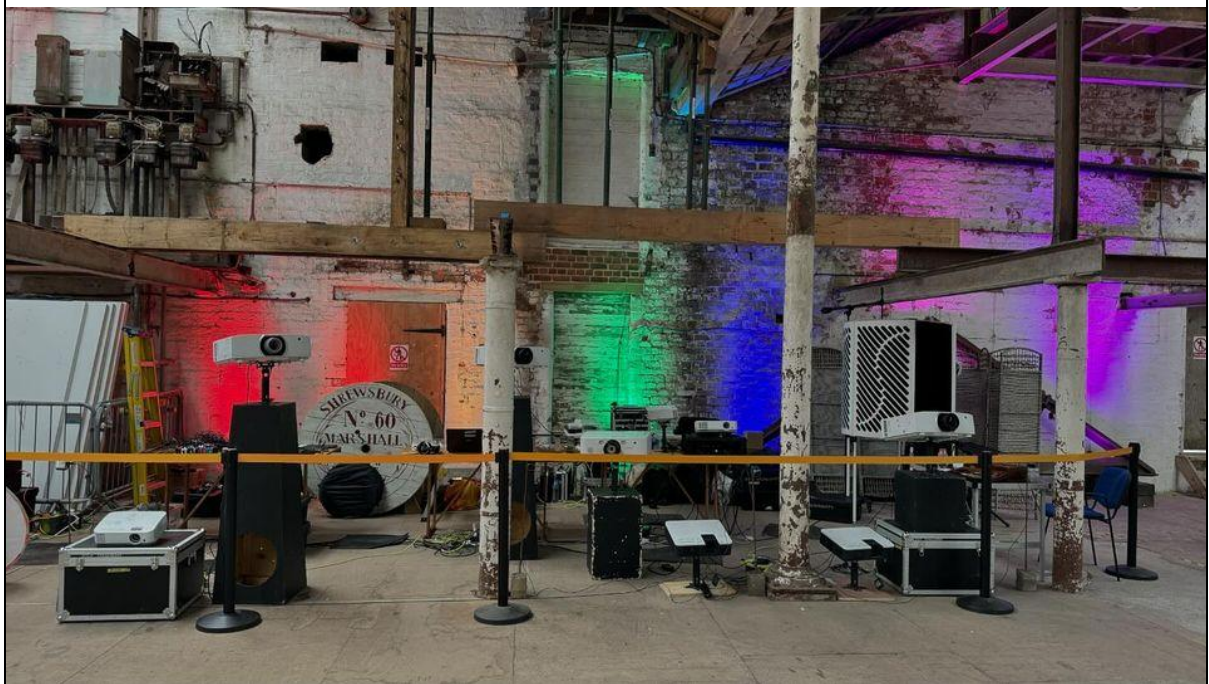
Great!

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- Andy struggled to record all 2080 voices – would have been better to start working with schools sooner rather than relying on on-site recording when numbers were less predictable
-

Photographs from event/activity (ensure that participants have provided consent for their image to be used.)







Simon Cranmer

07/10/24



Shrewsbury Flaxmill Maltings – Activity Report  
Fabric of Friendship sewing project with PACC (Parent and Carer Council Shropshire).  
Ref 31.

*Title of event and date – and how it links to the Activity Plan*

Reference: 31

Fabric of Friendship sewing project.

Summer holidays 2024 – 4 sessions on 1<sup>st</sup> August, 8<sup>th</sup> August (2 sessions), 15<sup>th</sup> August.

During August 2024 young members of PACC (Shropshire Parent and Carer Council) with SEND (Special Educational Needs and Disabilities) were invited to a series of participatory art sessions at Shrewsbury Flaxmill Maltings.

With the support of artist Jamila Walker, the creatives developed one or more fabric square designs, inspired by the theme of ‘Friendship’ and the varied sub themes within this theme; support, comfort, sharing and more.

This sewing project, involved collaging with materials of different weights and textures, cotton, felt and nylon mixes as well as optional mixed media; including fabric paint and pens. The individual fabric squares were compiled by the artist Jamila to create a wall hanging, to celebrate and reflect upon the ideas around friendships.

Participants were given the opportunity to explore the museum exhibits and spaces and take part in creative activities within the museum, as well as within the workshop space. The art based short ‘warm up’ activities generated ideas, that were developed into the varied, colourful, relief, textured, exciting designs. The group exchanged ideas and techniques.

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below*

*Increase volunteer participation in delivering activities to visitors*

Participant Numbers:

No specific targets in AP, just “disabled group or community.”

Other:

Positive Visitor Feedback

*Event Summary with actual outcomes, reasons for any differences*

1<sup>st</sup> August– attended by 4 young people supported by 3 parent carers

8<sup>th</sup> August-attended by 5 young people and 4 parent carers/support workers

8<sup>th</sup> August -attended by 1 child and 1 parent carer

15<sup>th</sup> August attended by 3 young people and 2 parent carers

**Total attending 13 young people and 10 parent carers /support workers.**

Families from Shrewsbury ,Hanwood, Whitchurch, Longnor, Wem.

Participants with a range of special needs - some young people required 2 -1 support

The activity took place in the Stables, as a more accessible and less daunting space for the SEND participants.  
The resulting wall hanging is being displayed in the shop until Sunday 20<sup>th</sup> October when it will travel to an exhibition in St Mary's Church for October half term as part of a PACC celebration event. PACC have also hired the Dye House for their awards evening in November.

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

The workshops were offered free of charge

The events were advertised through the PACC website, newsletters and social media, intended to be accessed by the PACC community rather than an open call out.

<http://www.paccshropshire.org.uk/get-involved>

*How many people attended? (members of the public rather than volunteers)*

1<sup>st</sup> August– attended by 4 young people supported by 3 parent carers

8<sup>th</sup> August-attended by 5 young people and 4 parent carers/support workers

8<sup>th</sup> August -attended by 1 child and 1 parent carer

15<sup>th</sup> August attended by 3 young people and 2 parent carers

**Total attending 23** (13 young people and 10 parent carers /support workers)

*How many volunteers were involved, and number of hours contributed?*

n/a

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£791.50 (£720 facilitator fee plus £71.50 resources) Source of funding: NLHF

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

N/A

*Feedback received:*

Parent / Carer / Young person feedback:

“What a relaxing session as a Parent I enjoyed it more than my son!”

“I haven't done any sewing like this for years”

“Loved the drawing game at the beginning hadn't laughed so much for ages”

“Liked the lady”

“As a family enjoyed visiting Flaxmill as we'd not been before”

PACC feedback:

“Jamila had great empathy with the young people”

“Session was well planned and delivered”

“As PACC we enjoyed working with the Flaxmill on these summer workshops. It was a great introduction .Many families had not visited before and we are sure that their positive experience will encourage them to visit again or attend other workshops in the future. Lisa was so positive, listened to our needs and we hope we can do more work together to make this a safe inclusive place for the SEND community.”

Participants enjoyed the sessions so much that many took the fabric squares to finish at home. They were returned and posted to Jamila who incorporated them into the final wall hanging.

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

Stables and particularly Smithy good spaces for accessible craft workshops

Those participants who attended more than one workshop probably gained more than those who only attended one.

*Media Coverage (link to any media coverage received)*

News story posted on SFM website and FaceBook.

<https://www.shrewsburyflaxmillmaltings.org.uk/update/fabric-of-friendship/>

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*





Lisa Hudson

13/09/24



Shrewsbury Flaxmill Maltings – Activity Report

|   |
|---|
| <p>Title of event and date – and how it links to the Activity Plan<br/> <b>MicroGrant Award: Re-Imagining the Flaxmill</b><br/>         20/05/24-1/8/24</p>   |
| <p>Event plan with intended outcomes (what did you hope would happen?)</p> <p>The project <b>Re-imagining the Flaxmill</b> will create a series of images taken by local community members of the Flaxmill, its surrounding community and geographic location. Essentially a landscape and architect project that will provide a contemporary view of the sites spirit and geographic place. Participants will be encouraged to make images that reflect upon the historic photographs on display at the Flaxmill and move this from memory to direct contemporary experience of the space and current place. The outcome will be a book (and a display of selected images on easels). • The project will draw upon locally established groups in Greenfields, Ditherington, Heron Gate and For the Love of Shrewsbury, Stunning Shropshire Social Media Groups , as well as the skills of The Shropshire Photographic Society. Each group uses imagery and positive posting as part of their community identities. • The project will emphasise the benefits of community, health and well being and seek to engage young adults and children, specifically from <b>Ditherington</b> and <b>Harlescott</b>. Imagery is a binding factor in these communities, their social (media) fabric and record of the geographic area as part of each social media presence and community identity where photographs are regularly triggers for nostalgia, reminiscence and remembering. • A legacy book will be the outcome, as well as encouraging the use of social media to channel the project, self made images and images produced to create as broad and positive image of the flax mill multiple times across each communities sites.</p> |
| <p>Event Summary with actual outcomes, reasons for any differences</p> <p>The project delivered</p> <ul style="list-style-type: none"> <li>• a Facebook page with 81 members, who uploaded 38 pages of images and comments. This has been archived.</li> <li>• a photo challenge – Bingo themed</li> <li>• a colouring in activity for The Mill exhibition (self-led)</li> </ul>  |
| <p>How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)</p> <ul style="list-style-type: none"> <li>• posters around site</li> </ul>   |
| <p>Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?</p> <p>Of the £1,700 granted only £510 was paid out. On 1<sup>st</sup> August 2024 in advance of the Mid-Point payment Lisa Hudson &amp; Simon Cranmer met with the Grant Recipient, Peter Day of Art</p>  |



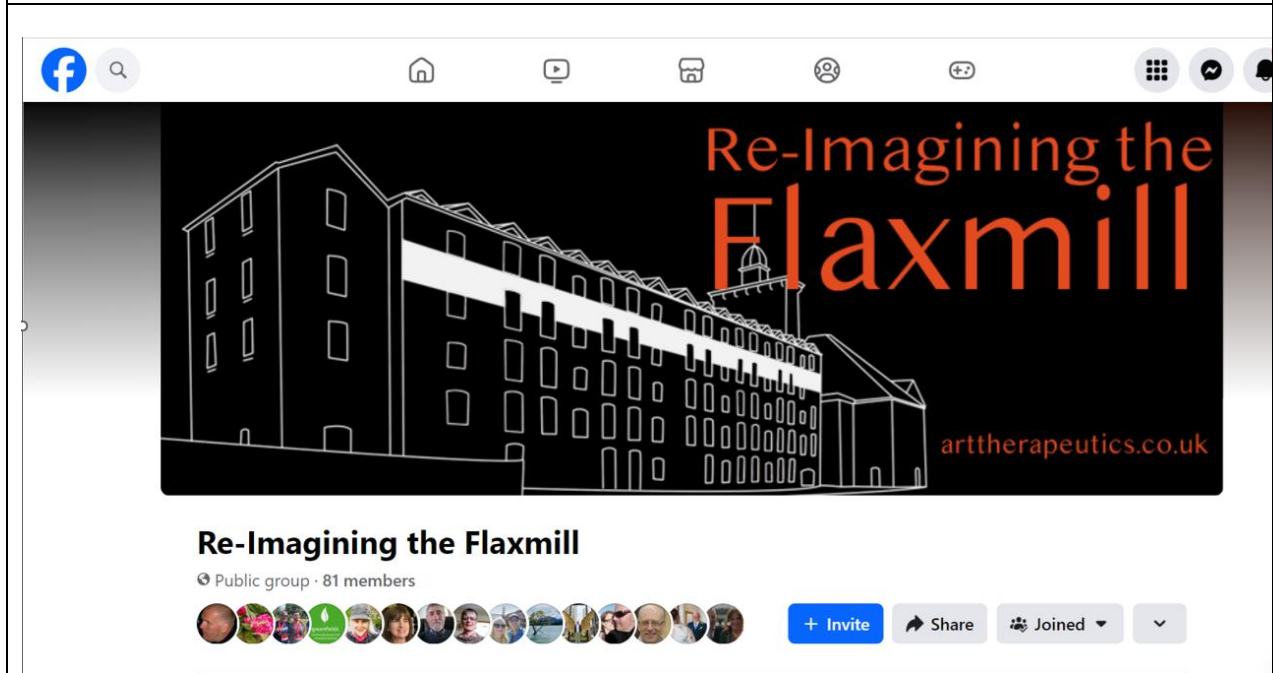
SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

Heritage  
Fund

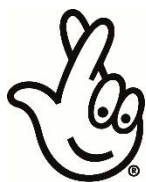
Therapeutics. Because of the difficulties in delivering the remaining outputs (especially the legacy book) both parties agreed to end the agreement amicably under section 11.2.



Simon Cranmer

Head of Visitor Experience, SFM

7.3.25



Shrewsbury Flaxmill Maltings – Activity Report  
Ref 43 Talks Programme.

**Clothing Club – Teresinha Roberts (Wild Colours) talks February and March 25.**

*Title of event and date – and how it links to the Activity Plan*

Reference: 43 Talks Programme

Although this was Clothing Club activity, it feeds into ref 43 talks programme.

The Clothing Club expressed an interest in upskilling in natural dye techniques. Teresinha Roberts of Wild Colours (<https://www.wildcolours.co.uk/>) gave 2 talks in the February and March Clothing Club sessions: 'An Allotment to Dye for' and 'True Blues – Woad and Indigo.'

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below*

Volunteer Hours:

*Volunteer research & Talk development - 10hrs per talk = 60*

Attendee Numbers:

*25 attendees per event - 225*

*Ongoing throughout year - at weekends and evenings, as well as some during the week. 6 per year on different themes*

Other:

*Adult Learners*

*Local retired-semi retired people,*

*Special interest groups*

*Event Summary with actual outcomes, reasons for any differences*

*Talk 1 – Feb 25 'An Allotment to Dye for' – 10 volunteers in attendance = 20 hours total*

*Talk 2 – March 25 'True Blues – Woad and Indigo' – 16 volunteers in attendance = 32 total*

*Total attendance = **26***

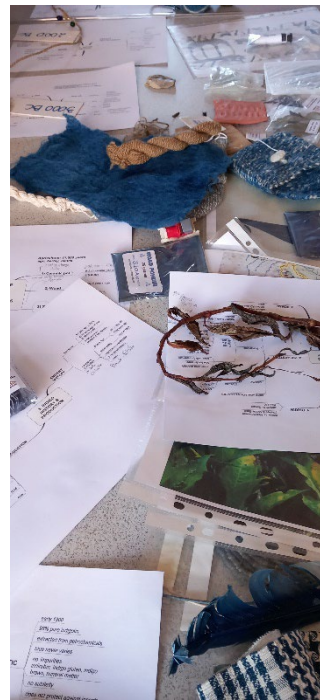
*Total volunteer hours = **52***

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

*The talks were offered to Clothing Club free of charge and were advertised through the CC network and also to the SFM volunteer pool more generally.*

|   |
|---|
| <p><i>How many people attended? (members of the public rather than volunteers)</i></p> <p>n/a</p>   |
| <p><i>How many volunteers were involved, and number of hours contributed?</i></p> <p>26 volunteers; 52 hours contributed</p>  |
| <p><i>Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?</i></p> <p>£629.40 (£600 presenter fee + £29.40 refreshments) Source of funding: NLHF</p>   |
| <p><i>Income – how much income did the event/activity make? (if offered for free, were any donations received?)</i></p> <p>N/A</p>  |
| <p><i>Feedback received:</i></p> <p>Talk 1:</p> <ul style="list-style-type: none"> <li>• “Really inspiring! Very good style of presentation. Thorough and comprehensive.”</li> <li>• “Excellent talk – really interesting and informative. Thank you.”</li> <li>• “Teresinha’s talk was fascinating. I knew very little about dyeing but the talk gave a great overview of how to achieve colours using natural dyes on a variety of materials.”</li> <li>• “Such an engaging and interesting speaker. Learnt lots of information and look forward to an allotment ‘dye patch.’”</li> <li>• “Excellent as always. I would like the talk on blue indigo.”</li> <li>• “Excellent and inspiring talk with samples both of the sourced material of the dyes and the dyed yarns.”</li> </ul> <p>Talk 2:</p> <ul style="list-style-type: none"> <li>• “Wonderful talk again from Teresinha – Thank you.”</li> <li>• “Fabulous talk – very informative and inspiring.”</li> <li>• “Again another interesting talk. Well presented. Thank you.”</li> <li>• “A very informative and engaging presentation – really inspiring – can’t wait to have a go at growing my own dye plants.”</li> <li>• “Please put on more textile related talks!”</li> <li>• “Fab talk. Excellent presentation! Very informative. Thank you.”</li> <li>• “A fantastic informative talk! Thank you.”</li> <li>• “Really interesting talk – again! Thank you so much.”</li> <li>• “Excellent session. I learnt a lot about dyeing – plants, history. Quite amazing. Thank you.”</li> <li>• “Thank you so much. Such an interesting and inspirational talk. Very sorry I was unable to attend the first one.”</li> <li>• “Really enjoyed this fascinating talk by Teresinha on woad and indigo throughout the centuries. It included lots of historical context plus lots of practical instructions on how to produce different effects using different textiles and materials.</li> </ul> |
| <p><i>Lessons Learnt (if you were to do this event/activity again, would you make any changes?)</i></p> <p>Advertising earlier for talk # 2 generated more attendance from the wider volunteer pool.</p>  |
| <p><i>Media Coverage (link to any media coverage received)</i></p> <p>n/a</p>   |

Photographs from event/activity (ensure that participants have provided consent for their image to be used.)





Lisa Hudson

07/03/25



## Shrewsbury Flaxmill Maltings – Activity Report

### Flaxmill Mosaic Mural (30)

#### *Title of Project – and how it links to the Activity Plan*

Flaxmill Mosaic Mural (East Terrace Enlivenment) (30)

Following feedback from funders that the decision not to pursue the East Terrace enlivenment option could leave the Activity Plan light on Wider Engagement on the historic site, options were tabled by HE/SFM and the following project created:

#### **Flaxmill Mural Mosaic**

In partnership with Shrewsbury and Newport Canals Trust (SNCT), we propose to commission local artist Sarah Evans (<https://www.silknstuff.co.uk/>) to create and curate a piece of community art in the format of a large mosaic mural (see full outline from Sarah below). This mural, measuring 4m long and 1.1m high, would sit along the railings at the Kiln end of the East Terrace and directly reflect the site's connection with the history of the canal and its connection with the town and wider area. Facing the Terrace itself it would provide information and interaction in this area and build the relationship with SNCT which was a little bumpy during the construction part of Phase 2, but has since repaired with a collaborative exhibition in 2024.

The project will engage with the local community including schools and a range of specific community groups via workshops and storytelling sessions, both on site at Shrewsbury Flaxmill Maltings and in community settings. The project will enable SFM to deepen existing relationships with stakeholders as well as engaging with groups more unfamiliar with the site, its history and its connections with the former canal. In the workshops, participants will design and paint one or more of 200 individual squares (or bricks) to contribute to a finished piece of artwork which depicts the canal, canal boat, wildlife and elements of Shrewsbury's townscape. Each of the squares will be its own smaller piece of art which will reflect aspects of the Flaxmill Maltings site, the town and surrounding countryside.

Local artist Sarah Evans has many years of experience working with the community and regularly works with local schools, hospitals, community groups and in mental health settings. She completed a similar project at Wem Town Hall, in which over 200 people contributed to the finished piece which was launched by actor and comedian Greg Davies in 2013.

<https://www.shropshirestar.com/news/2013/01/11/greg-davies-back-home-to-unveil-wem-mosaic/>

This project will achieve the Activity Plan's objectives of enlivening the terrace whilst also engaging with a wide range of stakeholders. It will provide a sustainable legacy for the NLHF by producing both the original artwork and a digitised all weather version of it. There will be an opportunity to tour the original or reproduced work to other locations, including at sites of the SNCT network, for example Wappenshall Wharf, therefore extending public engagement opportunities between SFM and SNCT, and potentially others.

The original artwork will be ready by the end of February 2025 with completion of digitisation, production and evaluation by the end of March 2025.

#### **Objective**

To produce an exciting Mural Mosaic style community art piece to enliven the terrace, reflecting the history of the Shrewsbury canal and its connection to the town and wider area, whilst engaging a wide range of local groups and individuals.

#### **Details**



- Original artwork to be designed and completed by the lead artist on a canal boat/town /countryside theme on 6mm MDF, sized approx. 4 metres by 1.10.
- MDF cut into approximately 200 individual 15cms squares and additional 'brick' shapes.
- Participants will paint/collage on top of painted tiles to maintain areas of colour and lines to maintain the original image, with the majority produced under the guidance of the lead artist for speed and to ensure variety and suitability.
- Some tiles will be done by multiple people by way of miniaturisation to increase numbers involved ie for Schools.
- Images on the tiles will include a wide subject matter connected to the natural world, the town, the canal and our residents.
- On completion, the tiles will be photographed and digitised to make a panel suitable to be exhibited outdoors.
- The original art- work can be exhibited inside the Flaxmill.
- All efforts will be made to reach a wide range of people from the community including Health Care settings, Schools and other community venues etc.

#### **Time frame**

The original piece to be completed by the end of February 2025 to ensure time for the digitisation and production of the panel for project completion before end of March 2025.

#### **Cost**

The cost will constitute c. £7,925 for Sarah Evans's community engagement, production of the original and digital artworks, an additional c. £2,023.09 for production of a weatherproof panel reproduction of the original with mounting on the Terrace and £210 for reproductions.

TOTAL: £10,158.09

#### *Event Summary with actual outcomes, reasons for any differences*

The image was completed on time and installed on the East Terrace, along with accompanying interpretation on 25<sup>th</sup> March 2025, 6 days ahead of deadline.

The following Evaluation was provided by the lead artist, Sarah Evans:

#### *Objective*

*To produce an exciting Mural Mosaic style community art piece to enliven the terrace, reflecting the history of the Shrewsbury canal and its connection to the town and wider area, whilst engaging a wide range of local groups and individuals.*

#### *Lead artist's vision*

*The original design was completed to include images of a canal boat, a swan, a tree, the castle, and some buildings to represent a balance of town and countryside. The design was painted with acrylic paint, onto 6mm MDF sheets, then cut into 156 15cms squares and additional 50 'brick' shapes. Each square tile was then superimposed with a new, small image that matched general colours and lines to create pictures within the overall picture. Most of these images were painted/collaged by an individual. Some of the squares were minimised copies of large art pieces done by groups of people/children.*

#### *Workshops*

*A series of workshops and 'drop-in sessions' were held from November to February at the following venues;*



*The Turned Wood Café, Flaxmill Maltings Site  
St Lucia's Cof E Primary School, Upton Magna  
Moor Farm Café, Baschurch  
Shrewsbury Cathedral Catholic Primary School  
The Well being Art group, English Bridge, Shrewsbury  
The Redwoods Centre, Psychiatric unit  
Isle Court Residential Care Home, Bicton  
Aquamira Day Centre for Adults, Shrewsbury  
Mount Pleasant Primary School  
St Andrews School Primary School, Nesscliffe  
Coleham Primary School, Shrewsbury  
Shropshire Wildlife Trust*

#### *Additional Artist Support*

***Jake Evans** (Professional Storyteller) boosted the school visits with storytelling sessions linked to the artwork themes, provided help with design ideas and social media posts/ marketing to encourage participants. Several of the individual tiles he completed were inspired by local myths and legends which could be referred to in future events on site.*

***Lucy Moxon** (Professional Artist) completed several of the tiles and provided additional content to two of the school visits with expert tips and encouragement. The children really enjoyed asking about her artistic career.*

***The Hive and Luke Crump** kindly allowed me to use artwork developed to promote *The Hidden Waterways Ceramic Trail*'.*

***Liz Mellor** (Professional Artist) provided images from her greetings cards range to be used.*

***Vicky Byron** (Professional Illustrator) agreed for some of her original 'Flax and Barley' images to be collaged.*

#### *Outcomes Achieved*

*At the end of February 2025 all tiles had been completed, featuring a wide range of topics including, wildlife, buildings, local businesses, historical interest, folklore, landscapes and portraits. These were then photographed by the lead Artist and sent digitally to the printers for transfer onto plastic coated metal sheeting.*

*The original artwork was stuck to three panels of MDF.*

#### *Lead Artist's reflections*

*I am happy to have completed a very successful project which involved a total of **542 active participants**, ranging from 18 months old to a lady in her late 80's. The mixture of targeted workshops and drop-in sessions in the cafes, worked well. I was also able to encourage many people to visit the site when talking to the public and to friends and family. I was surprised that many local people were unaware of what the site has to offer and its historical significance. A lot of the adult participants were wary to be involved in 'anything arty' but then really enjoyed it once given encouragement and gentle direction. We have produced several large pieces of artwork for temporary display when the project is unveiled, which can then be returned to the schools etc.*



### *Participant Feedback*

#### *The Redwoods and WAG*

Thank you to you and Jake for the workshops that you ran for inpatients and service users within Midlands Partnership University Foundation Trust during December 2024 – to create a number of tiles for the large collaborative Flaxmill project.

The workshops were really engaging and well planned and offered our participants a very different and vibrant opportunity – both the activity itself and also regarding the final outcome of potentially having their work displayed in a prominent public arena.

Sarah and Jake are so personable and empathetic and prepared the sessions in such a way that they were very accessible but also had more challenging aspects for those more capable. The work was colourful and fun and participants really enjoyed the processes and materials offered in the sessions. We are really looking forward to the final result and it has been great to be part of such a wide-reaching collaborative project!

Thank you!

Jess Kent

**Jessica Kent** (she/her)

**Arts for Health Programme Manager**

**Midlands Partnership University NHS Foundation Trust**

#### *Mount Pleasant School*

"We have a close connection to the Flaxmill and so it was very special to be involved in the project. The children thoroughly enjoyed creating the art pieces and learning from Sarah's vast experience. Jake's storytelling always inspires and made the theme come to life for them."

Alison Bengé, Head Teacher Mount Pleasant School

"This week we were also joined by a number of other creative people; the artists Sarah Evans and Lucy Moxon, as well as Jake Evans the storyteller, Sarah's son – a regular visitor to our school. They worked with children across the whole school this week as part of a project to complete a mural for the Flax Mill."

#### *Shrewsbury Cathedral Catholic School*

Sarah Evans and Lucy Moxon local artists, and Jake Evans, the storyteller, worked with pupils in KS2 last week to begin collages that will form part of a huge mural to be displayed on the outside of the Flax Mill. It will be made up of many individual tiles like the ones pictured of Charles Darwin and Thomas Telford, that will combine to form a larger representation of a typical Shropshire scene – a narrow boat and canal scene. They also worked with Key Stage 1 and EYFS children on individual self-portraits that will also form part of the intricate mural. Staff were given the opportunity to complete their own collaged tile – a sunflower dedicated to the memory of Sarah Carter. We look forward to the finished mural and a chance to see all of our work exhibited in public.

Kind regards

Iwona

**Ms Iwona Mioduska- Shrewsbury Cathedral Catholic Primary School**



*Isle Court Nursing Home*

The residents, families and staff members from Isle Court nursing home were delighted to be asked by Sarah to have a go at silk painting and being a part of this community project, bringing all ages together. The residents said they are looking forward to seeing the end project and that the whole community will get to enjoy it too.

Debbie Rees

*Additional Element: Wall noticeboard for SFM archivist's research output.*

In addition a wall noticeboard was procured to display to visitors to the site the research output of SFM's volunteer archivist, principally Penny Ward. This was mounted next to the south gate, in direct proximity to the East Terrace. The first display, on the wartime journeys of soldiers in WW2 who completed their training at the ITC at the Maltings was put on show on 13<sup>th</sup> March 2025 with an accompanying Press Release.

*Cost of noticeboard: £619.68 (inc VAT)*

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

TOTAL: £10,567.77

NLHF

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*



SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

Heritage  
Fund







SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

Heritage  
Fund





SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

Heritage  
Fund







SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

Heritage  
Fund





SHREWSBURY  
FLAXMILL  
MALTINGS



Made possible with

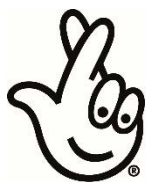
Heritage  
Fund



Simon Cranmer

HVE, SFM

25/03/25



Shrewsbury Flaxmill Maltings – Activity Report  
The Return of Molly the Witch: What Molly Did Next.  
February 2025 half term

*Title of event and date – and how it links to the Activity Plan*

**Reference: 11 -Additional Family Activities.**

**February half term 2025**

**The Return of Molly the Witch: What Molly Did Next.**

Following the roaring success of her October half term shows, join Molly the Witch as she returns with a new adventure. Watch as Molly sets up her new baking business: Molly's Kitchen. Can she be ready for Mardi Gras?

- What Molly Did Next is aimed at 3 to 10 year olds.
- Performances – Wednesday 19 and Thursday 20 February at 10.30am, 11.45am and 1.30pm. No need to book.
- Relaxed performance – Friday 21 February at 10.30 (doors open from 10.15 and quiet room available). Booking essential for this performance.
- Performances are free to join, but donations are welcome.
- Children must be accompanied by an adult at all events.

**Family Friendly tour.**

Go on a family friendly tour of this world important site. Visit hidden places and learn about the lives of the people and children who worked there.

- Family Friendly Tour is aimed at 7 to 12 year olds.
- Friday 21 February at 11am.
- Charges apply. Places are limited so booking in advance is highly recommended.
- It is a fully walking tour with stairs and lifts to upper floors.
- Children must be accompanied by an adult at all events.

**Kids go free in the Mill exhibition.**

Learn about the grandparent of the modern skyscraper in the fun interactive displays. Discover a new cupcake themed trail. Find the answers and claim a prize.

*Event plan with intended outcomes (what did you hope would happen?)*

N/A no specific targets as falls under ref 11 Additional family activity rather than a specific line of its own.

Other:

Positive Visitor Feedback

*Event Summary with actual outcomes, reasons for any differences*

**Volunteer Hours = 58.5**

Comprised of 2 x rehearsals, up to 3 shows per volunteer; guided tour lead and support.

Additional volunteer support was provided to give out masks and crowns at the end of the show.

Actual Attendance.

| <b>Audience numbers</b> | Wednesday 19th | Thursday 20th | Fri 21st |
|-------------------------|----------------|---------------|----------|
| 10am                    | 60             | 26            | 26       |
| 11.45am                 | 60             | 24            |          |
| 1.30pm                  | 50             | 20            |          |
| Totals                  | 170            | 70            | 26       |
| <b>Grand total</b>      |                | <b>266</b>    |          |

Family Friendly tour (1 tour on the Friday)- 2

**Total attendance = 268**

Numbers were lower than for the October performances as February half term does not seem to have the same draw as Halloween. However, there were a good number of returning families who had seen Molly in October. Feedback was excellent (see below) and the newly introduced relaxed performance was well received with 28 out of the 30 places booked and 26 attendees.

The café was busy, particularly after shows. Café reported good takings.

See positive visitor feedback below

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

What Molly Did Next show was offered free of charge, although we asked for donations (via donations box and sum up machine) if people felt they could. We received approximately £30 in donations. The FFT was at a charge of £7.50 per adult and £5 per child.

Advertising was via:

The SFM what's on page  
SFM facebook and Instagram  
Posters on shop desk  
Posters in Turned Wood Café  
Posters on back of doors in site toilets  
Shrewsbury Parents (facebook page)  
Greenfields Community (facebook page)  
Castlefields Community (facebook page)  
Random acts of kindness Shrewsbury (facebook page)  
Original Shrewsbury what's on listing

*How many people attended? (members of the public rather than volunteers)*

**268** (see breakdown above)

*How many volunteers were involved, and number of hours contributed?*

8 volunteers= 58.5 hours

5 volunteers as puppeteers for the shows; 1 backstage help; 2 stewarding help; 1 FFT guide.

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£398.39

NLHF Activity Plan Budget

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

We had approximately £30 donated.

*Feedback received:*

Of those who filled in feedback forms, and on scale of 1=poor and 10=excellent:

80% rated 9 or 10 for How would you rate the activities you took part in?

100% rated 8,9,10 for the above

100% rated 9 or 10 for How likely are you to recommend SFM to friends and family?

Sample feedback:

- Really enjoyed it with my 5 year old and 2 year old. Great energy and lots of fun and laughs. Keep up the great work.
- Really wonderful; educational and giggles too. Thank you.
- Excellent show – so interactive and fun for the children. Thank you Flaxmill for a lovely show.
- My son really enjoyed the show. He really enjoyed the comedy and wearing masks at the end and dancing.
- What a lovely thing to do. The children loved it. Thank you.
- Very good for our grandchildren. 10/10.
- We really enjoyed it – thank you.
- Great show. We want more please.
- Fantastic show, really great fun and nice and interactive.
- Lovely show, lots of fun.
- Thank you so much. We loved the show, we hope for more.

Full evaluation doc here:

[Feb 25 half term evaluation.xlsx](#)

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- Card donations still proving difficult with patchy internet access in the Dye House.
- February in the Dye House is extremely cold – although audiences were pre-warned and catered for with blankets, it did impact on staff and volunteers.
- The style of an interactive show again proved really popular
- The Family Friendly tour wasn't well attended – the discrepancy in target age may be a factor (FFT is aimed at older children so not the same audience as the shows)

- Once again, this activity couldn't have been done without the generous time given by 8 of our volunteers. We will need to ensure we can garner this level of support when planning future activity like this.
- Providing more days of activity would definitely have added to audience and engagement numbers. However, this has to be balanced against staff and volunteer capacity.
- The relaxed performance was very successful and well-received by those families who attended. One young man with complex additional needs didn't stay, but his mum commented on how lovely and welcoming the space was and was grateful that they could even try to attend.

*Media Coverage (link to any media coverage received)*

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*









Shrewsbury Flaxmill Maltings – Activity Report  
**Ref 19 Relief Maps**  
**Age UK – Greenacres Day Centre**

(Aimed at local residents aged 55+) Following a group, brief discussion on local landmarks significant to individual group members lives, incl. any key changes, whilst looking at maps from the museum. Individuals design on a sheet of paper, then make their own relief style, layering map that includes the Flaxmill plus any other self determined elements, based on ideas raised at the start of the session. Elements to incl. shops, roads, countryside, pubs etc, people from individuals personal memories as well as resources about past workers.

Note: the brief of the activity changed following initial meetings with the group and ascertaining their interests and memories of the site. The focus became artwork in various media linked to memories of the Maltings era and related community events such as street parties, pubs, dances and celebrations. The project comprised of 6 weekly sessions with the first and last taking place on site (in the Stables and exhibition). There was also an introductory handling objects session which allowed for appropriate planning and resourcing.

*Title of event and date – and how it links to the Activity Plan*

Reference: 19 Relief Maps

January – March 2025

A connection with Age UK was made via Clare Fishlock (Service Development Officer for Age UK Shropshire Telford & Wrekin). Clare introduced us to Libby Baldwin of the Greenacres Day Centre (based a short distance away in Harlescott). After meeting with Libby and the members of the group the focus for the project changed in response to their interests and connections to site (see above).

There were 7 sessions in the project as follows:

**Pre-project session** – at Greenacres day Centre (GDC) (Dec 24). Lisa took the handling objects boxes to provide an introduction to SFM and start discussions about memories and links to the site, of which there were many.

**Session1** (project launch) – at SFM (Stables and exhibition) Participants were welcomed with tea and cake and introduced to the project facilitator, visual artist Jamila Walker Thomas. They took part in a series of simple creative exercises and were invited to explore the exhibition space. Despite many of the group having impaired mobility, 16 of the 18 participants present chose to do this. The 2 who remained in the Stables explored a series of images from the exhibition, thus enabling them to access the same materials.

The ideas generated in the first session informed Jamila's planning for the subsequent creative sessions. Each session began with an individual or collaborative warm-up activity

**Session 2** – (at GDC) Beer bottle collaging

**Session 3** – (at GDC) Street parties and bunting making

**Session 4** – (at GDC) Breweries, pubs and beer mat making

**Session 5** – (at GDC) Sketch books and still life flax and barley drawing

**Session 6** – at SFM. The final session saw the group return to SFM for tea, cake, reprise their favourite creative activity and another chance to see the exhibition. Feedback from the project was also gathered as part of the session.

*Event plan with intended outcomes (what did you hope would happen?)*

*Meet targets as outlined below*

Participant Numbers:

48 (12 per session x4)

Volunteer Hours

1 per session (3hrs x 4) = 12

Other:

Engagement with community groups

Skills development for participants

Positive feedback from local community

*Event Summary with actual outcomes, reasons for any differences*

Pre-project session – 18 participants

Session 1 (project launch) - 18

Session 2 - 18

Session 3 - 16

Session 4 - 16

Session 5 - 17

Session 6 (celebration of work) - 18

Total participants – **121**

Volunteers – n/a, but Engagement Officer was present for all sessions.

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

The visits and creative sessions were offered free of charge

The project was created by connections made with Clare Fishlock (Service Development Officer for Age UK Shropshire Telford & Wrekin). As well as the work with Greenacres Lisa also went to Reabrook Day centre with the handling boxes, whose members came to site for tea and cake and to explore the exhibition (16 members each session). There is also a visit booked for April to Armdale Day Centre (Monkmoor) to explore the handling objects.

*How many people attended? (members of the public rather than volunteers)*

121 with an additional 16 at Reabrook (x2 sessions = 32) plus an anticipated 16 at Armdale = total attendance of **169**

*How many volunteers were involved, and number of hours contributed?*

n/a

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

£1,232.24 (artist fee £960.00 plus resources and refreshments) Source of funding: NLHF

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

N/A

*Feedback received:*

Artist feedback (Jamila Walker):

'I have found the process focus, of project, very freeing, the loose structure of the sessions have been tighten week by week based on observations and feedback from the group and Age uk staff. The support from Lisa to be truly person centred has been exciting and given my scope and confidence to work in slightly different ways than I usually would with group projects; projects where the focus is slightly more leaning toward a final product; book, exhibition etc.

The staff support were invaluable to understanding the needs and challenges of the group. The staff modelling participation and enthusiasm I believe supported participants challenge their preconceptions about visual art and their capabilities. These insights from staff helped me prep and plan the sessions.

I enjoyed creating examples with these insights on mind, developing my artistic skills and learning about the history of the Flaxmill in relation to the contributions of the Participants/creators.

Many creators shared their views, opinions on various subjects Inc their links to the Flaxmill, and surrounding areas, they were candid, funny and poignant stories and experiences, I appreciated their trust in Lisa and I to do this. '

Initial participant feedback after launch session:

- "Absolutely first class."
- "Superb."
- "Very good."
- "Excellent, I'd like to go again."
- "Nice cuppa tea and cake."
- "Highly recommend to others."
- "Very interesting."

Final project feedback:

I enjoyed visiting Shrewsbury Flaxmill Maltings - **100% rated 9 or 10**

I enjoyed the art project with Jamila and Lisa – **87.5% rated 9 or 10**

I would recommend Shrewsbury Flaxmill Maltings to others - **81.2% rated 9 or 10**

Sample of comments - see full breakdown here – [SFM Evaluation Ref 19 Relief Maps with Age UK.docx](#)

- Jamila and Lisa are so enthusiastic. They created an atmosphere of fun and laughter. Lovely memories made.
- Very interactive art / drawing discussion project. Took some reluctant people and helped them discover drawing.
- Although some members were sceptical at first, everyone enjoyed themselves.
- I have recommended the Flaxmill Maltings to many of my friends.
- Fantastic output with real variety.
- Definitely enjoyed the activities even though they pushed me. The two ladies were always encouraging and accepting, important for those of us less confident with art / craft work.
- A fabulous experience, created great chat and evoked memories.

*Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- Having accessible resources available in the Stables for those with impaired mobility proved very successful
- Drop-off parking arrangements should be managed more carefully (Greenacres minibus worked well but multiple Reabrook cars dropping close to the Stables was a problem)
- Working with Jamila has been an absolute pleasure. Her sensitive and skilled approach was an excellent match for the Age UK community.
- Not insisting on a set final outcome but rather a more general celebration of work resulted in a more authentic and flexible approach with this group (who were at first reluctant to 'do art' but were instead encouraged to explore creativity at their own pace).

*Media Coverage (link to any media coverage received)*

News story posted on SFM website and FaceBook.

[https://www.shrewsburyflaxmillmaltings.org.uk/update/age-uk-project-partnership/?fbclid=IwY2xjawlygfJleHRuA2FibQixMAABHe\\_bTNXksE888\\_Pt61at64Hfy1txUVa98yf7d5M6WzUEdvp\\_6GFS2a1Nkw\\_aem\\_E4pj5CQ1Q6-rDMjn3Ohb2A](https://www.shrewsburyflaxmillmaltings.org.uk/update/age-uk-project-partnership/?fbclid=IwY2xjawlygfJleHRuA2FibQixMAABHe_bTNXksE888_Pt61at64Hfy1txUVa98yf7d5M6WzUEdvp_6GFS2a1Nkw_aem_E4pj5CQ1Q6-rDMjn3Ohb2A)

[https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.shrewsburyflaxmillmaltings.org.uk%2Fupdate%2Fage-uk-project-partnership%2F%3Ffbclid%3DIwZXh0bgNhZW0CMTAAAR0YTReXRX\\_eJg1JBRwA26pcmMQJwMJrAUKPgYTAdBAY7T32SkOwqk4He\\_o\\_aem\\_MCBL4PvkOBno9BFCATEbqg&h=AT1Voyt07-Bb8EISGAXpmdZpoGftjlkNMX\\_kCrHe6kKFxTryYev9Dw2jFt\\_99wBt4gKR6rHRGav\\_FDIRRx0n5HXYmvCIBUBS00AVeoTyk\\_8rQVseEzAMGGnVICW9geYWTh0M](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.shrewsburyflaxmillmaltings.org.uk%2Fupdate%2Fage-uk-project-partnership%2F%3Ffbclid%3DIwZXh0bgNhZW0CMTAAAR0YTReXRX_eJg1JBRwA26pcmMQJwMJrAUKPgYTAdBAY7T32SkOwqk4He_o_aem_MCBL4PvkOBno9BFCATEbqg&h=AT1Voyt07-Bb8EISGAXpmdZpoGftjlkNMX_kCrHe6kKFxTryYev9Dw2jFt_99wBt4gKR6rHRGav_FDIRRx0n5HXYmvCIBUBS00AVeoTyk_8rQVseEzAMGGnVICW9geYWTh0M)

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*







Lisa Hudson

07/03/25

**SHREWSBURY  
FLAXMILL  
MALTINGS**



Made possible with

**Heritage  
Fund**

Shrewsbury Flaxmill Maltings – Activity Report  
**Ref 40 Non-formal education**  
**Shropshire Performance Company**

This project aimed to engage with students at secondary level. A partnership with Shrewsbury High School (SHS) and Shropshire Youth Theatre (SYT) enabled a diverse group of young people to explore the site's history and relevance and design their own response through a piece of devised theatre. The finished piece, centred on the site's military use in WW2, was performed to an audience in the Dye House on Friday 21 March.

*Title of event and date – and how it links to the Activity Plan*

Reference: 40 Non-formal education

October 2024 – March 2025

Shrewsbury Flaxmill Maltings are pleased to present a new original theatrical and dance performance by Shrewsbury High School's in house youth theatre group, the Shropshire Performance Company.

Created and performed by the students themselves, and directed by Esther Labbe and Lisa Morris, The Letter is not so much in celebration or commemoration of the events of WWII, but instead serves as a negotiation between place, time and history.

**The Letter**

The year is 1945. Victory in Europe has been declared.

At Ditherington's maltings; a temporary barracks during WWII, the enlisted service members throw a final celebration to mark the occasion. As the residents and soldiers mingle, reunite and reflect, the impact of the war becomes apparent. Old wounds that resurface and promises that could never be kept threaten the atmosphere of the night's revelries, and remind those present that time may not heal the scars of the previous six years. In amongst the flashbacks and the festivities, various letters circulate that once opened represent the shift about to happen in the lives of those they are addressed to.

*Event Summary with actual outcomes, reasons for any differences*

16 young people aged between 12 and 19, who attended weekly after school sessions between late October and March.

2 directors: Lisa Morris (Shropshire Youth Theatre) and Esther Labbe (Shrewsbury High School)

Additional 3 SHS staff in support on the evening

Total number of tickets sold was 57

*How was the event advertised? Any charge for event? (screenshots or links to adverts on social media etc.)*

SFM website and social media

My Shrewsbury social media

Posters on site and at SHS

SHS social media  
SYT social media

Tickets £7 with £5 concessions



*How many people attended? (members of the public rather than volunteers)*

57 tickets sold plus 6 invited guests = 63.  
16 young people plus 5 support staff = 21  
Total = 84

*How many volunteers were involved, and number of hours contributed?*  
n/a

*Expenditure – how much did the event/activity cost to deliver? Where was the funding sourced (NLHF or from income reserve)?*

Expenditure comprised Space In Kind and Engagement Officer time  
Source of funding: NLHF

*Income – how much income did the event/activity make? (if offered for free, were any donations received?)*

£351.00 in ticket sales.

*Feedback received:*

Full report here:  
[Evaluation breakdown.xlsx](#)

**Headlines:**

Student feedback

- Working on a piece of theatre at a heritage site has helped me become more appreciative of heritage locations – **100%** agree or strongly agree

- If there was an opportunity to take part in more projects like this, I would get involved – **100%** agree or strongly agree (**83%** strongly agree)

“I enjoyed the opportunity to expand my knowledge of my area's history and important figures, as well as the chance to develop my skills as a young actor along with so many other talented young people”  
(Home schooled student)

#### Audience feedback

- **60%** of the audience were first time attenders
- How would you rate the Dye House as a setting for this performance? **92%** rated 8,9 or 10

3 words to sum up the performance:

“Hard-hitting, innovative, powerful”

“Brave, active, engaging”

“Inspiring, entertaining, innovative”

“Excellent setting, great sound, thank you - very thought provoking”

“All brilliant - well done, what an achievement!”

“Will be coming back to view the mill. Driven past and didn't realise the scale of it”

“My daughter has greatly benefitted from being part of this project”

#### *Lessons Learnt (if you were to do this event/activity again, would you make any changes?)*

- Feedback strongly suggests there is an appetite for more immersive performance work in this space
- Although the promenade style helped, there was still an issue with sound in some parts of the performance. Should explore mics next time
- Café would have benefitted if they had agreed to open before the show
- Placing folding and some static chairs in the space was a real help to those with impaired mobility
- Comms about the nature of the (largely standing) performance were really effective. No surprises or complaints.
- This project was an effective way of engaging with first attenders (60% of audience had never visited before)

#### *Media Coverage (link to any media coverage received)*

*Photographs from event/activity (ensure that participants have provided consent for their image to be used.)*





Lisa Hudson

24/03/25

# Amplify @ Shrewsbury Flaxmill Maltings



**THE HIVE**

**Samba Drumming workshops  
for Visually & Hearing Impaired Young People**

Final Project Report - December 2024

**SHREWSBURY  
FLAXMILL  
MALTINGS**

SUSTAINABLY RESTORED BY  
 Historic England

Made possible with  
 Heritage Fund

# Amplify @ SFM - Final Project Report - December 2024

**This has been a hugely successful project with outstanding feedback from all involved, and we are extremely grateful to Shrewsbury Flaxmill Maltings for their Microgrant funding to allow this to happen.**

This project enabled the delivery of an intensive weekend of drumming in November for young people aged 13-25 with visual and/or hearing impairments. The four workshops were run at Shrewsbury Flaxmill Maltings in The Dye House, with refreshments provided by onsite Turned Wood Café. Audio recordings of the final performances were produced from the sessions, and all project participants, friends, families, and partners were invited to The Hive Showcase to celebrate their achievements. From consultation with SIS we found the young people were particularly interested in Samba Drumming after their previous positive experience with Taiko Drumming in our last Hive-SFM collaboration. It was decided that the sessions would focus on Samba but also include Djembe and hand drums would be included too as a way to widen the creative experience for participants. The Hive Samba drums new kit was used for the first time during these sessions which also helped to upskill our artists. A CPD Awareness Session was also delivered in advance of the workshops at the SFM site by RNIB (Royal National Institute of Blind People) for professionals – particularly for the benefit of workshop delivery artists - linked to the project, to raise awareness of how best to support VI & HI people and to advise on site accessibility. This was attended by SIS, Guide Dogs UK, The Hive and SFM staff.

It was a slow start to the project due to two things: 1. one Hive Project Manager being off work on Paternity Leave and returning to work on 1 day per week; and 2. the difficult financial situation for The Hive where the organisation has been running a 'Save The Hive' campaign to raise funds to stop the venue from closing. One of the first things that we did was to visit the See & Hear exhibition at Shrewsbury Town Football Ground, delivered by Sight Loss Shropshire, which provided an opportunity to link up with project partners and network to make more contacts for the project. We reached out to Sight Loss Shropshire and Shrewsbury Hard of Hearing Group as a result of this, who helped to promote the workshops. By the time we could start programming dates it was difficult to find times to fit the schedule of all involved so we decided to run an intensive weekend in November, which was later than originally planned.

Through discussions with the Sensory Inclusion Service (SIS) it was decided that the idea for a final grand performance would be unlikely as many of the children would be in school, so the best thing would be to create several mini-performances at the end of each workshop and audio-record them as a memory, while also inviting all involved and their families and friends to The Hive Showcase where they would hear more about the project and celebrate their achievements along the way. It was also agreed with SFM to lower the age bracket for engaging in these workshops as the younger groups working with SIS were much more interested in drumming than the older groups they work with. We decided that it would be best to run a 'closed' double-session for SIS on the first day as the young people would respond very well to this and likely to engage, and we made the double-session on the Sunday 'open' as a way to include a wider audience and provide an opportunity for the SIS young people to return again, but without the extra SIS support in place.

### [See & Hear Exhibition for people with sight or hearing loss returns to Shropshire - Sight Loss Shropshire](#)

Like all our wellbeing projects this project worked to all of The Hive's 4 core outcomes, and through our thorough evaluation process we found that every target was hit effectively and repeatedly. The feedback has been overwhelmingly positive from all involved, with participants reporting a fun & enjoyable experience where they tried something new and learnt a new skill, gained confidence, and felt more informed about SFM. Half of our survey respondents told us that they had never been to SFM before – but all would come back again!

### **The Hive's 4 Core Outcomes:**

1. Increased feelings of confidence & positivity
2. Feel comfortable being who they are
3. Value working with others
4. Build their own resilience.

The project was delivered within budget though we had several changes to plans along the way. Much more time was spent on project management and administration as it was found that more resources were needed for liaising with partners and artists for planning and scheduling, and in addition a lot of time was put into engaging with the young people connected to The Hive, and their support networks, who may be suitable for the sessions. Additional time was needed for design and marketing as we produced two posters for the two-days of drumming, and promoted them far and wide through our social media platforms, in our venue, around town, on our website, and in our brochure. Funds were reallocated from the travel costs which made up for this. Through discussion with SIS it seemed that a better alternative to providing lunches was to provide a range of refreshments and drinks for the groups during a break in the session, whereby the groups could continue to engage with the musicians and play the drums if they liked.

There are a few things that we have learnt could be done differently next time if possible. More time for planning was needed though this did seem out of our control on this occasion with the changes happening in our organisation at the time. We are also now aware of just how much time is needed for project management, youth engagement, admin, design and marketing, as these were more costly than originally anticipated. It would have been helpful if there was more marketing collaboration and support provided by SFM for this project too as we did struggle to promote the workshops. SFM was asked to be a collaborator on the Instagram post on 28th Oct, but did not accept. Sent in a message on the 6th Nov asking if they could promote this due to having lots of free spaces for Sunday but no response. There was consistent feedback from participants that The Dye House was too cold so I think the workshops needed to happen before it got so cold in November, or that heating was provided at SFM.

**Audio recordings of the performances can be accessed here:**

**[https://www.dropbox.com/scl/fo/w2r6mwgpt2ncbr9qkj76i/AOI1I12\\_naB7ItUGjrjJzt4?rlkey=drv8u1jkflh57hw43vxb3z0qd&dl=0](https://www.dropbox.com/scl/fo/w2r6mwgpt2ncbr9qkj76i/AOI1I12_naB7ItUGjrjJzt4?rlkey=drv8u1jkflh57hw43vxb3z0qd&dl=0)**

# PARTICIPATION

**42** - young people engaged in creative activities at SFM

**50%** - of respondents had never been to SFM before

**100%** - of respondents said they would visit SFM again

**6** - attended Awareness Session CPD event at SFM

**4** - partner organisations collaborated on project

**764** - people reached online

(through 764 accounts, 7 likes, 1078 impressions, 62% non-followers – on Instagram and Facebook stories, reels and posts: 28th October – detailed post with attached reminder)



# FEEDBACK

What changed for participants & why does it matter?

FUN + INFORMATIVE.

WE KNOW ABOUT FLAXMILL.  
AND SHE CAN DRUM

Isaac had a great time & wants to come  
every week - lol

Feel very super happy + learnt about drums

BRILL 😊

I enjoyed it alot

Interacting with strangers. Played drums.

Gained information about the Flaxmill.

It was brilliant.

wasn't sure what they were before

Thanks. Roy had a great time!

Working as a team to create a song

I learnt something new.

The drumming experience was good,  
I gained confidence playing.

Enjoyed drumming

# WORKSHOP LEADER COMMENTS

*“Many of the group had not played djembe before but they took to the task with great enthusiasm. It was quite heartwarming to see some of the group who were very shy at first joining in and fully engaging with us by the end. Some of the group were offering up their own ideas of foods they liked so that we could create rhythms using each syllable of the words. An example of this can be found in one of our audio recordings at the break with - 'Banana, banana, banana, banana, spaghetti and meatballs!’”*

*“These rhythms required a higher degree of listening and seeing how individual parts fit together to create the whole. The group did really well at managing this. It became a very joyful session with key members of the group managing to hold down the more specific parts whilst other members played along with the group as a whole and a woman was dancing whilst her little boy was happily going from player to player!”*

*“One young person who joined us on the afternoon was very shy at first but by the end was playing with the whole group. Once they got into it, they wanted to play all the time, but were able to bring this back and follow cues. Another young person said they 'didn't have much rhythm' but they were able to completely revise this opinion of themselves by the end of the session!”*

*“This was probably one of the most enjoyable drumming workshops we have ever delivered! The group of 8 young people we had over this day were so enthusiastic and engaged whole heartedly with us and each other, and Samba drumming was a new experience for them all”*

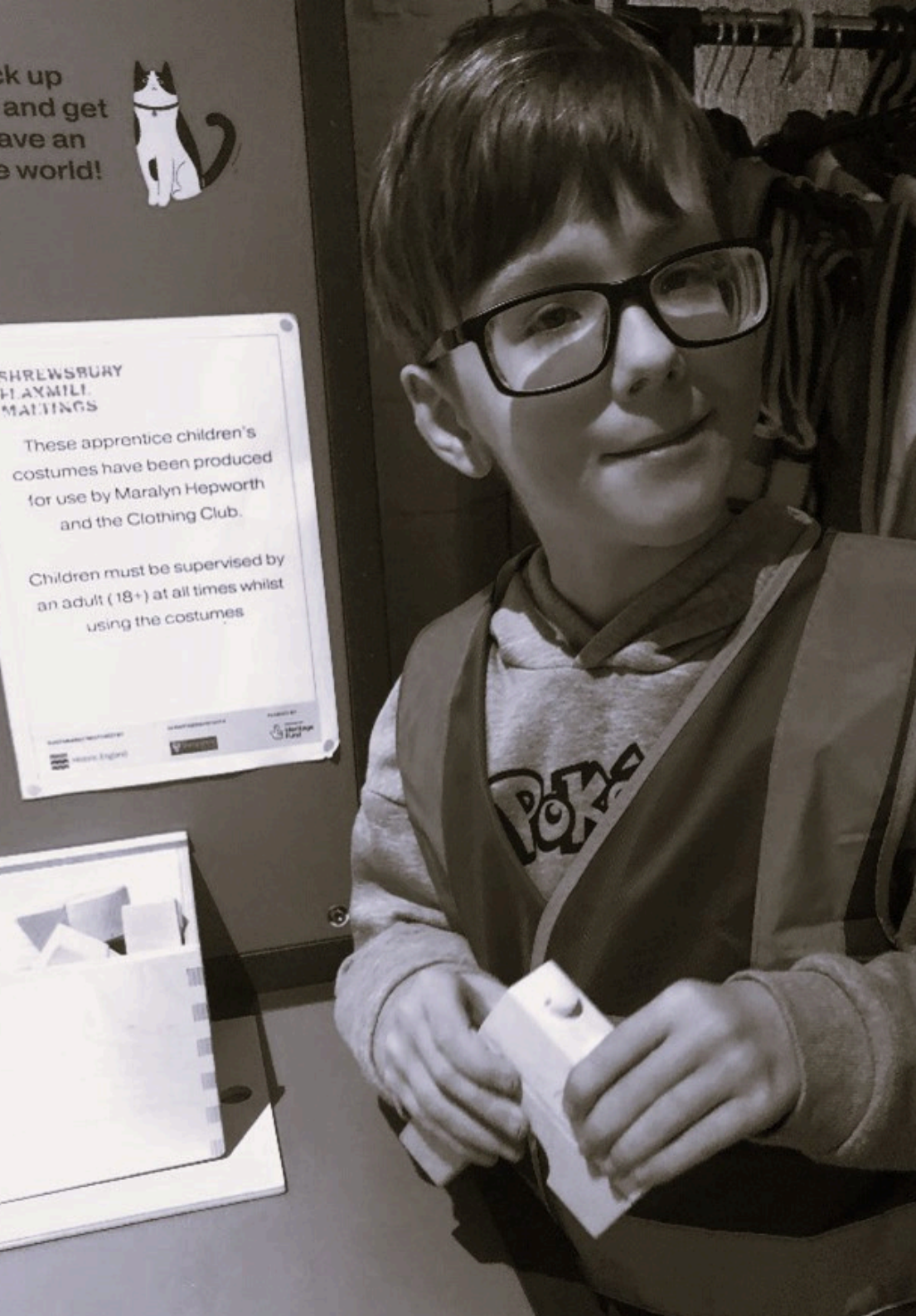
Pick up  
and get  
have an  
the world!



### SHREWSBURY MAYMILL MILLINGS

These apprentice children's  
costumes have been produced  
for use by Maralyn Hepworth  
and the Clothing Club.

Children must be supervised by  
an adult (18+) at all times whilst  
using the costumes



# SAMBA DRUMMING

Workshops @ Shrewsbury Flaxmill Maltings

Sat 9th Nov ~ 10am & 2pm



Have fun exploring Shrewsbury Flaxmill Maltings and making music at the first multi floored iron-framed building in the world, the grandparent of the modern skyscraper! The day will include a tour of the site and exhibition for participants and their families, learning about the history of this incredible building. Refreshments will be provided by Turned Wood Café. Travel allowance available. Made possible by a Shrewsbury Flaxmill Maltings Microgrant.

Open to children who are supported by Sensory Inclusion Service as a priority, although siblings may be accommodated – please ask for more info. Families are invited to be part of the tour and stay onsite to observe the workshop or explore at their leisure.

**SHREWSBURY  
FLAXMILL  
MALTINGS**

SUSTAINABLY RESTORED BY  
Historic England



**THE HIVE**

For more information contact  
Nichola Clark  
[nichola.clark@telford.gov.uk](mailto:nichola.clark@telford.gov.uk)

# SAMBA DRUMMING

Free workshops @ Shrewsbury Flaxmill Maltings

Sun 10th Nov ~ 10am & 2pm



Have fun exploring Shrewsbury Flaxmill Maltings and making music at the first multi floored iron-framed building in the world, the grandparent of the modern skyscraper! The day will include a tour of the site and exhibition for participants, learning about the history of this incredible heritage building. Refreshments provided by onsite Turned Wood Café. Help with travel costs available. Made possible with a Shrewsbury Flaxmill Maltings Microgrant.

**Open to Visually Impaired / Hearing Impaired young people aged 13-25.**

Participants must be accompanied by support if necessary.

**SHREWSBURY  
FLAXMILL  
MALTINGS**

SUSTAINABLY RESTORED BY  
Historic England



**THE HIVE**

For more info  
or to sign up contact  
Tom Hayes  
[tom@hiveonline.org.uk](mailto:tom@hiveonline.org.uk)

# Thank you





## October 2024 – November 2024



The Hive were thrilled to be approached by Cherie Jerrard from DRAWN after it was suggested we collaborate in providing free, enriching, creative workshops to the public during the festival. Cherie was unable to apply for the grant herself, but The Hive could due to its charitable status. We leapt at the chance to work together, having admired her passion for championing local independent creative businesses for many years. The Hive uses self-employed artists to deliver its creative wellbeing projects around Shropshire and many of them are part of DRAWN Collective. This grant, therefore, provided a unique opportunity for us to start a fresh partnership, having identified overlapping principles, primarily ensuring that high-quality enriching activities are accessible to all.

Workshops - Artists Sam Pooley-Stride, Hillary Hannaford & Molly Kaye designed various activities to run over 2 days to educate visitors about the first iron-framed building in the world. Children and their families were invited to create cardboard building blocks that they could then stack as tall as they could manage! They could also create a miniature city within a matchbox or sketch/collage the buildings in their very own DRAWN sketchbook. Participants were encouraged to engage with artists whilst being celebrated for being creative, physically playful and proud of their famous local landmarks.

Numbers – On Saturday, over 100 children came and took part in one of the activities throughout the day, with 80 matchboxes made. On Sunday there were many more adults than children and it was generally quieter. There were just over 60 matchboxes made.

The Hive uses four core outcomes to measure its impact, meaning that the people we work with feel positive and more confident, feel comfortable being who they are, value working with others and build their own resilience. During the activities, the artists noted the following outcomes being achieved with relevant quotes noted below:

Feel a sense of achievement & realise they have a contribution to make

“Children were coming to us to show their creations and ask for them to be photographed. Children took their own initiative and did not just make what they were told to do.”

Are proud of what they can do & feel able to express themselves

“Children showed their parents their creations with big smiles... [children] were confident with their artwork and could express themselves clearly.”

Feel safe to share experiences and feelings whilst finding commonalities with others

“... Children were with their families in a safe place. The boxes meant that children played freely with each other even though they did not know each other.”

Make positive connections & friendships with others whilst feeling a sense of belonging

“It was really lovely seeing families playing and making together. Children grouped together to play with the boxes, and some were families but others were making friends whilst they played. The children seemed safe and happy in the tent.”

Negotiate with & listen to others whilst learning the value of compromising

“Children took it in turns to use equipment [and] were sharing and enjoying working together. Children listened and asked questions about the makes and learnt about the Flaxmill.”

Take responsibility for their contribution, learning & behaviour whilst working as a team

“It was a drop-in art session, and the learning was not expected but gratefully received. The four-strong team worked well together and we all enjoyed representing The Hive.”

Cherie created the feedback sticker chart opposite after bouncing her ideas off The Hive's Project Manager, Sarah Evans. Children were invited to create their sticker design and add it to the page, next to a statement they agreed with. Lots of children decided to draw a face, many of which were positive in some way but so many stickers were added, we couldn't really tell which the most popular ones were! Some of the statements read 'I feel happier than when I first arrived', 'I learnt something about the Flaxmill', 'First-time visit' & 'I'm hungry now!'.

In addition to the quotes above, the artists felt that the day could only be appreciated fully through the videos posted to social media during the weekend. They also felt it would have been good to have our literature and branding in the tent so that people learned more about who we were. They also felt we didn't share many of their social media posts over the weekend and the footage we created showed the tents being too empty, therefore not fully representing what was a very successful and busy weekend. They also stated that the group working on the activities (which included a young volunteer) 'loved it' and felt that it was truly a great community event.

The turn-around time made the success of the activities even more rewarding. Through the collaboration, we had hoped that our organisations could establish a successful format that could be replicated in future funding applications. It provided a precious opportunity to test the water on a small scale, so we can do something larger next time.

The Hive is proud of its diligent health & safety and safeguarding policies. We ensure that our workforce has enhanced DBS checks (with barred list), certificates for recent safeguarding training and public liability insurance. Having to gather and check these documents for DRAWN's team at such short notice was difficult but it did provide insight and learning for their safeguarding practices, which can now benefit their other work in the community. Asking DRAWN artists to use our well-established evaluation framework also helped them to think deeply about their positive impact on participants.

The short time frame for this collaboration meant that The Hive's Project Manager was unable to attend the event. We had hoped to be included in the social media posts in the run-up to the event but as they had originated from the individual artist's social media accounts, it had caused confusion and had less brand impact than if they were posted directly from DRAWN. We were lucky that one of our trustees happened to attend the event with her baby and had without being asked, kindly created a reel for us to share on Instagram in the short time she was there. We engaged with what we could on and around the weekend but were disappointed that multiple invites to Shrewsbury Flaxmill Maltings to collaborate and share our posts were not accepted. In the future, more time to allow a better understanding of each other's marketing abilities and practices would benefit the promotion of the activities. Despite this, we were lucky that DRAWN is such a popular event. Therefore, participant numbers were high, and the team had wherever possible, added The Hive to their signage which we appreciated greatly.

## **Shrewsbury & Oswestry Crucial Crew - June 2024**

**The Idea:** Shrewsbury & Oswestry Crucial Crew is a yearly event, held on the first two weeks in June, where 1,500 Year 6 schoolchildren attend the event and are given 13 safety scenarios that are provided by Professional organisations. The event has been running for 30 years and has always been held at Nesscliff Army Camp. However, in 2024, this facility was unavailable, and the Committee were tasked with finding a suitable replacement site or not hold the event at all. After looking at other venues we came across The Flaxmill and after discussions deemed it a suitable venue for our purposes.

**The Activities Workshops** – We felt that the Dye House was an ideal place to hold 8 of our scenarios and 5 could be held at the rear of these premises. We were concerned that noise inside might impact on those delivering the scenarios, so we utilised gazebos and the scenarios were held underneath them. This curtailed the noise and allowed them not to affect others taking place. 13 scenarios are provided each with a different safety message for the schoolchildren to learn and take away from each of them. The schoolchildren are bused in from 50 different schools in the Shrewsbury & Oswestry areas and arrive at the site from 9.30am. At 9.45am a Committee Member briefs the children on the day's activities which start with a hooter at 10.00am and 8 are held in the morning sessions stopping at 12.00noon for a lunch break. It resumes at 12.45pm and 5 more scenarios are held to finish at 2.00pm when a quick de-brief takes place, and the children are given a 'T' Shirt as a souvenir and a 'Goody Bag' containing various stationery items. The children are grouped in numbers of 11/12 and are mixed so that they work each day with different children from other schools – we find that this helps with their social skills. Each of the 13 scenarios has a chaperone, invariably, a retired person who escorts them to each scenario. We were extremely lucky with the weather as 5 scenarios were held outside the Dye House under Gazebos, 8 were held inside the building and proved to be very successful. After the Children's briefing, we hold a teachers briefing about the event and the day and afterwards we allowed a member of The Flaxmill staff to speak to the teachers to explain what they could offer the schools and children and this was enabled the teachers to plan their visits to the site. After the children had their lunch volunteer from The Flaxmill gave a 'potted history' of the site which enlightened the teachers and children.

**Outcomes Achieved:** The children when moving around in different groups have been found to be more positive and more confident in themselves, feel comfortable being who they are, value listening with others and build their own confidence and learning from each of the scenarios.

It is quite a sense of achievement monitoring the children and being in a safe environment meant that they were able to concentrate on the messages being delivered and monitoring them asking questions as they moved around the site.

The 11 members of the Shrewsbury & Oswestry Crucial Crew Committee were really impressed with the Dye House and outer area and felt that it quite adequately covered their needs to hold the event so much so that we have booked it for 2025.

**Scenario Reflections:** The thirteen scenarios – West Mercia Police deliver anti-social behaviour and exploitation, Shropshire Fire & Rescue Service deliver water safety and fire safety in the home, Local farmers deliver Farm Safety, School Nurses deliver resilience, National Grid deliver electrical safety, Oswestry Rotary deliver bullying, Veolia deliver Reduce, Reuse, Recycle & Recover waste/rubbish items, Shropshire Youth Association deliver Vaping, Cadent Gas deliver carbon monoxide awareness,

A local Charity connected to alcohol abuse deliver alcohol awareness and Rail Safety is delivered by a couple of the Committee Members.

Each child receives a workbook which covers the scenarios that they have attended, and this workbook is use by the school's teachers to re-inforce the messages that have been delivered. The 'T' Shirts are a souvenir of their attendance at the event and the 'Goody Bag' stationery items that they can use at their schools or at home. In gratefulness for using the site the Committee ensured that an advert was placed in the workbook about The Flaxmill.

**Scenario Reflections:** The scenario staff believe that by having this facility to deliver safety message to 1,500 children in two weeks – 150 per day, is the most effective and efficient use of their resources otherwise it would take then 12 months or more to individually visit each school and deliver these same messages to this amount of children.

**Shrewsbury & Oswestry Crucial Crew reflections:** This was a perfect site to enable all the thirteen safety messages to be delivered comfortably and in a safe environment for everybody attending. We enable the Flaxmill to brief the teaching staff, after the children's briefing, so that they can 'sell' the Flaxmill and its usages for learning development. The teachers were unaware of the facilities and educational needs that they provide and indicated that they will be utilising this. We also allowed a 'Friend of The Flaxmill' to deliver a 15-minute history of the site to the children after they had finished their lunch break, and also to the teaching staff who found it really interesting.

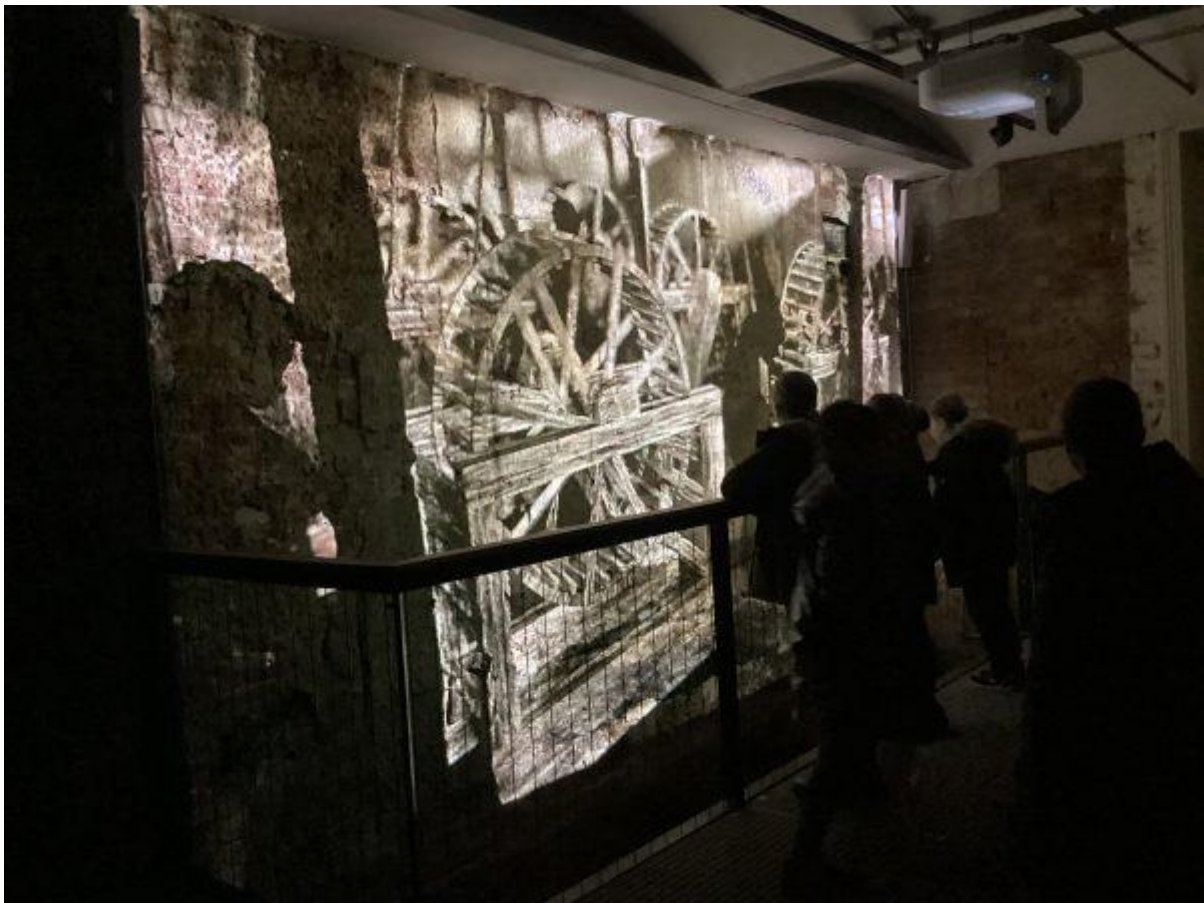
## **Flaxmill Maltings Report by Sheriffhales Primary School**

### **Class Teacher and History Lead**

We were very lucky to have a trip to the Shrewsbury Flaxmill Maltings. The 48 children took part in a variety of workshops throughout the day: building, artefact handling and a guided tour. We learnt all about the process of turning flax into thread and the variety of jobs at the mill. It was a fascinating day and we all learnt lots! The trip linked well to our current History and DT topics and included a variety of learning opportunities.

The staff at the Flaxmill were very organised and prepared for our arrival. I was very impressed with the attention to detail and this led to the whole process, from booking to the actual day, being easy and purposeful.

We were extremely grateful for the funding which enabled us – as a small school – to engage with the site. I would not hesitate to run this trip again in the future.







## Microgrant Evaluation: Shrewsbury Rethink Carers Group

The Rethink Shrewsbury Carers Group provides a safe, supportive environment for carers supporting family members or friends who have severe and enduring mental health issues. The group meets once a month. Occasionally speakers are invited to speak to the group. Information is also passed on to the group by group coordinator from Rethink and other organisations and also group members provide information of interest and relevance to the group.

The group was awarded a grant of £481 by the Shrewsbury Flaxmill Maltings small grant award scheme. The grant was requested to enable members to enjoy days out, craft events, lunch and other activities to provide a welcome change and respite from caring.

The grant has been used to provide group members with the following activities/events:-

Crafting events at the Flaxmill Maltings Shrewsbury where members enjoyed lunch and coffee and were able to make macrame plant holders. This took place over 2 afternoons.

Christmas lunch was also enjoyed by members at The Flaxmill.

A guided tour of the The Flaxmill has also been enjoyed by the group.

An afternoon out was arranged at the local National Trust Attingham Park where lunch was also provided.

The activities above have enabled members to meet in different surroundings, enjoying new activities which provide a welcome break and distraction from the continuing care which is provided by them.





Geraldine Griffiths

Dual Group Coordinator, Shrewsbury Rethink Carers Group

## Review of Our Visit to the Flaxmill Maltings – 10th November 2024

Our visit to the Flaxmill Maltings on 10th November 2024 was a wonderful success, delivering on the aims set out in our original project bid. As part of Re-Engage Shrewsbury’s initiative to increase engagement with this historic landmark, our group of guests—aged between 76 and 96—had a truly memorable experience.

The personalised tour brought the fascinating history of the Flaxmill to life, sparking conversations and even personal recollections from some of our guests who have long-standing connections to the site. The visit provided a unique opportunity for them to ‘feel’ the history, overcoming barriers such as mobility and transport that had previously prevented them from exploring the Flaxmill.

A highlight of the visit was the delicious vegetarian food at the Turned Wood Café, which was enjoyed by all—even those who wouldn’t usually opt for a meat-free meal. Over lunch, discussions continued about what had been learned, and several guests expressed a desire to return with family in the future.

This project successfully fulfilled its objectives by increasing access to the Flaxmill Maltings, promoting social interaction, and enriching our guests’ understanding of local heritage. We are incredibly grateful for the support that made this visit possible, and we have continued sharing our positive experience of the visit with others in the community.

Thank you to everyone who contributed to making this event so special!

Screenshot of social media post

