Daniel Rose, Executive Director
Our Mission

We believe that heritage can create unique, enjoyable places for people.

We believe passionately in Swindon; its history, heritage and culture; its future opportunity and most importantly its people.

We want to recapture the pioneering spirit and character that created “New Swindon” to inspire our town today.
A very quick bit of history...

Edward Snell’s watercolour of New Swindon (1849)

I.K Brunel

Daniel Gooch
The Institution 1893
Where did it all start?
## Some of our projects

**Community Crossroads**  
Community and cultural building. A test-run.

**GWR Park**  
Large green space. Community development, gardening, community events.

**Central Community Centre**  
Community facility.
Some of our projects

**Bakers Arms**  
Community café.

**Children’s Fete**  
Re-establishing historic event. Mass engagement.

**Railway Cottage Museum**  
Visitor attraction, community history. Due 2016.
And of course...

The Mechanics’ Institution
Mixed use community and cultural social enterprise.
Funding

• Donations and legacies;
• Earned income;
• Small local grants;
• AHF – just finished PVG;
• Mid-sized national grants (Health Lottery, Power to Change).

Next:
• HLF;
• Funding for outcomes / commissioning.
Issues

• Recruiting and retaining the right volunteers;
• Management capacity;
• Trustee recruitment;
• Local authority – lack of appetite for proper Asset Transfer, lack of heritage expertise.
Variety of media outlets – Railway Mags, local paper, Wiltshire Life, quirky music mags etc. Local radio a lot.

**Summary**

- **People** as well as place;
- Focusing on use as much as heritage;
- Asset Transfers – get good advice early on!
- Good quality communication materials;
- Variety of media outlets and social media;
- Opportunities to engage with the community – use every chance.