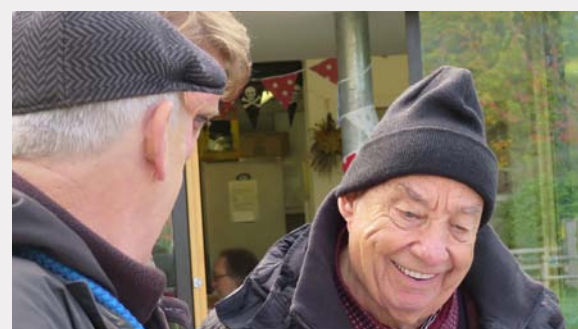# historyp!n

Historypin in the Community

2013/14

Historypin in the Community

2013/14

Foreword from the Director of Historypin

I'm excited to introduce you to some Historypin community projects from the last two years. There's a lot of creativity on display here: we've seen Historypin used to connect generations in Japan, to draw in rich life stories in Australia and even to inspire a mural in East London. These sorts of projects are at the core of our mission to build better local social connections through a shared sense of place and history.

Each case study gives you a brief glimpse of the people behind these projects and what they've achieved, but for more of the detail you might want to follow the links to their Historypin projects and blogs.

We don't get to take credit for all of this wonderful work. Sometimes we've helped with organising, provided training or advice and helped with publicity and introductions, but the positive results in these places are due to the energy and enthusiasm of a network of volunteers and partners around the world who consistently deliver positive social change. We call these people Community Heritage Activists.

I've just joined the Historypin team this year, but I'm already looking forward to some great opportunities. And I have to thank some amazing people: Rebekkah, Nick, Jon, Lise, Sophie, both Alexes, Koko, Sasho, Kerri, Max, Steve, Gabi, Nedko, Asen, Boris, Dian, Tori, Kathleen, Naomi, James, Ella, Sean and Rebecka have been some of the best colleagues and friends I could hope for. It's really no wonder that Historypin has such a bright future.

We hope that these case studies will be an inspiration for your own community projects. If you're using Historypin to do something cool, or just want to chat, please drop us a line at hello@historypin.org.

Happy pinning!

Breandán Knowlton, Director of Historypin
Spring, 2015

Introduction to Historypin

What is Historypin?

The Historypin website (historypin.org) and mobile apps provide its users with collaborative digital tools, a mutually supportive online community and motivation to run Historypin projects. Historypin projects involve working with the local community to gather and digitise photos, documents, sounds, moving images, stories and oral histories relating to the history of the local area, and sharing this content online for the world to see.

Who uses Historypin?

Communities all over the world use Historypin to run projects with local people, in which they gather and tell the history of their local area. To date, over 60,000 individuals and community groups and 2,500 libraries, archives, museums, schools, universities have run thousands of local projects, pinning in over 75 countries. These Community Heritage Activists have shared almost 400,000 materials and memories on Historypin, explored by 50,000 people each month.

Historypin's aims

There has been a well-documented breakdown in the structure of communities over the last few decades, and an accompanying decrease in local social capital. People know fewer local people and mix with others in their community less often. Historypin aims to increase the number of people in communities who are connected, increase the diversity and strength of these connections and reduce isolation. Our projects use collaborative archiving, using local heritage to build communities and strengthen local connections.

Community benefits

Many local groups have used their Historypin project to further a goal within their community, whether this is connecting generations, reducing social isolation for older people, commemorating an anniversary, raising awareness of a local issue, or changing perceptions of their area.

If you would like to partner with Historypin to run a project together, please email hello@historypin.org.

Shared by **Makoto Okada**
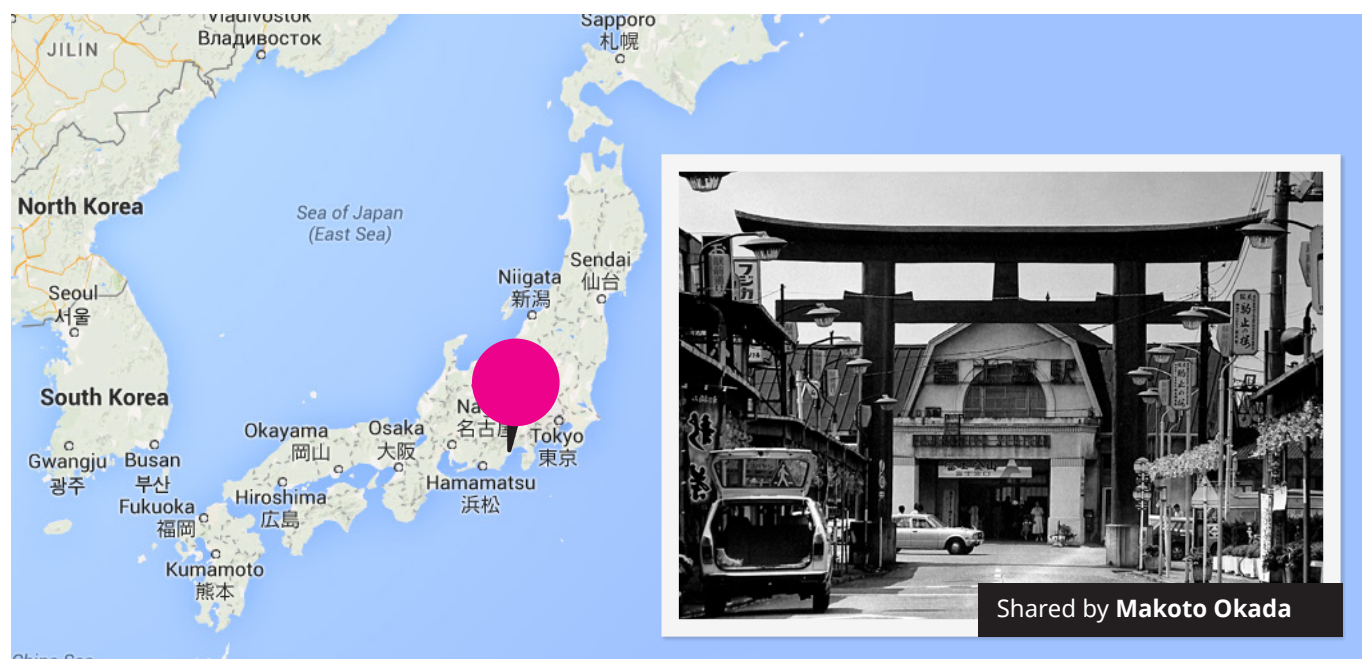
FUJINOMIYA, JAPAN
Bridging Communities: Sharing Our Memories

Participants

High school students and teachers, local older people and the general public, photographers, newspapers, city officers.

Organisers

Fujinomiya Council, Fujitsu Laboratories, Center for Global Communications (GLOCOM), International University of Japan, The British Council

Why?

Fujinomiya Council and Fujitsu Laboratories were concerned about lack of contact and understanding between teenagers and local older people. Working with city officers, they identified a high school in Shizuoka prefectural Fugaku-kan who also wanted to improve intergenerational relationships between their pupils and the wider town. They challenged the students to create an interactive intergenerational event, based around historical photos of Fujinomiya.

"I really felt that this cross-generational exchange has become more natural than ever"

High school teacher

What?

The students brainstormed the kind of activities that were suitable for older people and developed the idea of displays featuring hand-drawn maps overlaid with old photos and spaces to add memories.

The students ran their event in the Fujinomiya Shopping Street Station, working with a local street market to attract more visitors. Older people were invited and added their memories to the display, which became richer and richer as more stories were shared.

Old photographs of the area were sourced by local photographers, newspapers, city officers and high school teachers.

The best photos and stories were uploaded to a localised Japanese language version of the Historypin website, and a fantastic film was made to document the event.

When?

Oct '13   Feb '14

"In recent times, you really felt that Fujinomiya was this desolate place, but I now know this is a truly heart-warming place with so many people"

High school student

"I really loved this. It's not often you get to speak to such young people these days"

Participant

"I hope they do this again. So nice to reminisce like this, it's soothing"

Older participant

What did they create?

• An inter-generational event
• Physical displays of old photos enriched with stories
• Digital archive of 371 photos and memories on historypin.jp

Ongoing activity

The students went on to set up other community projects, including events with elderly people with dementia.

The project partners are planning to develop similar projects elsewhere in Japan, building on this prototype.

Video

historyp.in/1FrZ0ra

Web links

English language project
historyp.in/1FXolgj

Japanese language project
historyp.in/18kFMKa

♥

MEMORABLE MOMENT

Students took enormous A1 prints of historical photos out to the locations where the photos were taken so that passersby could compare old images with the present day surroundings - creating a real life version of the Street View overlay functionality on Historypin.jp**.**

Impact

THE ORGANISERS SAID:

It was *"A successful effort to create a space for trans-generational exchange, including with senior citizens with dementia."*

"It allowed both elderly people and the pupils to understand their roles in society together better through communication. The elderly people had a chance to talk about their memories with teenagers. The teenagers feel a sense of their place in their community and how they can contribute positively."

"A core aspect of the project was to develop and utilise ICT skills (of both the school pupils and senior citizens), and the Historypin tool was perfect for this."

"It's not just about creating something for the sake of creating, it can be so much more, a medium that promotes communication across generations, between those with and without a disability, between the locals and the tourists."

historypin

Shared by **Bill Robertson**
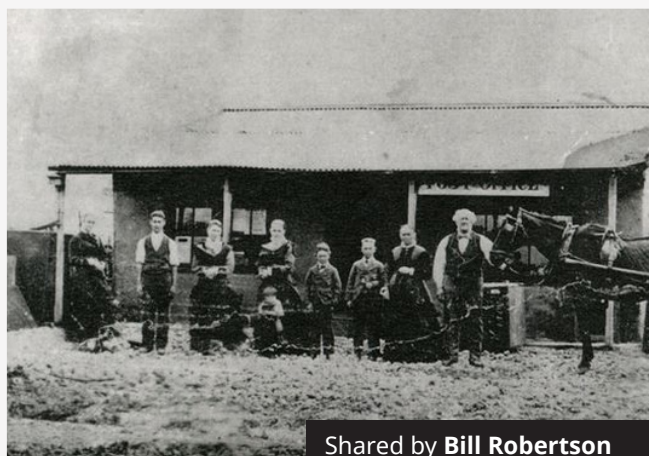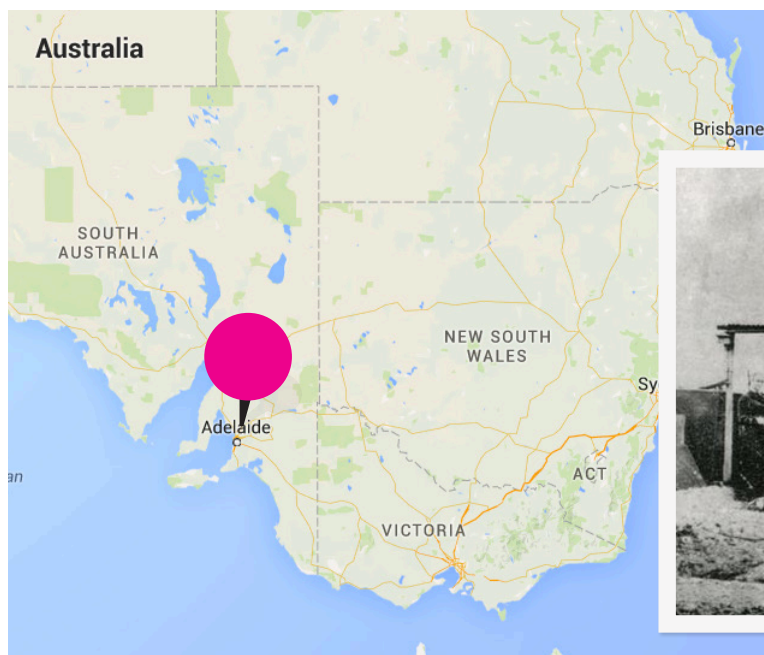
Life Stories Circle

Participants

Elderly and socially isolated people, currently aged between 62-97 years old. Usually 10-15 people participate each week.

Organisers

Annie and John Payne, founders of the charity Life Stories Australia Inc.

Why?

The volunteer-run Campbelltown Life Stories Circle aims to bring together elderly and socially isolated people who might otherwise have little contact with others. They aim to tackle loneliness, particularly amongst those who have lost their spouse.

"I have enjoyed the camaraderie of the group and the support that the Circle members provide to each other. We have a great time, often with a lot of laughs."

Graham, participant

What?

The group meets every Wednesday morning at a local library. Each week, participants give a three minute talk and share relevant photos on a particular topic, varying from the entertaining - *"Funny situations that still make you laugh"* - to the philosophical - *"Perceptions of the self"*.

Volunteers record their stories and scan their photos. After the session one of the volunteers adds some of the best content to Historypin.org.

Links to their stories are passed on to relatives where possible, who can enjoy them wherever they are in the world.

If anyone brings in photos of particular historical significance they are scanned and passed on to a relevant archive - Australian War Memorial museum were *"absolutely rapt"* by a particular batch.

When?

2013   **ongoing**

"I feel it's vital that our life stories are told and preserved. I'm very, very glad that they are recorded for our young ones to tap in to, as they should know how their ancestors moved and settled here in Australia from other lands. I came as a 6 year old child from post war Italy. They need to know how life was back then."

Lisa, participant

"It's the highlight of my week"
Bill, 96, participant

What did they create?

- A weekly social session for elderly and socially isolated people
- A digital archive on historypin.org containing a small selection of the 1,100 photos and stories gathered to date

Ongoing activity

Once the project is sustainable in Campbelltown, they plan to approach other councils in Adelaide, or even other cities, to run similar projects.

They also aim to set up a program in which they visit people in their homes if they are unable to come to the library sessions.

Web links

Historypin profile
historyp.in/1LCEeY4

Project website
historyp.in/1DTq4CP

♥

MEMORABLE MOMENT

One woman had not left her house for four and a half years after her husband died. "She had become a recluse," says the programme organiser. Now she is the first person at the story sharing circle every Wednesday.

Impact
THE ORGANISERS SAID:

"It opens their eyes to what happened in other parts of the world."

"The recordings help strengthen family ties - it doesn't matter where in the world the family is - one woman has family in nine different countries and they can all hear and comment on her stories."

"It definitely has a social impact. These isolated people have formed a tightly knit group. They look after each other and phone each other outside sessions to find out if they are coming that week. They have become friends."

Shared by **The Potteries Tile Trail**
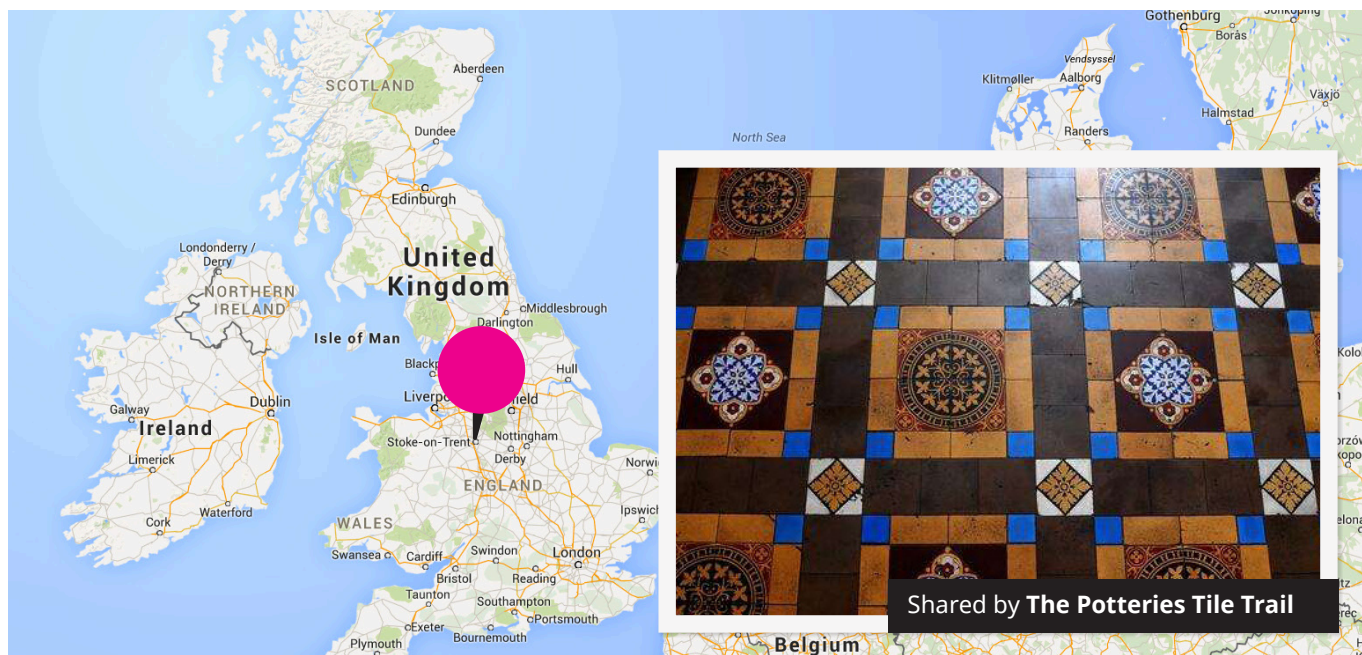
STOKE-ON-TRENT, STAFFORDSHIRE, UK

Potteries Tile Trail

Participants

16 voluntary 'tile ambassadors'
2,900 attendees of events
10,000 visitors online
1,200 Twitter followers

Organisers

Danny Callaghan, The Tiles and Architectural Ceramics Society

Why?

The Potteries Tile Trail was a project to inspire engagement with the world-renowned ceramic industry of Stoke-on-Trent.

"Historypin has made a relatively very low budget pilot project punch way above its weight (and resources)."

Danny Callaghan, project manager

What?

A group of 16 volunteer Tile Ambassadors were identified and trained to work in partnership with heritage specialists and digital technology. They researched and gathered tile-related stories and photographs during study visits to locations linked to the pottery industry across Stoke-on-Trent and national properties that featured Stoke-on-Trent made tiles.

This work led to ten highly popular community engagement events with pop-up displays of archive footage, photographs and tile samples. A Twitter channel attracted local and national attention with followers tweeting images of ceramic tiles from across the world. Local newspapers and radio publicised the events and online archive.

All the photos and stories were put on a Historypin.org.

When?

Mar '13   Mar '14

"The Historypin profile was used as a central collection for almost everything we did. It allowed the photos taken by participants to not just be stored on a memory card, or in an archive, but rather displayed and showcased for anybody to see."

Danny Callaghan, project manager

"Historypin became the motivation, not just a repository. People got buzzed by the idea of collecting. People were disappointed if the photos they contributed were not showcased on the Historypin profile."

Danny Callaghan, project manager

What did they create?

• A digital archive of 350 photos and memories on historypin.org
• Online tours around Stoke's 6 towns
• 10 community engagement events

Ongoing activity

The project is ongoing with Danny and volunteers continuing to discover and add Stoke tiles in the local area and the rest of the world.

Web links

Historypin profile
historyp.in/1zHdaBn

♥

MEMORABLE MOMENT

Danny and his team created six online tours around each of Stoke-on-Trent's six towns for the public to explore. Tiles and ceramic features of note are listed either to be spotted by those using these to take walking tours of the area or by online viewers located anywhere in the world.

Impact

• 16 volunteers trained and given 12 months work experience

• 1,000 voluntary hours donated.

• 10,000 views to their Historypin Profile.

• *"I can't believe the amount of traffic that has gone through that channel. Some old-school cultural institutions are amazed at the traffic that a small outreach project managed to achieve."* - Danny Callaghan, project manager

• The project was identified as creative heritage 'model of good practice' by Dame Jenny Abramsky, Chair of Heritage Lottery Fund at Heritage Exchange 2014 conference.

• Featured in 3 Legacy academic research projects with a focus on public engagement (partners include: University of Leeds, Science Museum, BBC Archives).

historyp'n

Shared by **QPMSgrade6**
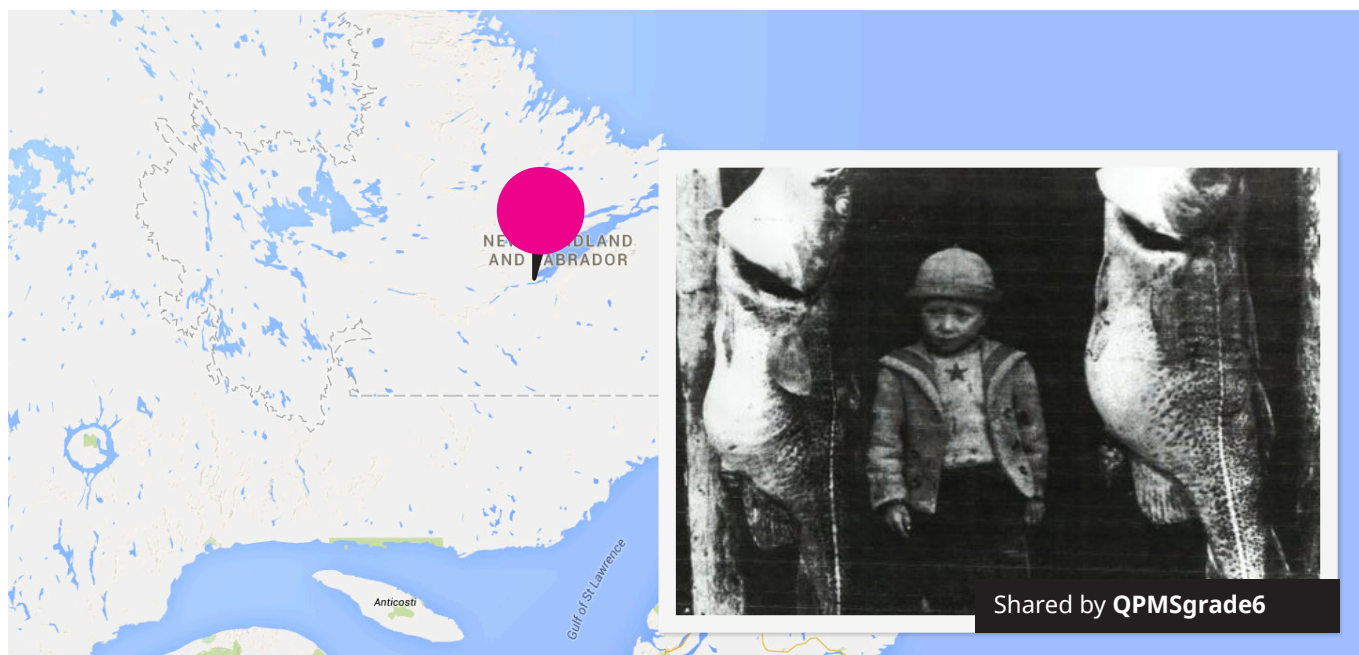
HAPPY GOOSE VALLEY, LABRADOR, CANADA
Labrador Schools' Historypin Project

Participants

400 pupils from Queen of Peace and Peacock Primary Schools and their families

Organisers

Susan Lamond, primary school teacher

Why?

Susan wanted to bring to life the Language Arts and Social Studies curriculum, which requires students to develop their interviewing and interpersonal skills. She saw interacting with historical photos as ideal for this, with the added benefit of creating an appreciation for local heritage. She thought Historypin would be the perfect tool to do this.

What?

In the first year Susan arranged a Skype call between her students and students from Nelson Rural School in Miramichi, east Canada - over 1500km away - who had previously run a Historypin project and could offer them some tips.

The project has been run annually since 2012. Each year the project is run in a similar way, with pupils being shown the Historypin website and visited by an archivist from a local history magazine.

To develop their interview skills, the teacher puts up a photo of a local historical figure and the students ask questions of the person in the photo, which the teacher answers. They learn to draw out the stories behind older photos and older people.

Students have a few weeks to collect photos from friends and family, instructed to 'get the story behind the picture' if they wanted their contribution to be added to Historypin.

The school also hosts an Open House Session at the end of the project - where the pupils exhibit their work, and friends, grandparents, families and teachers are invited. There are large wall displays, live interactive Historypin displays and an awards ceremony for the pupils at the end. Members of the Historypin team have also Skyped in to congratulate the students on their work.

Susan has run this project with both third and sixth graders and found it most sucessful with the third graders (8-9 year olds).

When?

2012   2013   2014

"The kids have to find photos from their family, so this often means a fantastic chance to sit down with the grandparents and converse with them."

Teacher/organiser

"There was a huge buzz around the school. The kids would upload pictures and then rush home to see how many views they had on pictures; it became like a competition"

Teacher/organiser

What did they create?

Each year:
- A digital archive on historypin.org with 91 photos and memories in 2012, 48 in 2013 and 156 in 2014.
- A display in the school
- An open house session for families

Future plans

2015 is the school's 50th anniversary and they will be running a larger celebratory event based on the sessions, involving the whole school.

Web links

Historypin profile Peacock Primary School 2014
historyp.in/18kGGGo

Historypin profile Queen of Peace Primary School 2013
historyp.in/1AJQ3sF

Historypin profile Queen of Peace Primary School 2012
**historyp.in/1JLgntH**

♥

MEMORABLE MOMENT

One girl brought in an old photo depicting a small boy between two absolutely enormous fish, which had been widely reproduced locally as postcards and posters. The boy's identity wasn't known until interviews with family members revealed he was the student's great, great, great grandfather, Victor Croucher and the student had been named Victoria, after him.

Impact
SUSAN SAYS:

"It has proved a great tool to fulfill a motivation to increase kids' awareness of the history of their rural communities in Happy Goose Valley, New Foundland and Labrador, and the wider world."

"Sharing the students' work has been a fantastic experience for all involved. I have done presentations to teachers, principals and our school board and everybody is very impressed... I have been approached by several more teachers this year who want to do the project!"
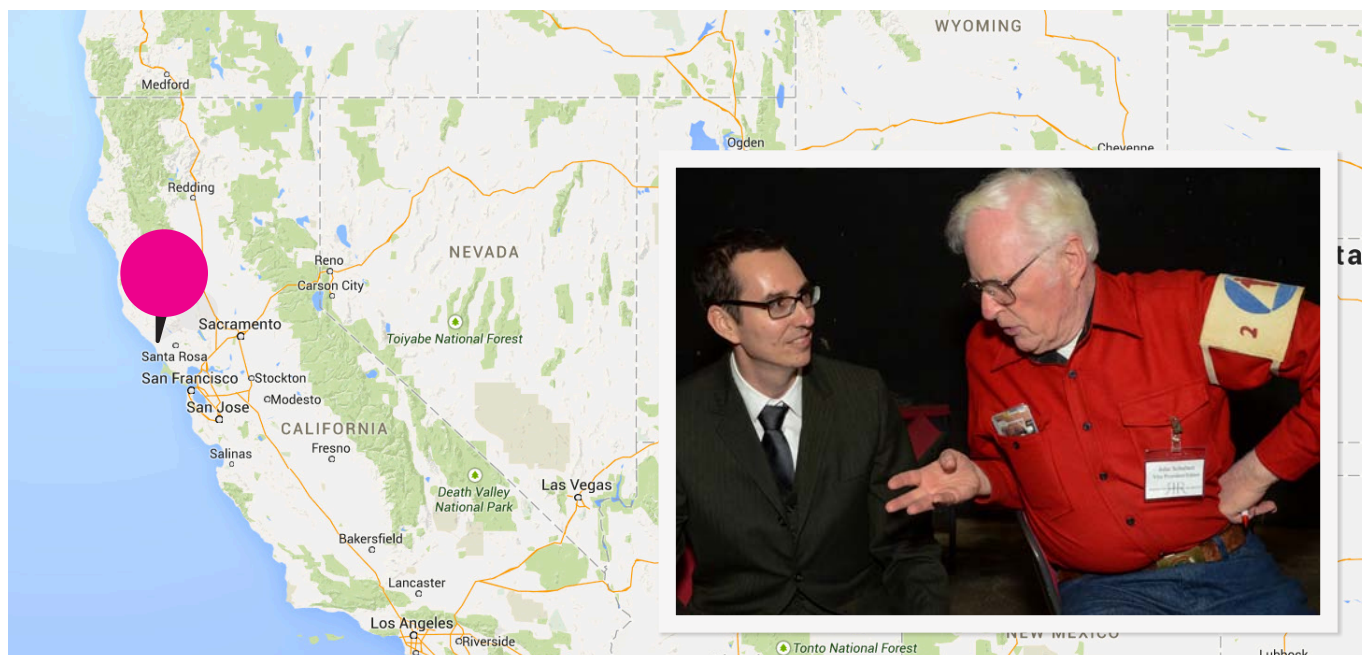
MONTE RIO, CALIFORNIA, USA

Homefront 1945, featuring Fury

Participants

120 participants from the local and surrounding area.

Organisers

The US National Archives and Records Administration (NARA), Rio Theater and Cafe, Russian River Historical Society. This project was supported by a Historypin community officer.

Why?

This event was part of a much wider project in which NARA and Historypin are working to increase interaction with the NARA's extensive collection of World War I and World War II moving images. They wanted to make these videos relevant to new audiences.

What?

"Homefront 1945", was held at the Rio Theater in the rural community of the Russian River in California's Sonoma County.

Fury, starring Brad Pitt, was screened as the centerpiece to a night of time-travelling amongst showings of period cartoons, featurettes and digitally restored WWII films from the NARA archives.

Guests shared a vintage WWII themed dinner based on ration books and restaurant menus from that time, during which they could enjoy displays of photos and memorabilia.

Older people from the community also shared stories recounting personal memories about friends and family during the war, including pilots doing a low flyby of the Guerneville bridge, and the experience of Japanese American neighbours who were imprisoned for the duration of the war.

The event was an opportunity to view NARA's WWI and II videos in an interactive and engaging setting and highlight the relevance to personal and community history.

When?

8th Nov '14

*"This was wonderful!
I didn't know if we would
enjoy more war stuff -
but we enjoyed this
night very much."*
Attendee

*"A spectacular evening of good food,
new friends, local history stories and
community fun. Thank you."*
Attendee

♥

MEMORABLE MOMENT

**The audience loved seeing the actual newsreels
which cinema-goers would have seen before a film
in April 1945 before the main feature started.**

What did they create?

A highly memorable event.

Impact

120 participants had the opportunity to enjoy
and experience WWI and II history outside a
traditional museum setting.

*"The Homefront 1945 event was extremely successful
in bringing out a large number of older members
of the community, in addition to the younger crowd
our events have been targeting lately."*
Co-owner, The Rio Theater

Future plans

The organisers are currently exploring a pilot with the
Rio cinema to reduce isolation, increase social cohesion
and improve mental health of older people in rural
communities through a series of similar events that bring
history out of the museum and into local, community
spaces like theaters and libraries.

Web links

Historypin profile
historyp.in/1Fs0GRt

Historypin blog
historyp.in/1A5ZBu2

historyp'n

Shared by **Frederick Fordham**

BECONTREE ESTATE, DAGENHAM, LONDON, UK
This Used to be Fields

Participants

Residents of the Becontree Estate, east London

Organisers

Create London, London Borough of Barking & Dagenham with support from Creative Barking & Dagenham, Barbican and Arts Council England. This project was supported by a Historypin community officer.

Why?

The project took place on the Becontree estate in east London and aimed to increase connections in the local community, change perceptions of the area and involve people with low levels of cultural engagement in a cultural project.

What?

A Historypin community officer, Valence House Museum (home to the borough's historical archive) and 15 local organisations including schools, community centres, local history societies, civic organisations, voluntary groups and libraries worked together to collect as many historical materials and memories associated with the estate as possible.

In total, over 40 local events were run, varying in format from reminiscence sessions to talks, and film screenings to workshops.

All the materials gathered were scanned and uploaded to Historypin.org for a wider audience to enjoy.

Mural artist, Chad McCail was commissioned to work with the local community to create a new permanent public artwork in Becontree, a giant mural depicting the history of the estate. The design for this was based on stories and memories shared by Becontree residents.

The project culminated in a celebratory event displaying materials collected and officially unveiling the mural.

When?

Sep '13 ——————— Oct '14

"Good to share experiences of others who lived in Dagenham in the 1940's and 1950's. Certainly learned more about life on the estate."

Older participant

"Covers much people don't talk about - gets you thinking about more positive things to do with Dagenham"

Local resident, aged 34

"The highlight was... seeing the Historypin website, and learning that it is going worldwide"

Participant

What did they create?

- Over 40 events to gather historical materials
- Digital archive on historypin.org of 155 photos and memories from the local community and over 1,000 photographs and 30 film clips from Valence House Archive
- A mural depicting the memories

Ongoing activity

Valence House and local organisations are using the digital archive and visits to the mural in their education and engagement activities.

Video

historyp.in/1Eslw5q

Web links

Historypin project
historyp.in/1GtzrY6

MEMORABLE MOMENT

The unveiling of the mural, described by Chad McCail, mural artist: *"It begins with images of the first residents moving in, still dressed in their military uniforms. It goes on to depict World War Two bombings, visits from Mahatma Ghandi and the Hitler Youth (both invited by famous pacifist and local resident Muriel Lester), the construction of the Dagenham Ford car plant, which inspired the film 'Made in Dagenham', and the defeat of the British National Party in 2010."*

Impact

- 500 people participated.

- 91% of participants surveyed would like to see more things like this in their local area and 75% would like to get involved with a similar project.

- Over 60% of participants surveyed met someone new from their local area and 26% met someone new from a different generation.

- 50% of participants surveyed had not been to a cultural event in the past 12 months.

- In the 6 months following the launch on Historypin. org, it received over 2,000 visits by 1,500 people who spent an average of nearly 6 minutes exploring it.

Shared by **SpeakupBillers**
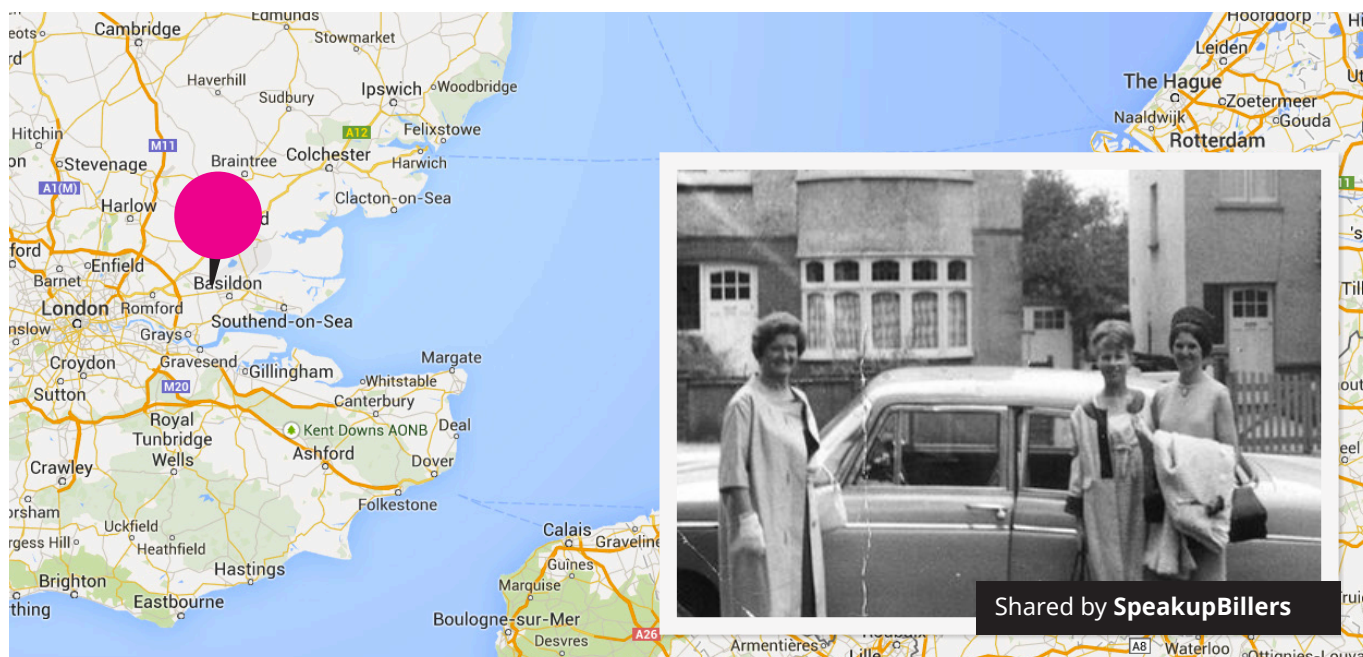
Billericay School Historypin Day

Participants

12 boys from year 8
12 local men aged 60+

Organisers

Charlotte Berry, Assistant Headteacher, Billericay School

Why?

Assistant Headteacher Charlotte Berry wanted her Year 8 students to deepen their ties with local older people and to bring history alive in her classroom.

"I've managed to meet one of my grandson's friends, so that's quite exciting."

Older participant

"I can't believe I've met someone who's met Elvis Presley and also carried Winston Churchill's coffin."

Student

What?

The students were tasked with co-ordinating a Historypin workshop, planning everything themselves including learning how to use the Historypin website, inviting local people, organising the session and making sure enough tea and biscuits were on hand.

The following week in the workshop itself, they did a series of light-hearted introductory exercises, then each student was paired up with an older person who had brought in a selection of historical photographs. The students interviewed their partners, trying to tease out the stories behind the images.

Whilst the best photos were being scanned, the guests had a chance to explore Historypin – with the pupils showing off their expertise in how the site worked. Later, the photos and stories collected were uploaded to Historypin.org.

When?

May   June

"There are so many ways we can use Historypin in schools. Obviously with the curriculum, but also literacy activities, creative writing activities... and there's huge potential for engaging our local community by running similar sorts of workshops."

Charlotte Berry, assistant headteacher

"I've found it absolutely fascinating. They are very keen these young people to know about my youth, for instance, things which I regarded as commonplace they seem to have absorbed and I suddenly realise I'm a child of history."

Older participant

What did they create?

• An inter-generational event
• Digital archive of 35 photos and memories on historypin.org

Video
historyp.in/17xNxLJ

Web links

Historypin profile
historyp.in/18kGk2z

♥

MEMORABLE MOMENT

**Inter-generational speed-dating!**

Impact

Charlotte Berry, assistant headteacher and organiser said:

"The boys felt a huge sense of achievement having planned every aspect of this day for older members of our community... They genuinely enjoyed hearing all the stories behind the photographs and were bubbly and full of enthusiasm after our guests had left."

"Doing this workshop had really brought history alive for them [the pupils]. They surprised themselves in how interested they would be, and how interested they were in what the older boys had to say. They felt they learnt how to have proper conversations with people they've never met before."

historyp'n

Shared by **dmartinich**
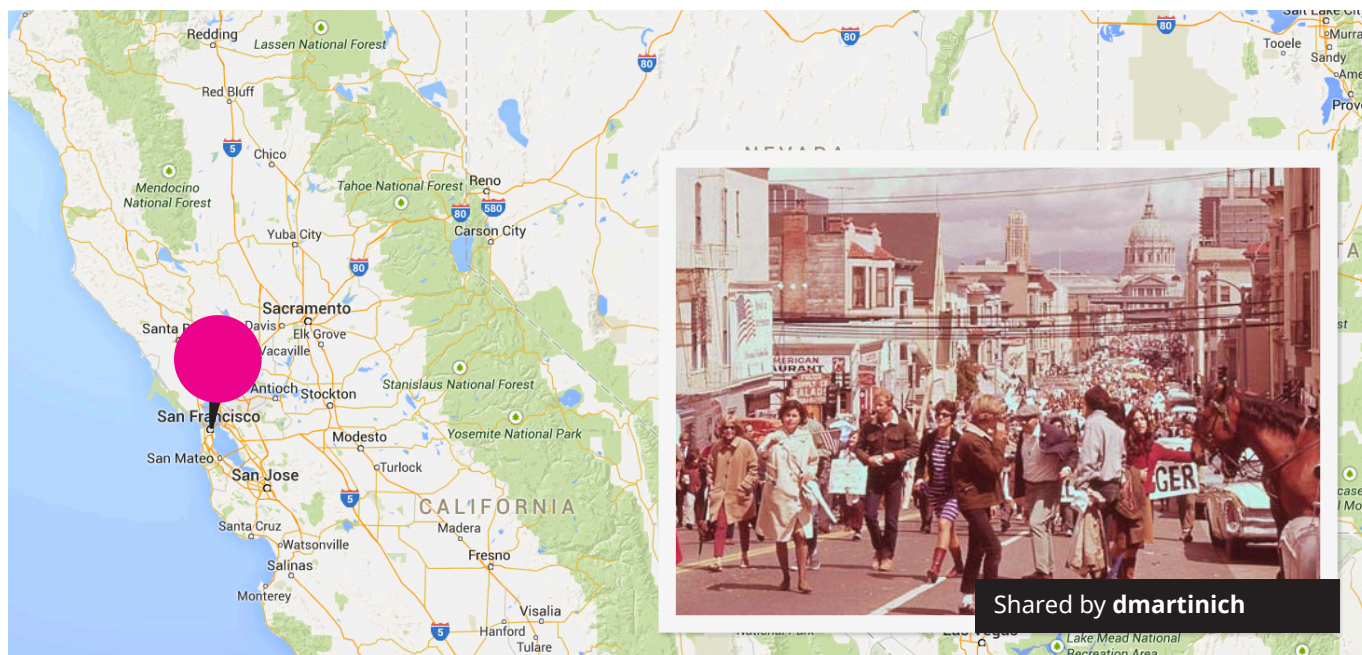
SAN FRANCISCO, USA
Year of the Bay

Participants
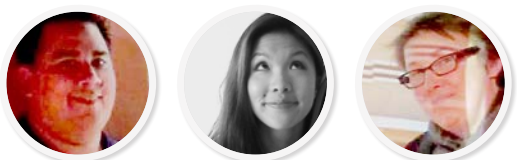
35 historical institutions from the big (e.g. San Francisco MTA Archives) to the small (e.g. local history societies)
200 attendees of events
150 contributors to online archive
27,332 visitors to the site during 2013 and 2014

Organisers

Stanford University's Center for Spatial and Textual Analysis (CESTA) and a wide range of cultural/community organisations, supported by the Mellon Foundation. This project was supported by a Historypin community officer.

Why?

Stanford University Center for Spatial and Textual Analysis wanted to explore how public knowledge could enrich existing collections containing photographs, maps, and textual content.

They also wanted to engage the community in the history of San Francisco Bay and the cultural heritage surrounding it.

What?

They chose to engage local people in the project by framing queries about the date, location or content of historical photos, videos and audio files from historical archives as 'mysteries' that needed to be solved. Special digital tools were built on Historypin.org to facilitate this collaborative approach to improving historical content. Suggestions were made via the site and approved by Historypin or the content owner.

The people of San Francisco were encouraged to solve these mysteries and add materials and memories relating to the history of the Bay area to the online archive. The project was promoted widely locally, via social media, local community history networks, local blogs and newspapers, and a series of public events. These included the Bernal Heights history group holding a historical mystery solving evening and a historical 'Hackathon' with California Historical Society.

The project was accompanied by a blog, documenting the project over the year. **One of the most popular posts f**eatured a remarkable video of Market Street, San Francisco in 1906.

When?

Jan '13   Dec '14

"Thanks so much! You know we could have kept you there until midnight if the library would let us"
Bernal Heights history group member

"I'm using the Year of the Bay project as a way to present LGBTQ history to a larger audience and to show that this topic is one of the many layers and facets of Bay Area history."
Participant

What did they create?

• A digital archive on historypin.org with 7,783 photos and memories. Contributions came from large archives - 3,746 from San Francisco MTA Archives, 708 from San Francisco Public Library, many from small historical groups, and from 52 individuals adding one contribution each.
• 167 Mysteries about historical content
• 5 participatory events and weekly drop-in pinning sessions

Future plans

The project is ongoing with material still being added every day. A partnership with The Bold Italic online magazine and the SF Public Library continues, which is digitising new colour slides and sharing these in the magazine and on historypin.org. Storytelling sessions at the Grand Theater, with contributions added to historypin.org are also ongoing.

Web links

Historypin project
historyp.in/1A5Z639

Blog about solving a mystery
historyp.in/1Fs0j9x

Blog about mystery solving hackathon
historyp.in/1wnNbTU

Guest blog from a local contributor
historyp.in/1FXpKUn

MEMORABLE MOMENT

When members of the Bernal Heights History Project solved a Mystery during a lively evening at the library. They pointed out an old laundry, theater, and raised railway in a photo (that many did not even notice was there), which led to the correct identification of the date and location.

Impact

Of the 167 Mysteries, 137 have now been solved or are under investigation by the general public.

The History Hackathon event was particularly popular. Over 50 people attended and helped solve mysteries about photographs from four local institutions. Attendees were a mix of local history hackers and mappers and the California Historical Society's older membership base creating a novel mix of participants for the Californian Historical Society.

Shared by jim.daimus
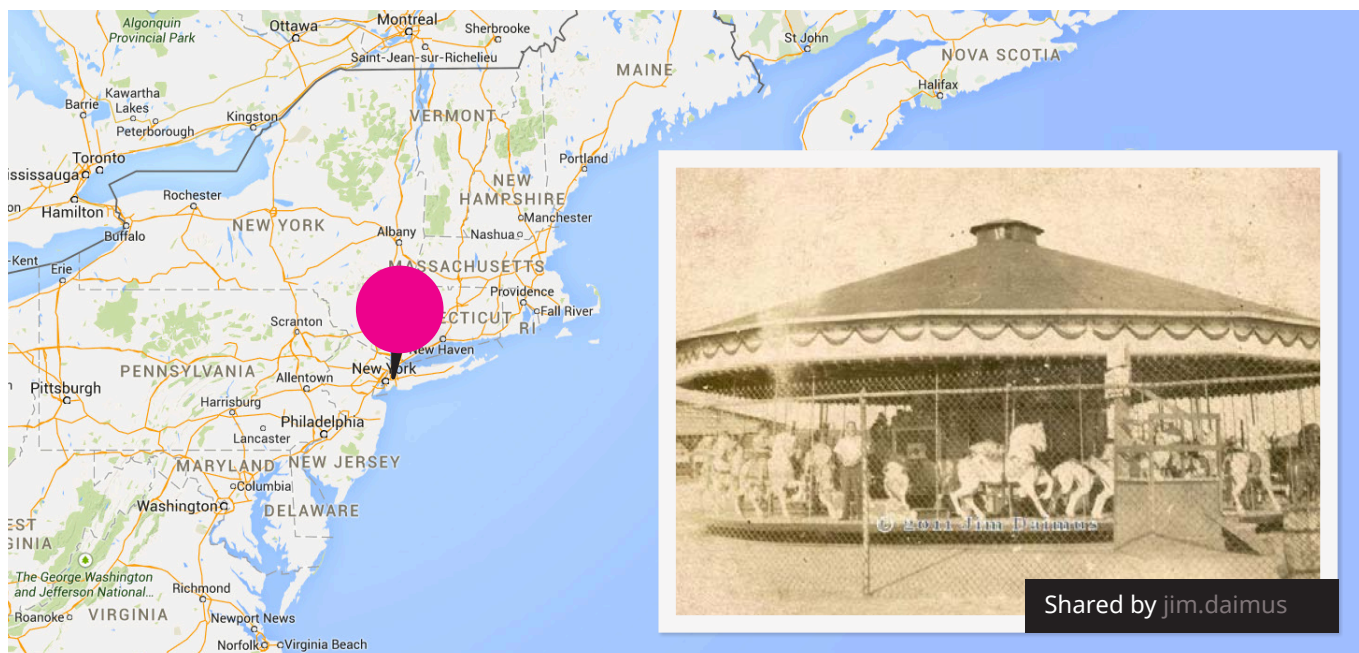
QUEENS, NEW YORK CITY, USA

Queens: Neighborhood Stories

Participants

33 attendees
1,500 visitors to site over 6 months

Organisers

Queens Borough Public Library, two CUNY Service Corps interns

Why?

Queens Library wanted to celebrate the heritage of Queens and the diversity of its neighbourhoods. This project aimed to build on an existing programme about the history of the area, by increasing community participation and encouraging the public to add to a collaborative archive telling the history of the area.

"[The highlight was] having an opportunity to share experiences and memories, that may be referenced in a written or oral history of the area."

Participant

What?

Queens Library staff, supported by two CUNY Service Corps interns, worked with local branch libraries to run a series of community events which brought together community groups in their local library to share and capture local stories.

The centrepiece of this programme was a partnership with St Albans library who ran activities which tied in with wider programming around the history of hip hop. They blended afternoon reminiscence sessions targeted at local older people with evening events targeted at younger audiences to create a free flowing event of community storytelling about St Albans.

All the material gathered, as well as archival material, was shared on a dedicated Neighborhood Stories space on Historypin.org where people also used the Tour tools to create digital heritage trails around particular neighbourhoods.

When?

Jan '14   June '14

"The digital project allowed us to reach even larger audiences, many of whom spent a much larger than average amount of time on the site engaging with the content."

Natalie Milbrodt, Queens Borough Public Library

"[The highlight was a] chance to talk with the young"

Participant

What did they create?

- A digital archive of 859 photos and stories on historypin.org
- 8 community events

Future plans

The programme model developed in St Albans was replicated in 2014/2015 with CUNY Service Corps employees and full time library staff at both the Sunnyside Community Library and the Sunnyside Community Services Center in Queens.

Queens Library are considering expanding it to include more Queens-based cultural institutions including The Noguchi Museum and the Museum of the City of New York.

Web links

Historypin project
**historyp.in/1BSWOeE**

MEMORABLE MOMENT

At the Hip Hop History events, Queens residents were invited to share their knowledge of hip hop history and culture in South Jamaica. Bringing along photos, event posters, hip hop mementos and stories, participants could get their artefacts and photos scanned and admired.

Impact

- Around 40% of participants surveyed met someone new from a different generation
- Around 40% of participants surveyed met someone new from a different culture

The collaborative platform on Historypin.org:
- attracted 1,830 visits
- engaged people for a long time - with an average visit duration of 10:28 minutes
- attracted 859 contributions

historypin

Shared by **Ossie1957**
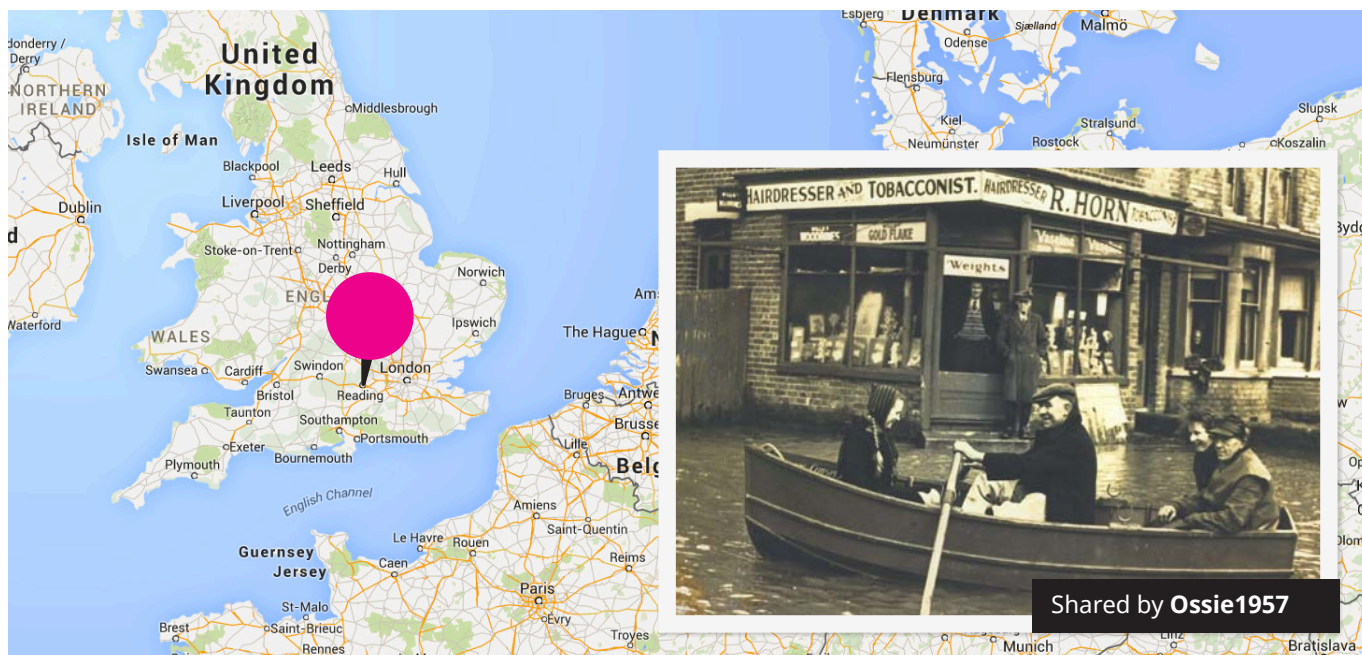
READING, UK
Pinning Reading's History

Participants

78 volunteers - "Local Champions"
35 schools
32 community groups and organisations
9 archive and heritage partners
1,964 total participants in activities
16,687 visitors to exhibition

Organisers

Reading Museum, Reading Council, volunteers. This project was supported by a Historypin community officer.

Why?

Reading is often perceived as a 'new' town or a commuter hub where people change trains, and not associated with a particularly rich and varied history. Reading Museum and local stakeholders wanted to increase a sense of pride in the town and its history and to create something to show off its rich heritage to a local, national, and international audience.

Additionally, they wanted to use the project to build connections within the community: to increase participation in local activities, and, in particular, to increase contact and develop relationships between different generations.

What?

The Historypin officer gathered a group of 78 Local Champions and together they co-ordinated and inspired around 50 events across the town, with a wide variety of local organisations.

At the core of the project was a partnership with Reading Museum, who had a large existing archive of historical materials and a space to hold an exhibition, which would be the culmination of the project.

The Local Champions held weekly drop-in sessions at the museum where residents were encouraged to bring in materials and memories from the area, and there were facilities and assistance for scanning photos and adding contributions to Historypin.org.

Other events included workshops in schools and care homes, guided historical walks, coffee mornings, a series of library talks and one-to-one sessions at older residents' homes.

An interactive exhibition was hosted in the museum for a six month period, showcasing the best materials gathered over the project, featuring physical displays as well as digital projections of contributions recently added to the website.

When?

Mar '11   Jan '12

"It is really nice to be involved with something that is about your area, you walk along and you see things you didn't know about and now you do."

Local Champion

"This has been a tremendous way of breaking the ice with groups that haven't been involved with the museum before."

Brendan Carr, Reading Museum

"Seeing these photos brought tears to my eyes. This has made my day."

Exhibition visitor

What did they create?

• Over 50 events involving a wide cross section of the community
• A digital archive of 4,100 photos, videos and stories on Historypin.org
• An interactive exhibition in Reading Museum

Ongoing activity

Reading Museum continued to host a number of workshops with other local museums, groups, societies and learning centres after the official end of the project. A 'Friends of Pinning Reading's History' group also continued to meet.

The Local Champions went on to work on other local projects including 'Happy Museums', working with Reading residents impacted by high crime and poverty, and a neighbourhood histories project.

Web links

Historypin project
historyp.in/1ArexIb

♥

MEMORABLE MOMENT

Each and every humble contribution was memorable and appreciated by the team.

"Conversations often started with 'I don't suppose you would be interested but…' and a story and image would be shared and pieces of everyone's history would be captured and preserved. Every image was valued, every family story had potential. People often commented on how brilliant it was that someone was prepared to accept their contribution to Reading's heritage."
Amanda Holland, Historypin Community Officer

Impact

An evaluation validated by London Government Information Unit showed:
Local archiving provided a deeply engaging activity, giving participants a sense that their histories are valued.

Increased understanding of local heritage:
• 9/10 participants agreed or strongly agreed they had learnt more about the history of Reading

Increased connectivity within the community
• 70% of participants had met new people through the project
• 38% of participants became more involved in other community activities after participating in the project

Positive impact on inter-generational relations
• 27% of participants were between 50 and 65 and 25% were over 65
• 89% of participants spent more than a hour a week with older people

Pinning Reading's History

The Evaluation

Data from LGiU

64% said they understood the lives of older people a little or much better

89% of participants spent more than an hour a week with older people

"The people I've worked with are generally very much older. There are some people you get their whole life story from and it's actually quite fascinating once you get past the prejudice of 'Oh, I've got to listen to this old guy'. It's really good."

70% of participants met new people through using Historypin

79% of these interactions were inter-generational

Effects on relationships and inter-generational relationships

"It's encouraged me to go to events that people hold on local history and attend lectures. It has whetted my appetite."

38% of participants had become more involved in activities in their community since using Historypin

"Normally if you want to know about history you have to go to a museum or a library and this is reversing that and saying: actually history is you, we're asking you to give your history to us."

"Historypin gives people an opportunity to feel valued in terms of what they have to contribute."

Effects on participation in the community

"Since running the coffee mornings I've started to get involved in other things in the community."

32 Community groups and organisations

9 Archive and heritage partners

Aim: to create a communal archive of 200 years of Reading's history

125,000 Visitors to digital content

16,687 Exhibition visitors

1964 Total participants in activities

78 Volunteers and Champions

4,100 Total photos, videos and stories collected

35 Schools

7/10 participants felt they had learnt more about the history and heritage of sport, royalty or music in Reading

"Being younger, I didn't know much about Reading's history even though I've lived here my whole life. Only through this project have I really discovered the historical aspects... way more about the social history than the politics."

Effect on learning more about local heritage

9/10 participants agreed strongly or very strongly that they had learnt more about the history of Reading

59% felt closer to their community as a result of participating

"The best thing about this project is feeling connected with people. It's been good for me; I've learnt some new stuff, become technically more adept with the computer, feel more confident communicating with people, particularly initiating discussions with people."

82% understood more about their community in Reading

"It's a good way to make connections. I've met people that I wouldn't normally meet day-to-day. By coming here you get together with so many people."

Effect on people's sense of community

"I feel as if I've learnt so much more about Reading. I've lived here all my life but having used Historypin I feel more connected with the place and the people. Coming here every Friday and interacting with a broader range of people has been useful, learning a bit more about different types of software as well. I've benefited."

historyp|n

Get in touch

If you have run a project using Historypin
we would love to hear from you.
Email hello@historypin.org**.**

Find out more

Visit historypin.org for more information.