

A photograph of Graylingwell Chapel, a stone building with a steep gabled roof and a small spire. The chapel features large arched windows and a modern glass extension on the left. A teal banner is overlaid on the bottom half of the image.

GRAYLINGWELL CHAPEL EVALUATION

2018-2023

1. Acknowledgements

This report has been prepared and delivered by:

Lina Poskitt – Lina Poskitt Designs

Clare de Bathe – Chichester Community Development Trust

Claire Robinson – Chichester Community Development Trust

Nina Boden – Chichester Community Development Trust

The project has been supported by our Project Manager at the National Lottery Heritage Fund, Simon Shaw and our project mentor funded by the NLHF Martin Clayton.

The project would not have been possible without the support of our board of trustees, steering group, staff team and our incredible volunteers and local community. As well as our partners, funders and supporters!

2. Executive summary

The Heritage at the Heart of Graylingwell Activity Plan was developed after gathering feedback and comments on our early designs and aspirations from a range of our current and potential audiences, stakeholders and supporting organisations. The responses and discussions helped us understand local needs and interests, identify gaps in provision and barriers to participation, and seek advice from professionals with the appropriate experience. On visits to similar restoration and redevelopment projects, we were able to conceptualise and crystallise our vision for what we wanted for the Chapel. The examples of good practice in interpretation, inspirational designs of building conversions and practicalities of maintaining and managing heritage buildings helped us clarify how to transfer and / or adapt some of these ideas to suit our particular needs and circumstances. The learning points from the recent consultations and visits, along with the experience and lessons learnt from our previous successful Graylingwell Heritage Project (2014) have resulted in a robust programme of activities.

The consultation process highlighted the tremendous interest and enthusiastic support from local residents, stakeholders and our current audiences for the preservation and restoration of Graylingwell Chapel. In particular, it emphasised an overwhelming desire for the history of Graylingwell to be preserved and shared in accessible ways at the Chapel, as well as activities inspired by the mental health care and therapeutic approaches practised at the hospital. There was a strong support for activities that would appeal to a broad range of participants, with elements such as creative art and craft workshops, memory-based initiatives, intergenerational interactions, and group and peer-support sessions for people living with mental health.

Key Findings:

- The profile of each core project partner, CCDT, The Novium Museum and WSRO, has been increased among our targeted audiences and new partnerships and relationships with other organisations have been developed.
- The profile of Graylingwell Chapel has been raised within the heritage sector after delivering an HLF supported project in partnership with local heritage organisations.
- CCDT is better known in the local community through its collaborative working with local organisations supporting health and well-being, and with the opening of the Chapel as a place for the local community.
- Graylingwell Chapel has become a much-needed hub for the local community delivering activities that meet the needs of the local population.
- New models and ways of working with local heritage and supporting organisations have been tested and if successful embedded into the programming and management of Graylingwell Chapel for the future.
- The Heritage is now better managed
- Heritage is now in better condition
- The Heritage is better interpreted and explained
- The Heritage is identified/ recorded
- People have developed skills
- People have learnt about heritage
- People have had an enjoyable experience
- People have volunteered time
- More people and a wider range of people have engaged with heritage
- Our local area/ community will be a better place to live, work or visit
- Our local economy will be boosted
- Our organisation will be more resilient

The Chapel - 01.03.22 to 28.02.23:



46,668

TOTAL NUMBER
OF VISITORS



57

NUMBER
OF EVENTS



226

NUMBER
OF ACTIVITIES



4,614

ATTENDANCE
AT EVENTS



2,801

ATTENDANCE
AT ACTIVITIES



43

VOLUNTEERS



6

PERMANENT
STAFF
RECRUITED



28

BANK STAFF
RECRUITED



2,184

HOURS OF COMMUNITY
SPACE AVAILABLE
FREE TO ACCESS



10,270

MEALS SERVED
(INC BREAKFAST, SANDWICHES,
WRAPS AND PANINIS ETC)



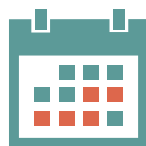
12,701

SOFT DRINKS
SERVED



17,378

HOT DRINKS
SERVED



922

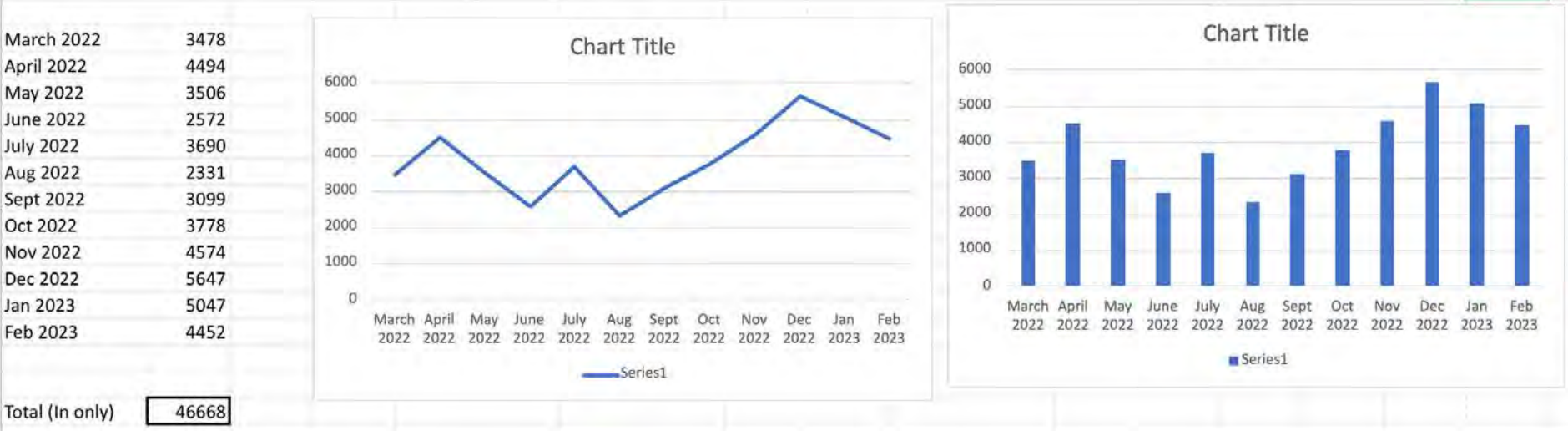
HOURS OF CHAPEL
MEETING ROOM HIRE



565.5

HOURS OF CHAPEL
MAIN SPACE HIRE

Number of visitors to the Chapel per month since the opening



3. Introduction and project background

The Heritage at the Heart of Graylingwell project aimed to convert Graylingwell Chapel to a new use as a vibrant heritage centre. It aimed to conserve and enhance this unique listed building by restoring the fabric of the building while reconfiguring the space to be flexible and welcoming. At the heart of the project is the vision to complement the chapel's distinctive layout and original purpose as an asylum church with new structures that enhance the architecture. Within the building, the project tells the fascinating story of Graylingwell Hospital through a varied activity programme and interactive exhibition. To highlight the significance of Graylingwell Hospital to the history of mental health we placed an emphasis on mental health and wellbeing in our interpretation and activity programming.

This Evaluation report will describe progress against the NLHF outcomes, this will include the new outcome of improved wellbeing:

- A wider range of people will be involved in heritage
- Heritage will be in better condition
- Heritage will be identified and better explained
- People will have developed skills
- People will have learned about heritage, leading to change in ideas and actions
- People will have greater wellbeing
- The funded organisation will be more resilient
- The local area will be a better place to live, work or visit
- The local economy will be boosted

3.1 Context

Graylingwell Chapel is located in Graylingwell Park, the housing estate still under development on the former Graylingwell Hospital site to the north of Chichester. Adjacent to this lies Roussillon Park, another recent housing development on the site of former military barracks. Within close proximity to the Chapel are three mental health units operated by Sussex Partnership NHS Foundation Trust and a University of Chichester student accommodation block, with the University just over ½ mile away. There has been rapid housing expansion in this area of north Chichester in recent years, with 2400 homes planned over the next 5 years. Chichester District Council has set a target of 40% shared ownership homes in new developments to create more mixed communities. Between 2001 and 2011, the number of households in the district increased by 8.85%, while shared ownership increased by 138%. Graylingwell Park has 40% social housing managed by Clarion Housing Group. Chichester District is a semi-rural area covering 786.3 sq.km, with the highest number of rural parishes (67) in West Sussex. The rapid expansion and growth in population has had an impact with the district becoming more deprived, moving from a ranking of 237 in 2007 to 222 in 2015. With the second highest number of households without a car as a percentage of the rural parish population, residents face social and rural isolation.

3.2 Demographics of the local community

In 2016 it was estimated that the total adult population (15+) of the local area around Graylingwell Park (PO19) was 5,993. The figure for Chichester as a whole was 101,669 which was predicted to increase by 1.9% to 120,475 by 2021. The population of Chichester district is older than the West Sussex average with people aged 45-59 as the largest age group. The percentage of people aged 45-90 is higher than the national average. Almost 1 in 4 people (24.4%) in the district are aged 65+ compared to the national average (16.4%). The Chichester North ward, where Graylingwell Chapel is located has the 3rd highest number of 12 to 16 and 20 to 24 year olds, respectively.

3.3 Socio-economic profile

From the local area profile report social grade (based on households with a least one 16-64 year old): A/B/C1 households make up 60% of all households in the target area, compared with 60% of households in the base area. C2/D/E households make up 40% of households in the target area, compared with 40% of households in the base area. 54% of households in the target population are deprived in one or more dimensions, compared to 51% of the base population (England and Wales only).

3.4 Segmentation

The most prominent Audience Spectrum segments in the target catchment area are Experience Seekers, Facebook Families and Commuterland Culturebuffs. 66% of the target population belong to one of these three segments, compared with 41% of the base population as a whole.

- Experience Seekers: Diverse urban audiences, students and recent graduates into a variety of cultural events (higher engagement)
- Facebook Families: Harder pressed suburban and semi-urban households for whom arts and culture plays a small role (lower engagement)
- Commuterland Culturebuffs: Affluent suburban and greenbelt consumers of culture as part of their social lives (higher engagement)
- In Chichester, the most prominent segments are:
- Commuterland Culturebuffs: Affluent and professional consumers of culture (higher engagement)
- Dormitory Dependables: From suburban and small towns with an interest in heritage activities and mainstream arts (medium engagement)
- Trips and Treats: They enjoy mainstream arts and popular culture influenced by children, family and friends (medium engagement)
- Home and Heritage: From rural areas and small towns, engaging in daytime activities and historic events (medium engagement)
- The most prominent Mosaic4 groups in the Graylingwell area are Rental Hubs, Aspiring Homemakers and Family Basics. 55% of the target population belong to one of these three groups, compared with 15% of the population of Chichester as a whole.
- Rental Hubs: Educated young people privately renting in urban neighbourhoods
- Aspiring Homemakers: Younger households settling down in housing priced within their means
- Family Basics: Families with limited resources who have to budget to make ends meet
- In the Chichester population, the three Mosaic groups with the largest populations are:
- Prestige Positions: Established families in large detached homes living upmarket lifestyles (27%)
- Country Living: Well-off owners in rural locations enjoying the benefits of country life (17%)
- Rural Reality Householders: Living in inexpensive homes in village communities (12%)

3.5 Engagement in heritage

Across the socio-economic groups, Chichester is higher than the national average on all except DE (Chichester 18.61% and nationally, 25.49%), with 20% more Higher and Intermediate managerial, administrative or professional households than the national average. The socio-economic breakdown for the area around Graylingwell is the same as Chichester. This is reflected in the engagement levels in arts and heritage in the district. Nationally, 43% of England's population say they visit historic buildings as part of their cultural activity. Overall, the population of the area surrounding Graylingwell has higher levels of cultural engagement than Chichester. In 2016-17 across all types of heritage sites, a higher proportion of adults in the upper socio-economic group had visited in the last 12 months than in the lower socio-economic group. For historic buildings open to the public, engagement levels increase with age up to the 65-74 age group, and then lower after 75+.

3.6 Volunteering

In 2016-17 1.6% of adults had volunteered in the heritage sector in the last 12 months, which is 4.9% of all volunteers. Rates of volunteering were higher for the upper socio-economic group than the lower socio-economic group, for adults living in rural areas compared with adults living in urban areas, and for members of heritage organisations compared with non-members. A higher proportion of adults aged 45-74 had volunteered in the heritage sector in the last 12 months than younger adults. There were no significant differences in heritage volunteering rates by sex, ethnicity or disability status.

3.7 Health and wellbeing

The Health Profile Report 2018 for Chichester indicates that for most reported areas of health the district is either not significantly different from the national average or is significantly better. There are some exceptions:

- Killed or seriously injured on the roads
- Hospital stays for self-harm
- Diabetes diagnoses aged 17+
- Dementia diagnoses aged 65+ Chichester District has the highest percentage of people who provide 1-19 hours a week of unpaid care in West Sussex, higher than county, regional and national averages, ranking it 35th out of all local authorities in England

3.8 Mental Health

A sixth of the population in England aged 16 to 64 have a mental health problem, with 2/3 of people indicating they know somebody affected by mental illness. Since the 1990s, severe mental illness has been on the rise, driven by an increase in women, with 1 in 5 women reporting mental illness compared to 1 in 8 of men, but more men are more likely to commit suicide. Mental health problems tend to start early, with ¾ of problems established by the age of 24. Attitudes to mental health have improved in recent years, with increasing number of people saying they are willing to live with, work and live nearby to people with mental illness. However, nearly nine in 10 people who have had mental health problems report they have suffered stigma and discrimination

3.9 Dementia

Dementia affects around 850,000 people across the UK with some areas having a greater number of people living with dementia than others. In 2015 it was estimated that about 2% (about 2218 people) of the population in the Chichester area were living with dementia, making dementia support a key priority for local health organisations. On the Graylingwell site there are four units managed by the Sussex Partnership NHS Foundation Trust: The Chichester Centre (47 mental health patients in secure units); Connolly House (housing 19 people receiving mental health treatment); and Oaklands Centre (mental health acute care for 16 residents).

4. Project vision

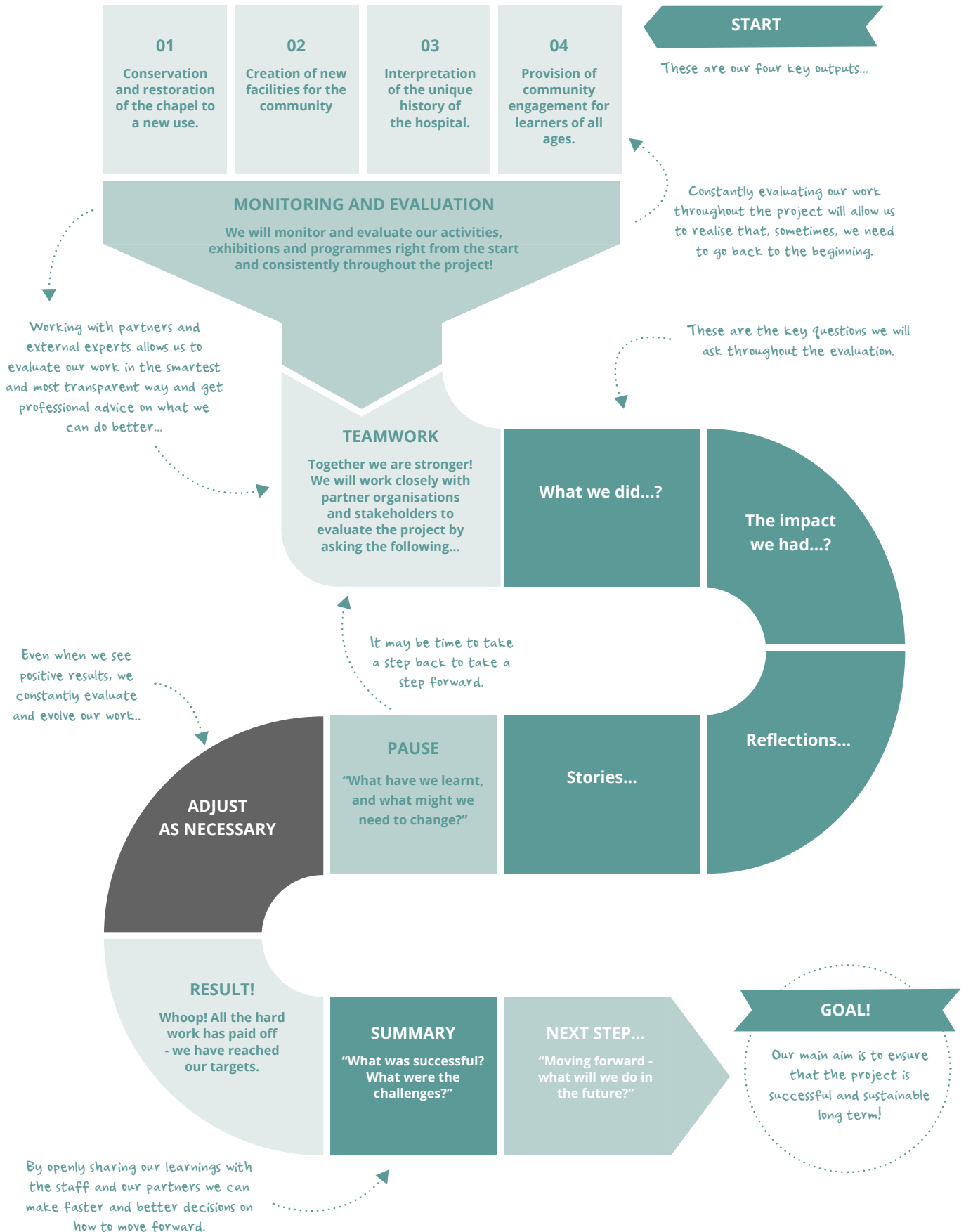
The vision for the chapel was to create a setting where people of all ages are interested and engaged in their local community. As the last remaining hospital building still accessible to the public, Graylingwell Chapel inevitably excites particular interest and is considered by local residents as an ideal space to access the history of the site, explore the heritage of the building itself and participate in activities. Our vision for the project supports the strategic aims and reflects the core values of CCDT of promoting community cohesion and encouraging engagement and participation. We underpin these core values by reinvesting profits to create long-term economic, social and environmental benefits. We actively support creativity and encourage local entrepreneurs to work with us. And the vision for the project was to:

- Offer free or affordable activities that encourage our community to meet up, learn and have fun.
- Deliver a range of activities to suit different age groups, interests and abilities that will ensure there is something for everyone. Ranging from heritage lectures, walking trails, creative workshops and co-produced art installations, to reminiscence sessions, oral history, and dementia cafés and mental health support groups, a mixture of self-led, facilitated and hosted activities will offer local people opportunities to learn new skills, explore the site's heritage, get creative, and have fun.
- Set up partnerships that create opportunities and improve quality of life for residents. The lack of suitable community spaces in the area makes the Chapel an ideal venue to deliver inhouse as well as hosting external organisations' outreach activities. Stakeholders are also keen on working on collaborative initiatives including art workshops, temporary exhibitions, volunteering and work experience opportunities.
- Manage projects and initiatives that raise aspirations and create volunteering and job opportunities for our communities. Our active core group of volunteers have been supporting the development of this project through carrying out research, advising on the Steering Group and helping out at various events and consultations. New volunteers have signed up to offer help at the Chapel. The Start-Up Grant enabled us to provide initial skills training and through the training strand in this current project we will continue to offer training to help develop this valuable asset.



Video about community led design (click image to play in web browser)

5. Our evaluation Journey



5.1 Evaluation Aims

Chichester Community Development Trust (CCDT) team will seek to continually improve our project and visitor experience at Graylingwell Chapel and ensure that the projects and activities benefit a wide range of audiences. We will carry out evaluation on our exhibitions, activities and programmes, and work collaboratively with partners to research the learning that has taken place. Consulting directly with our visitors and users will help inform CCDT's strategic planning using an evidence-based approach, and ensures that our visitors are at the heart of important decisions.

5.2 Objectives of the evaluation

Provide clear, actionable conclusions and recommendations that can be shared with staff, trustees and stakeholders. Included in the project evaluation methodology must be ways to measure the:

- Impact of our work on our community, participants and the wider public
- Impact of our work on our organisation
- Outcomes of our work against forecast outcomes and KPIs
- Outcomes of our work against our aims and objectives

5.3 Our methods

Our evaluation studies will take place at different stages in the life cycle of exhibitions, programmes and activities, and will encompass three main types of studies.

3. Summative evaluation

When an exhibition, programme or activity is up and running, we will carry out summative evaluation to understand the learning that has taken place and the impact of specific design features.



1. Front-end evaluation

Front-end evaluation will take place during the development phase of exhibitions, events or other activities. This will enable us to gauge audience interest levels and prior knowledge. Front-end evaluation will enable us to develop stories, goals, communication messages, learning outcomes and interpretative strategies.

2. Formative evaluation

Formative evaluation will take place during development and production phases. It will be used to help test activities and exhibitions (using prototypes, for example) such as text, instructions, graphics and usability, as well as the specific communication messages and learning outcomes. Formative evaluation will allow key findings to be incorporated into the project.

The key questions we will ask throughout the evaluation will be:



The following datasets are examples of the data that will be collected to manage and evaluate the project:

			Quantitative Data	Qualitative Data
Recording activities	Project output log - Record of all project events and activities with quantities attached		✓	
	Engagement reporting - Record of attendance at events and engagement activities		✓	
	Google Analytics - Data from website sign up and interactions with SM		✓	
	Digital media - Photographic and film record of the project			✓
Evaluating outcomes	Evaluation interviews	Partners and participants interviewed to assess the impact of the project		✓
		Stakeholders and volunteers interviewed to assess the impact of the project		✓
		Non users interviewed to identify barriers to participation		✓
	Surveys and Questionnaires - Before and after surveys evaluating skills, confidence, attendance and attitudes		✓	
	Scratch cards - Feedback gathered on key evaluation questions at events and activities		✓	
	CPD evaluation forms - Feedback from people attending CPD events		✓	
	Visitor user surveys			✓
	Consultations example - Information collected by direct engagements with project participants			✓
	Communications reach - Website, SM, Google, Facebook Twitter analytics		✓	
Improving our knowledge	Staff, volunteers and participants will be able to demonstrate new competencies - Data about the volume of heritage that has been identified/recorded / Data about the gaps that this may have filled in an existing collection/data set		✓	
	Achievement of or towards professional / heritage specialist standards - Record of standard		✓	
	Visitors and users will explain how they have used their new knowledge (e.g. shared it with other people, used it in their professional or social life etc.) - User surveys / Feedback from people attending events / Record of attendance at events and engagement activities		✓	✓

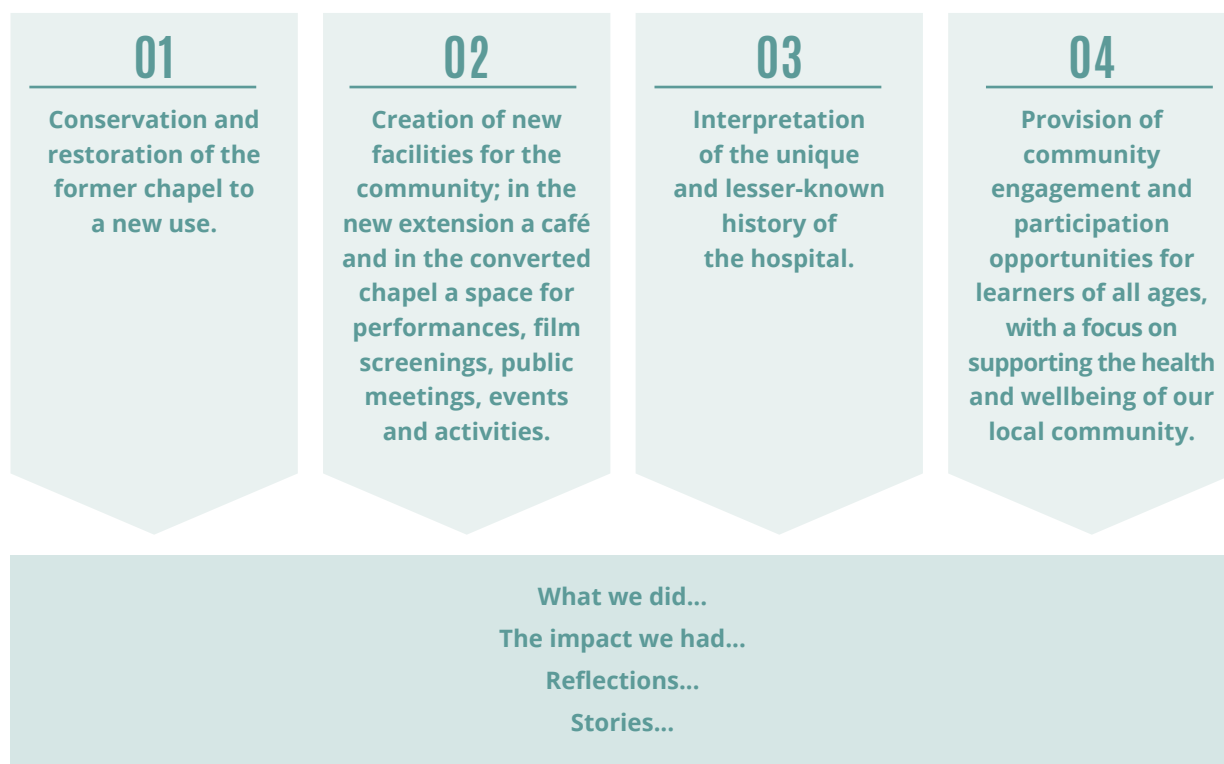
5.4 Logic model

The following logic model describes the shared relationships among the resources, activities, outputs, and outcomes/impacts for the project. It describes the relationship between our activities and the intended impact.



5.5 Approach and Methodologies

We will evaluate what we did, the impact of the projects, our reflections and tell the stories of all the project's four key outputs:



We will undertake the evaluation based on the following evaluation methods during the delivery phase of the project:

- Facilitating staff, key stakeholder and Steering Group away day to inform evaluation framework, determine KPIs and data collection
- Gathering existing data from staff and stakeholder feedback and digital resources to undertake a baseline study
- Identify key places in the project for review and a process for an end of project evaluation
- Facilitating annual away days after the delivery phase has started to discuss the annual evaluation report, highs and lows, and how we can improve for the next year
- Evaluation scratch cards
- Non user surveys
- Random telephone calls to local residents to measure community recognition, support and engagement in the project
- Street survey to measure local recognition, support
- Page views / downloads
- Google analytics
- Facebook likes
- Sentiment analysis of Twitter etc.
- Questionnaire
- Demographic questionnaire
- Evaluation of sample sessions through questionnaires and individual interviews
- Observational research
- Reviews and regular progress meetings with volunteers, partners and staff

The following evaluation methods will take place during the **post delivery phase** of the project:

- Trip advisor ratings and comments
- Evaluation scratch cards
- Non user surveys
- Interactive when you leave the building - to encourage and facilitate completion of exit questionnaires
- Building clicker – how many entering the building
- Random telephone calls to local residents to measure community recognition, support and engagement in the project
- Street survey to measure local recognition, support
- Page views / downloads
- Google analytics
- Facebook likes
- Sentiment analysis of twitter etc.
- Self completion survey (on-site or sent digitally afterwards)
- Face-to-face survey (on-site)
- Interviews / focus groups (on site, afterwards by telephone or in person)
- Questionnaire
- Demographic questionnaire
- Participation postcard
- Regular on-line and on-site visitor surveys (e.g. age, gender, ethnic background, socio-economic group, disability, group composition)

5.6 Evaluation Framework

The following table describes the initial evaluation framework which will be developed over the life of the project:

Element of evaluation	NLHF requirements	How?	Who?	When?
Events and projects				
Launch event 4th July	Difference to: Heritage People Communities Wellbeing	Record no. of participants at each event Participation questionnaires for public (to include demographic data) Feedback questionnaire Volunteer signup	John Frost to gain demographic data Sandi Jenner to gain feedback Angie to coordinate volunteer signups Collate and update lamplight	Launch events
Other Public events & activities	Project Management Difference to: Heritage People Communities Wellbeing	Record no. of participants at each event Participation questionnaires for public (to include demographic data) Feedback questionnaire Volunteer signup Evaluation scratch cards	Partnerships Coordinator to record no. of volunteers at each session Collate and update lamplight	During course of project
Research projects	Project Management Difference to: Heritage People Communities Wellbeing	Record no. of volunteers Record no. of participants Record no. of staff Activity feedback form Activity feedback postcard Evaluation scratch cards	Heritage learning coordinator to record no. of volunteers at each session Collate and complete excel spreadsheet	During course of project
Exhibition & pop-up exhibitions	Difference to: Heritage People Communities Wellbeing	Self-completion comments cards (to include demographic data) Evaluation scratch cards	Collate and update lamplight	During course of project
Activity plan				
Strand 1 - Interpretation and display - Training	Project Management Difference to: Heritage People	Record no. of staff Record no. of volunteers Activity feedback form Activity feedback postcard Evaluation scratch cards	Trainer to take register and record no. of attendees Collate and update lamplight	At every training event

(Continue on next page)

(Continued from previous page)

Element of evaluation	NLHF requirements	How?	Who?	When?
Strand 2 – Programme of audience development activities	Project Management Difference to: Heritage People Wellbeing Communities	Record no. of participants Record no. of volunteers Activity feedback form Activity feedback postcard Evaluation scratch cards	Creative Team Leader to record no. of participants at each session Collate and update lamplight	During course of project
Strand 3 – Training and skills development for staff and volunteers	Project Management Difference to: Heritage People Communities	Record no. of volunteers Record no. of participants Record no. of staff Activity feedback form Activity feedback postcard Evaluation scratch cards	Oral History Coordinator to record no. of volunteers at each session Collate and update lamplight	During course of project
Strand 4 – Publicity and promotion	Project Management Difference to: Heritage Communities	Record no. of volunteers Record no. of participants Record no. of staff Activity feedback form Activity feedback postcard Evaluation scratch cards	Partnerships Coordinator to record no. of volunteers at each session Collate and update lamplight	During course of project
Governance				
Steering Group	Project Management Difference to: Heritage People Wellbeing Communities	Record no. of staff Record no. of volunteers 1-2-1 interview with members of the project team Feedback from participants	Chair to take register and record no. of attendees Collate and update lamplight LP to undertake 6 x interviews	At every meeting
Partnership working The Novium WSRO Chichester University Outside In Chichester Centre Richmond Fellowship	Project Management Difference to: Heritage People Communities	1-2-1 interview with partners 1-2-1 interview with members of the project team Feedback from participants	CdeB to devise questions LP to undertake 6 x interviews	
Marketing On-line (website)	Project Management Difference to: Heritage People Wellbeing Communities	Feedback form Social media Google Analytics	To collect during course of project Embed Google Analytics code into website	During course of project

(Continue on next page)

(Continued from previous page)

Element of evaluation	NLHF requirements	How?	Who?	When?
Evaluation report	Quarterly reports	Collation of data Analysis of collected data Production of report Upload to chapel website Upload to NLHF	LP and CdeB	Sept 2019 Dec 2019 March '20 June '20 Sept '20 Dec '20 March '21 June '21 Sept '21 Dec '21 March '22 June '22
	End of Year report	Collation of data Analysis of collected data Production of report Upload to chapel website Upload to NLHF	LP and CdeB	June 2020 June 2021
	Submit final report:	Collation of data Analysis of collected data Production of report Upload to chapel website Upload to NLHF	LP and CdeB	December 2021

5.7 NLHF outcomes

The Evaluation report will describe progress against the NLHF outcomes, this will include the new outcome of improved wellbeing:

- A wider range of people will be involved in heritage
- Heritage will be in better condition
- Heritage will be identified and better explained
- People will have developed skills
- People will have learned about heritage, leading to change in ideas and actions
- People will have greater wellbeing
- The funded organisation will be more resilient
- The local area will be a better place to live, work or visit
- The local economy will be boosted

6. Project Launch

Thursday 4th July 2019 saw the celebrations, led by Chichester Community Development Trust (CCDT), mark the start of the Heritage at the Heart of Graylingwell project – the development of Graylingwell chapel into a community heritage building with presentations and entertainment for partners and the Chichester community.

6.1 What we did

The day was divided into two parts, to accommodate different parties. The two events provided the perfect opportunity for both partners and the wider community to see the chapel and our vision for its future.

6.2 Official corporate launch

A daytime invite only event for partners, stakeholders, media, and local politicians and other influencers. The early afternoon hosted a private event for the investors and partners that have made the development possible, including the National Lottery Heritage Fund, Chichester District Council and Linden Homes, whose capital funded the renovations. The project partners were also in attendance, including West Sussex County Council, Chichester University and College, The Novium, Outside In and the West Sussex Records Office.

Marketing: Invitation sent out by post and email. Eventbrite event set up to manage attendees.

No of people invited: 350

6.3 An afternoon/evening social celebration for residents

This event was followed by an open evening of celebration for all members of the Chichester community, potential hirers and partners both within Graylingwell Park and the wider area to ensure everybody felt engaged with the exciting project ahead. The evening of celebration, from 5-8pm offered a free barbecue and entertainment, including music from the Chichester Music Academy, a bouncy castle and a chance to enjoy the fun of KTRoo's exercise activities.

Marketing: Flyer (1000 copies printed and distributed to residents and Chichester town centre), website and social media. Newsletter and MailChimp campaign sent out to 600+ email subscribers. Local press including The Chichester Observer and The Post as well as local Radio and TV (South Today) covered the event.

The event was a real team effort, and we had support from over 20 people from our volunteers team. We also had some fantastic support from our junior team. Each volunteer had a responsibility area and a large badge to invite visitors to ask questions about specific topics of the project, such as funding, history, technical designs and activities and events. The junior team were responsible for collecting responses to our two surveys. The local resident's association were in charge of the afternoon BBQ, and we worked with the Chichester College students, who served drinks and canapés at the corporate event. The corporate event was opened by The Mayor of Chichester, Councillor Richard Plowman.

Displays and information provided: Future architectural plans and designs, historical images, postcards, plans and maps, Harry the magic Lantern, Lego Chapel Model, Rolling slide show of images, Laptop video showing video of the background of the project, Graylingwell Heritage turret display, Chapel windows booklet, Chapel History booklet, tours and talks by volunteers

Entertainment provided: KTRoo, Chichester Music Academy, Charlalas, Bouncy Castle

Surveys, feedback and recording: Event survey and future café survey, feedback cards, filming and interviewing staff, team and visitors, photographer

6.4 The impact we had

Volunteers engaged: 24

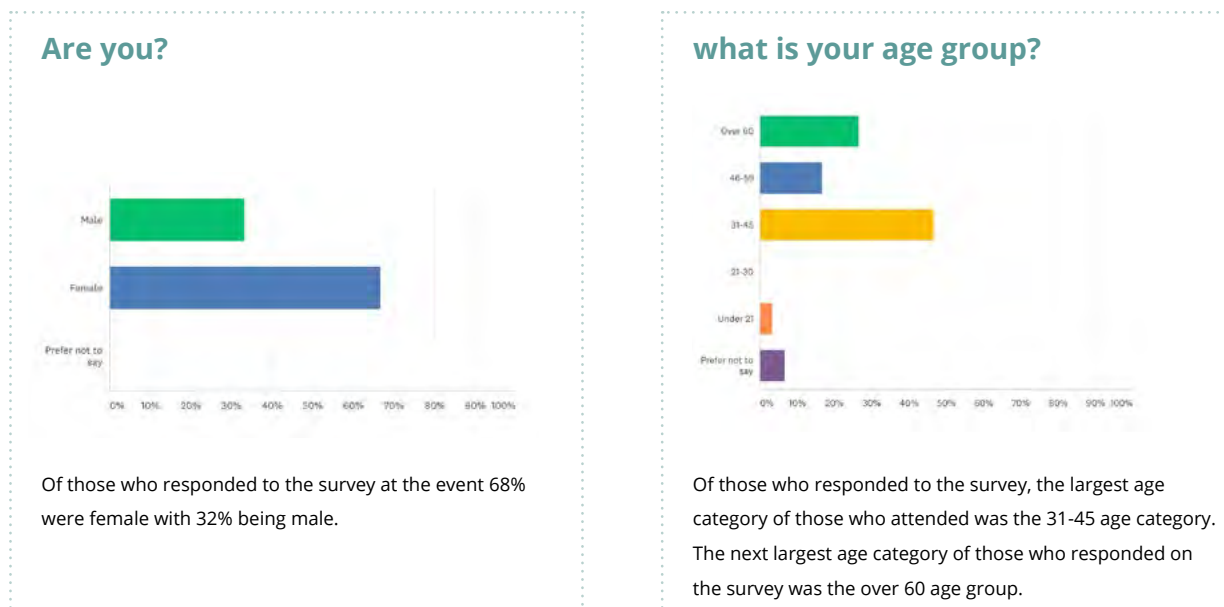
New volunteer interest enrolment: 4

Daytime Attendees (Official launch with invites): 60

Afternoon/evening community event: 90 people of which 58% residents (GP: 48%, RP: 10%)

Questionnaire responses gathered: Event feedback survey: 30; Café feedback survey: 20

6.5 Demographics of the visitors who took the survey:



Of 30 respondents to our survey, more than 10 said that prior to the event, they had not visited the chapel or known about the project and the future plans.

On the question **'What did you enjoy most about today?'**, we had an equal response to *'the atmosphere and entertainment'*, *'an opportunity to see the heritage displays and future plans'* and *'meeting and talking to the CCDT team, volunteers and other residents'*.

The launch event was interactive and visitors were able to comment on the concept architectural plans by Adam Richards Architects. CCDT staff and volunteers talked non-stop over the six hours to visitors to the launch, going into more detail on the plans and vision. Verbal and written feedback was overwhelmingly positive.

The launch attracted people who live in Chichester including Graylingwell Park, Roussillon Park, East Broyle and Summersdale, local businesses, those looking to engage with local heritage at Graylingwell and choirs, schools and community groups that need performance space.

6.6 Reflections

More work needs to be done on reaching residents in the nearby estates of East Broyle and Summersdale. Although marketing was distributed to these estates and areas it was delivered too close to the actual event with residents stating they would have liked more notice. The feedback from visitors also included that the sound system should have been better quality and that it was difficult to hear all the speeches. The feedback from the community about the plans and the funding was overwhelmingly positive and it was a fantastic team effort. The music from Chichester Music academy added to the atmosphere for the community event and was a brilliant partnership and along with the sun shine made it a truly wonderful spirit.

6.7 Stories

We were fortunate to gain the following wonderful feedback and stories from the event:

"Just to say congratulations on a fantastic day yesterday. The opening ceremony was excellent and the attendance of the Mayor made it very impressive. The evening with everyone working so hard, children included was such fun. Fabulous weather, food, music and great company. If this is a sample of your organisation we are very lucky residents. Thanks again. Anna and Derek xx"

"Fabulous! Thought the event was great the vision is wonderful, very well done to you all.
Claire – Little Learners"

"I just wanted to say THANK YOU to you and the TEAM for such a great event yesterday. Thank you for all the organisation, effort and energy you guys put in - it is quite infectious! - it was another great step along the Chapel Project process and great to see so many people there. CONGRATULATIONS – Eagles"

"Congratulations to you all for an amazing achievement and such a lovely launch – you even fixed the weather! It was all so well thought out and beautifully presented – loved the singing and the bubbles too! I hope the rest of the evening is a great success – with very best wishes, Ella"

"Thanks for staging last evening's Chapel Project Launch. Following the unqualified success of last evening some of the North Mead Residents have suggested a North Mead Street Party to be held on the Estate Managed Grounds in North Mead. Alan"

"Just a quick email to thank you and all the team involved with this afternoon's wonderful community event to celebrate the start of work at Graylingwell Chapel. - It was great to see so many people, of all ages, enjoying the event. And the sun shone too! - Thank you for all you are doing to make Graylingwell, and the wider area, a special place to live. Best wishes, Anna Bloomfield "



Video from the event (click image to play in web browser)

6.8 Marketing, set up and Display materials



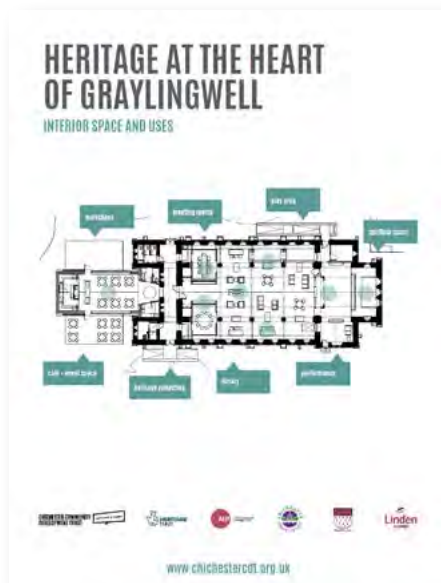
Badges



Community flyer/invitation



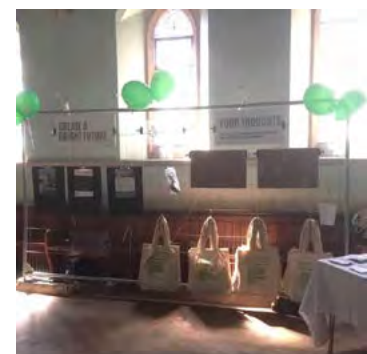
Press



Displays



Setting up...





Photos from the project launch event:

7. Governance, administration and delivery

The following design and build team commenced on the project in 2018:

Design and project team

Design and Vision Architect: Adam Richards Architects

Structural: Gyoury Self Partnership

Mechanical and Electrical: Martin Thomas Associates

Project Management and Quantity Surveyor: SMD Construction Consultancy

Construction Team

Architect: Pope Stevens Architecture

Roofing Contractor: NJS

Cuttings South: County Gutters

Main Contractor: RW Armstrong

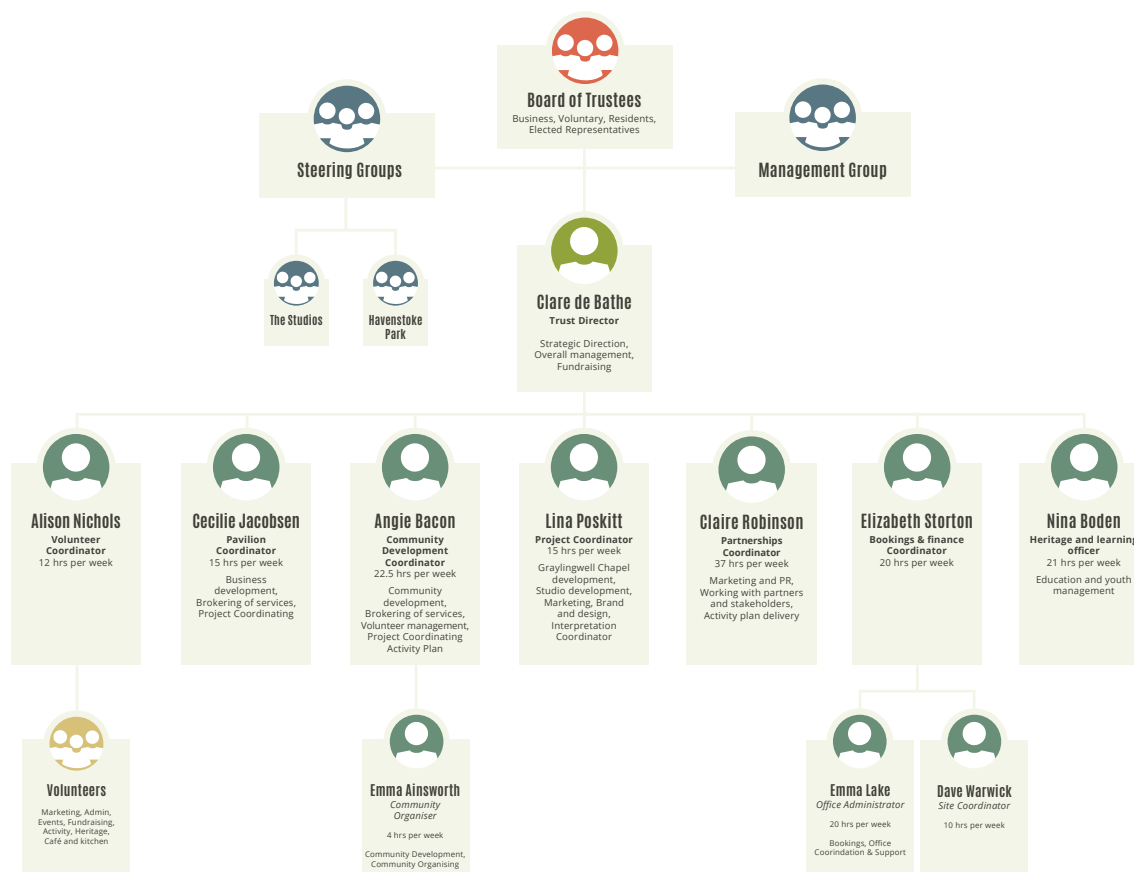
Electrical: ARC Electrical Contractors

Mechanical: AD Broughton, Martin Thomas Associates

Furniture Designer: Edward Johnson

Specialist Services: Ark Stained Glass & Leaded Lights, County Stone Granite, Wire Wizards, M J Martin Builders, Drew Smith, Vistry

The CCDT team oversaw the project management, delivery and development of the project



7.1 Graylingwell Chapel Design Team Meetings Evaluation

Design is an iterative process, where, at each iteration, there are inputs, there is a design process and then there are outputs. Building design is multi-disciplinary, involving a number of different designers, architects, engineers and so on, working together to create a single, holistic solution. Design teams typically start as a relatively small group, but as the design progresses, there is an ever-greater need for specialist input, and so design teams can develop to become large and complex. It is important therefore that design teams are properly organised and coordinated so it is possible to integrate designs prepared by different members of the team to create a single set of unified information. This process of organisation and co-ordination has included the need for regular design team meetings.

The Design Team

The Design team meetings for the Heritage at the Heart of Graylingwell Project were coordinated by SMD as project managers to the project and included all of the design team. Sub meetings and working groups were also arranged and scheduled for specific aspects of the design, such as the structure, building services, AV and lighting. Design team meetings were restricted to those issues specifically to do with the developing design, and will only be attended by members of the design team. All meetings were scheduled over the design stages of RIBA 4 with an agenda sent out well in advance so that participants knew what was expected from them. All meetings were minuted by SMD so that any actions or decisions were captured and could be followed up. All actions were scheduled so that appropriate decisions can be made and work coordinated to meet the project programme. There were many outputs from design team meetings, including reports to the lead consultant, project manager, client, requests for information, requests for approvals, instructions to contractors and information for the tender.

The Team

The following organisations/contractors made up the Design Team:

SMD – Project Managers

ARA – Project Architects

MTA associations – M&E designers

Gyours Self- Structural Engineers

CCDT Steering Group

CCDT Staff Team

Agenda

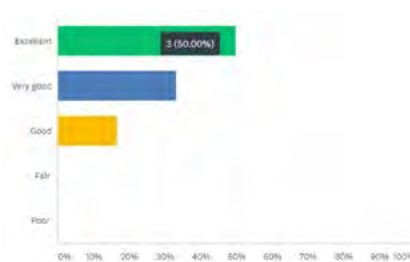
Broadly, depending on the stage of development of a project and the issues that need to be considered, the agenda for the HHG design team meetings included:

- Agreement of the minutes of previous meetings
- Organisation:
 - Appointments and personnel.
 - Roles and responsibilities.
 - Communications and reporting procedures.
 - Standard methods and procedures for drawings, computer aided design or building information modelling.
 - Programme and progress.
- Design development:
 - Client's requirements.
 - Development of the brief.
 - Site information, surveys and constraints.
 - Feedback from consultations.
 - Reports from designers.
 - Design options and issues.
 - Specific technical issues.
 - Outstanding issues.
 - The need for additional information or studies.
 - Coordination issues.
- Reporting
- Next steps
- Approvals:
 - Planning permission.
 - Building Regulations.
 - Funders, insurers and so on.
 - Legal issues.
- Any other business
- Date of next meeting

Survey results:

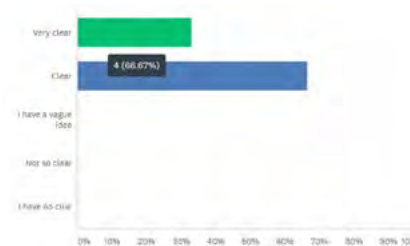
The following survey was rolled out with the design team attendees in February 2020 and a total of 6 responses were received. The following describes the questions asked and the responses given:

1. How would you rate your understanding of the Graylingwell Chapel project plan, description, purpose, and current scope?



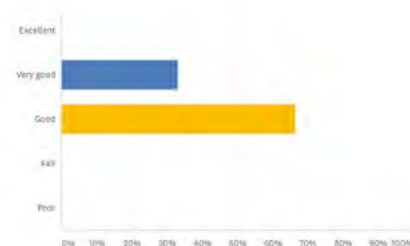
Three (50%) of the participants felt the meetings rated their understanding as very good whilst 2 (33%) rate their understanding as very good with 1 (17%) participant rating their understanding as good.

2. How clear are you on what your role and responsibilities are on the design team?



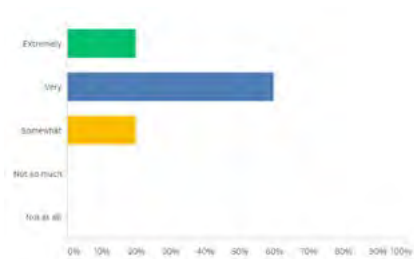
4 (66%) of the design team members felt their roles and responsibilities were clear with 2 (44%) stating they were very clear.

3. How would you rate the information you receive about the project and its progress?



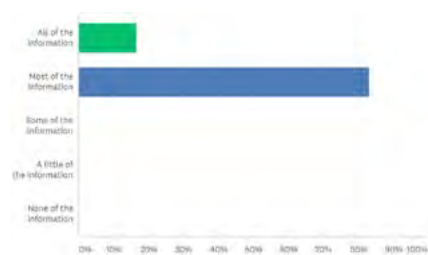
4 (66%) of the design team members felt the information was good with 2 (44%) stating they were very good.

4. Overall, how productive/efficient/useful do you think our design team meetings are?



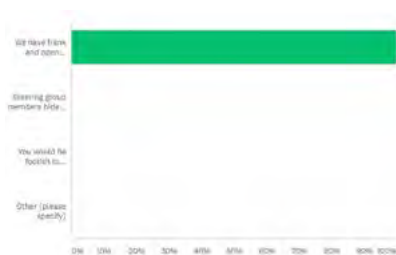
1 (20%) of the design team stated that the meetings were extremely effective, with 4 (60%) stating they were very effective with a further 1 (20%) stating they were somewhat effective.

5. Prior to a meeting, how much of the information that you needed did you get?



1 (17%) of the design team respondents felt they had all of the information they needed with 5 (83%) stating that had most of the information they needed.

6. How would you describe the communication at our meetings?



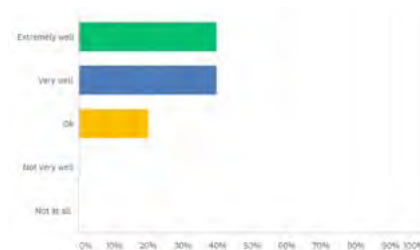
6 (100%) of those who responded stated that the communication at the meetings was frank and honest.

7. How would you rate the group's ability to make decisions and resolve issues that arise?



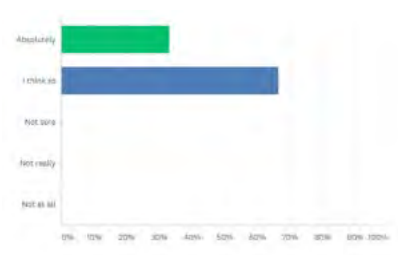
1 (16%) stated that group had an excellent ability to make decisions and resolve issues that arise, 2 (34%) stated the ability was very good, 2 (34%) stated the group's ability to make decisions was good, and 1 (16%) of those who responded felt the group's ability to make decisions and resolves issues as they arise was fair.

8. How well do you think we communicate as a group with the rest of the community, our partners and appropriate stakeholders?



2 (40%) of the steering group participants felt the group communicated extremely well with 2 (40%) stating they communicated very well with 1 (20%) stating this was ok. One respondent did not answer this question.

9. In your opinion, does the design team meet its objectives?



4 (66%) of the design team members felt the information was good with 2 (44%) stating they were very good.

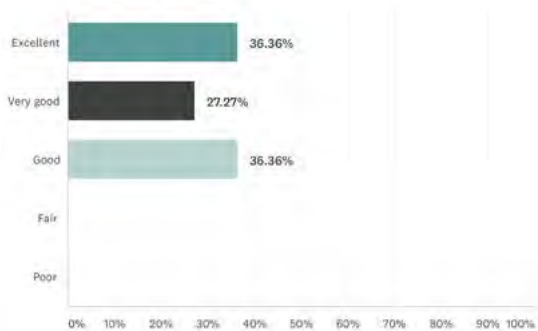
10. Additional feedback: Do you have any other comments or suggestions? What do you feel is missing? What could be improved? What works?

None of the participants answered this question.

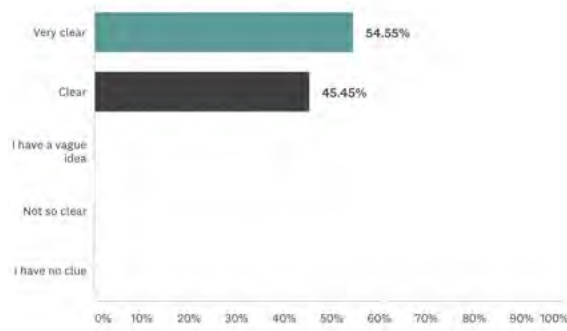
7.2 Graylingwell Chapel Steering Group survey

We asked the members of the Graylingwell Chapel steering group for some honest feedback on their steering group involvement so far to help us determine what works well and what could be improved.

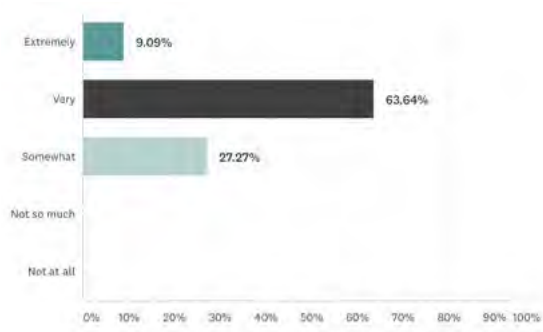
How would you rate your understanding of the Graylingwell Chapel project plan, description, purpose, and current scope?



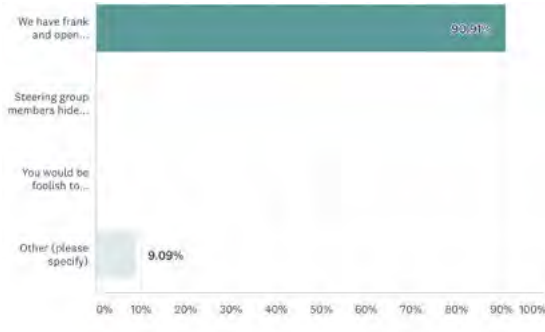
How clear are you on what your role and responsibilities are on the steering group?



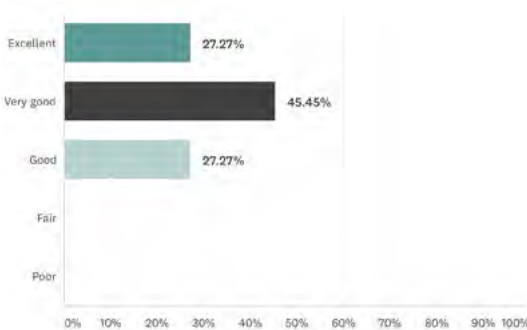
Overall, how productive/efficient/useful do you think our steering group meetings are?



How would you describe the communication at our meetings?



How would you rate the group's ability to make decisions and resolve issues that arise?



Other comments and things to consider:

Overall, the feedback received on the Steering Group was very positive, with 91% believing the group meets its objectives. It seemed the main area where improvements could have been made were around communication in between meetings; A couple of group members would have liked to see more detailed minutes, but it was also suggested that this would not be necessary.

"Whilst it might be highly efficient for CCDT staff to produce detailed reports and minutes of meetings, I think it would be a poor use of their time and I'm therefore satisfied with the amount of info received before meetings, even if it isn't extensive".

NOTE: This report is based on 11 responses collected via Survey Monkey in September 2019.

7.3 Evaluation of Covid on the project

CCDT works with the local communities in North Chichester, empowering people by developing skills and supporting projects that create local opportunities, employment and build community spirit. As Chichester, along with the rest of the world, faced the impact and aftermath of Covid-19 our mission had never been more important. People were in greater need than ever to feel a sense of belonging, to find a place to connect and to feel supported as they emerge into the undoubtedly changed world with greater financial and social pressures than existed before.

CCDT quickly gauged the need for the local community to be supported by a team of volunteers that could assist with practical tasks such as carrying out food shopping, collecting prescriptions, walking the dogs and carrying out household tasks, whilst still observing social distancing and ensuring the safeguarding of both volunteers and the vulnerable they support. To facilitate this we created a flyer that was posted through the doors of 3,500 local residents highlighting how they can support each other, inviting volunteers to come forward and the vulnerable to let us know how we can help them. This resulted in an inspirational team of approximately 60+ volunteers being formed, that were co-ordinated via an effective WhatsApp group. All processes were formalised for both the volunteer and the vulnerable so that all parties understood how the assistance is provided. Volunteers must first sign up to a written agreement stating the standard of care for themselves and others that is expected with a clear statement outlining how the agreement can be terminated should any of the terms be broken - ensuring safeguarding throughout, as well as compulsory sign up clauses for the use of data to ensure GDPR compliance.

To empower volunteers to purchase shopping or pay prescription fees required without them being out of pocket CCDT introduced a payment system that negates any need for bank details to be exchanged between volunteers and the vulnerable, or for any cash transfers to take place. On completion of any purchases, the volunteer emailed a photograph of receipts to CCDT who refunded them immediately via PayPal. The amount required was then sent to the vulnerable recipient of the service with details of how to pay online. Where funds were not available or the recipient was unable to use online banking, payments could either be deferred until the lock down ends or voided in the case of the financially vulnerable. This was made possible through securing grant funding to allow for a food grant to provide those most in need with what they require.

With the closure of all of our community buildings CCDT was keen to prevent a greater sense of isolation than was necessary for residents and the wider Chichester Community. To enable a platform for people to continue to be entertained, connected and informed the team undertook work to offer existing hirers of the building the opportunity to conduct online courses or events - either as paid for activities or free of charge to help maintain their small and fragile businesses. Free activities usually provided by CCDT, including the Community cafés and IT cafés, were taken online, with the addition of new events, including a youth quiz to help support families. Where paid for events were created on Eventbrite to sell tickets, and free of charge events were simply clicked onto using the Zoom platform. The team worked hard to identify events and activities that met the needs of the wider demographic of the community with youth activities, yoga sessions for the younger and more elderly audience. A quiz for adults and one for children, and an online group to support dads to find ways to connect and engage with their children through the third party group Dad la Soul were all organised. Aware that inviting people to an online IT support café hosted on Zoom may seem to some like inviting people to a building and not telling them how to operate the trick door, CCDT sourced a very simple, easy-to-watch instructional video explaining the basic set up and functionalities of zoom. This enabled those looking to take part in the online events hosted by CCDT to understand how to log on and participate fully. Vital for those that are otherwise almost digitally disconnected to ensure they stay connected.

Key activities during 2020/21 included:

- Design & publishing a support leaflet for 3,500 residents of north Chichester providing advice & guidelines on community support & a helpline & email address to volunteer or request support.
- Maintenance & management of a volunteer group (currently 60+ and growing) via a WhatsApp group, assigning appropriate tasks and keeping the team informed and inspired.
- Delivery of support including shopping, collection of prescriptions, maintenance tasks and phone support to isolated individuals.
- Delivery of over 70 volunteer activities and COVID 19 support activities
- Provision of learning support packs and materials (hard copy) to the families (55) and young children who would normally attend the nursery school onsite at Graylingwell Park.
- Sourcing grants to allow for financial support and services to those in the greatest financial need.
- Creation of a payment system to facilitate shopping conducted for the vulnerable to ensure volunteers are immediately reimbursed and nobody's bank details need be passed on to 3rd parties.
- Creation of an online community events calendar providing free ways to connect, entertain and inspire, including zoom community cafés, IT cafés providing expert support for any IT challenges, and quiz nights for children and adults with over 150 enrolments to date.
- Supporting local businesses that previously hired our community buildings by facilitating and managing online paid classes.
- Grant fund raising to source funds that can help within our local community through the provision of food packages, entertainment and education programmes.
- A reliable information resource on practical and helpful information about local facilities, retailers and services.

Challenges faced during Covid:

Some of the key challenges that we have faced in managing this process are:

- Ensuring all volunteers feel equally engaged and able to help
- Setting up the financial management – now resolved and eased by our ability to process the money, but this will be difficult for those without a fund assigned to cash flow this need or an independent bank account through which cost can be transferred.

SMD – Project Managers response

1. HOW THIS IS IMPACTING YOUR BUSINESS?

The Covid-19 pandemic is seriously effecting SMD as a business, with around 80% of our current projects put on hold. We have also not had any new work enquires since the pandemic began. The Graylingwell project is one of the few projects that we have still to work on, so we are very grateful for this.

2. HOW IT IS AFFECTING YOUR ROLE ON THE PROJECT?

The pandemic has not greatly affected our role on the project, except where we would normally meet people in person; we are now meeting via video conferencing. We are also finding peoples responses are taking longer than they used too as they adapt to working from home.

3. HOW IT IS AFFECTING THE TIMELINE OF THE PROJECT?

Now we feel the pandemic has cost the project one week, due to people adapting to working from home. Depending how long the lock down goes on for, as we now are entering the tender phase where we may discover the tendering contractors find it hard to get prices back from their supply chains due to businesses being closed. This in turn may delay the project further. However, the tender period is over five weeks so the impact will depend greatly on the length & type of the lockdown measures imposed over this period.

4. SHORT TERM ISSUES FOR THE PROJECT.

The short term issues for the project is that of tender phase possibly taking longer than usual, the possible delay in getting services into the building like the district heating system and the delay in getting response from the planners to sign off and pre-start conditions prior to starting works on site.

5. LONG TERM ISSUES FOR THE PROJECT

Like most people in the world, the long-term effects are still unknown. However, one long-term risk within the construction industry is how construction sites will operate while keeping social distancing. People within the industry are talking about keeping the number of trades on site at one time to a minimum, therefore the duration of construction on site could increase dramatically from say a nine month construction period to a eighteen month construction period.

6. ANYTHING ELSE?

Overall, we feel the pandemic has come at a good time for the project, with the detail design being able to be completed with the designers working from home. In addition, due to the economic uncertainty, contractors and sub-contractors are very keen to be involved with the project and therefore we are expecting very competitive tender prices, which will make the project very good value for money.

Adam Richards Architects responses

1. HOW THIS IS IMPACTING YOUR BUSINESS?

All ARA staff are now working from home with remote access to our server. Internally everyone is connected via Microsoft teams and Zoom, so business is proceeding more or less as normal at present. There has been very limited disruption to our workflow with key projects proceeding through the crisis.

2. HOW IT'S AFFECTING YOUR ROLE ON THE PROJECT?

Client / consultant team is now limited to email, phone calls and video calls at present - but so far this is working well. Site visits are not feasible at present. Obtaining information from suppliers and specialists has so far been generally straight forward, but there have been instances where it has been difficult to get required information from the supply chain.

3. SHORT TERM ISSUES FOR THE PROJECT?

Possibility of delays in planning if the local authority have a backlog due to Covid working restrictions. Tender returns being delayed for issues such as supply chain difficulties. Difficulties in starting up on site with social distancing in place.

4. LONG TERM ISSUES FOR THE PROJECT?

Solvency of contractors should be something to watch out for if other projects they are working on get put on hold due to economic uncertainty. Solvency of suppliers for the same reason as above.

Possibility of supply chain issues with materials imported from other countries that may have lockdown restrictions in place in future.

5. ANYTHING ELSE?

The timing of the tender period falling within what is likely to be the most restricted part of lockdown. Hopefully we will be in a good position when restrictions are eased.. However, we should be mindful that competitive tender returns may be heavily 'qualified' (e.g with many caveats) with contractors looking to recoup losses through claims later on site.

8. The Heritage at the Heart of Graylingwell Chapel opening

8.1 What we did

The Chapel at Graylingwell Park was officially opened by acclaimed actor Hugh Bonneville, in front of an audience of sponsors, patrons, friends and future volunteers of the building. Once again opening its doors, the building has now been fully renovated into a community and events space, incorporating fascinating insights into the life of staff and patients at Graylingwell Hospital throughout the 20th century. The Chapel was a place of quiet reflection for staff and patients of Graylingwell Hospital, initially known as the West Sussex County Asylum, until its closure. Having raised almost £2m since 2019, when the Chapel was transferred to independent charity Chichester Community Development Trust (CCDT), the beautiful building has now been transformed into an extended café, meeting and workshop rooms, children's play area and open space used by the community during the day, and functioning as an events space in the evenings.



Community flyer/invitation



Staff t-shirts



Ribbon cutting by Hugh Bonneville



Setting up...

8.2 Impact

The development of the disused Chapel was made possible by the grants and investments of both national and local organisations, including £1.3m from the National Lottery Heritage Fund to ensure the legacy of the hospital was both retained, and the stories of its history told. Additional key investors include Linden Homes, Chichester District Council, Foyle Foundation, Bernard Sunley Foundation, Drew Smith, Clarion Futures, The Architectural Heritage Fund, Prince's Trust, Power to Change, Chichester City Council, The Pilgrim Trust, West Sussex County Council and the Bassil Shippam and Alsford Trust.

The theme of stories being told runs throughout the programme of activities and events scheduled for the forthcoming months in the Chapel. Whilst the body of the building is open to the public as a café, meeting area and children's play space from 8am-5pm Monday to Saturday, there is also a programme of daytime activities incorporating art, drama, and heritage for all ages as well as story time and suppers for the little ones – each element weaving stories of Graylingwell's past into the content, caring for the wellbeing of people today as they reflect on mental health support through the last century. Evening events will include Evenings With... many well-known sporting, musical and creative faces such as Will Carling, Squeeze's Chris Difford and 'Eddie the Eagle' Edwards telling stories of their lives and careers; as well as live comedy and live folk music – known for its story telling charm.

8.3 Reflections

Clare de Bathe, CCDT's Director, comments, "Opening the doors of the Chapel at Graylingwell Park is the culmination of many years of work from what feels like a whole village of people. It is our chance to thank the army of people – from the community members consulted initially on what facilities were needed in the area, to the design, build, architectural and labour workforce that made it happen; the volunteers and supporters that have cheered us along the way, lending a hand at every opportunity and the wonderful staff team at CCDT who have worked so tirelessly to bring this project to life. All of that positive energy that has been poured into the development can really be felt as you step inside. The building has its own innate ability to provide the sanctuary the Chapel was designed to create and we hope it will help many people to feel more connected – put simply to feel better, in these difficult times."

Hugh Bonneville, star of Paddington, Iris, W1A, Downton Abbey and the recently released film Downton Abbey: A New Era is a keen supporter of projects designed to bring the community together and was keen to be involved.

"The art of story-telling is something that has brought people together since time began, and I particularly love the way history has been woven into today's story at the Chapel, using Graylingwell Hospital's past to help people feel better today. It was a pleasure to be a part of the work that has gone on in this community and to see this very positive project brought to life."

- Hugh Bonneville

8.4 Stories



9. Interpretation

9.1 What we did

Throughout the interpretation and exhibition we have:

- Provided a safe and welcoming space: Allowing visitors to interact with the story of Graylingwell. Comfortable seating and soft flooring has complemented displays that are engaging and informative. The display cases are designed to mirror the architecture and design of the building. The 'reliquary boxes' suggest the medieval reliquary, with its connotations of a community cherishing objects important to its collective memory.
- Embedded the story throughout the Chapel building and grounds: All areas of the chapel have been used to tell the story of the Graylingwell Hospital including the Narthex, Meeting and activity spaces, the café and the main body of the chapel. We have devised a layered approach to presenting the interpretation, which responds to the broadest range of visitor needs while also creating a fun, and engaging way to access the different elements of the site's history.
- Created 'book case' displays; these cases are designed to allow visitors to discover and explore the specific themes relating to Graylingwell. Visitors are able to view books relevant to the subject areas, extracts from the reproduced patient casebooks and listen to former staff and patients tell their stories of the asylum. These displays are changed to tell the story of different patients.
- Provided modern oral history listening posts/audio libraries: We have located these libraries at key points of the exhibition throughout the Chapel building. They will be themed to tell different stories about Graylingwell, including what it was like to be admitted to Graylingwell, the procedure, what it was like for the patients.
- Invited deeper engagement from visitors by encouraging them to respond to or reflect on contemporary issues relating to mental health and wellbeing.

9.2 Impact

By its very nature the story of a county mental asylum has the potential to be stark, hard hitting and in places shocking. The interpretation has not glossed over the difficult subjects within the hospital's history. It has created light and shade. Although some patients had life-limiting conditions, there were many who recovered and left the hospital or who led full lives on site. In documenting the changing medical treatments over a hundred years the collection runs the risk of being sterile and without warmth. To mitigate this our interpretation has put the people who lived and worked at Graylingwell at its heart. By adopting a social history approach to the story of the hospital, we have connected with visitors of today on a personal level.

Each chapter of the Graylingwell Story contains narratives which unites both the heritage and contemporary interpretation threads. Within each chapter information is layered to create a multi-sensory experience for the visitor using a different combination of presentation methods including; text, images, collection objects, handling artefacts, collection archives, oral histories, low tech hands-on interactives, takeaways, further reading and opportunities for visitors to make their own contributions.

9.3 Reflections

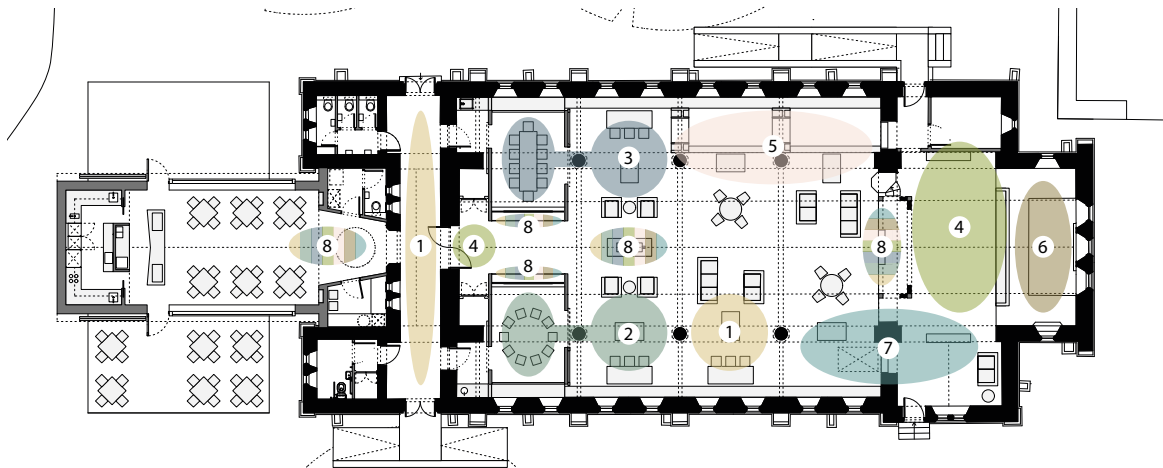
Our approach of storytelling through chapters aims to balance the pioneering medical treatments with the holistic social side with the personal stories. We made the link between the mental health heritage at Graylingwell and the experiences and treatment of mental health today. Having appraised the work of other heritage organisations we are keen to pursue this as an innovative approach to the interpretation of the subject matter. We have consulted with both a mental health provider and a number of organisations to ensure what we could include a contemporary thread in the interpretation that has longevity and is appropriate for our audiences. We are also aware that mental health is not a topic, which everyone feels comfortable engaging with and for this reason, the interpretation's contemporary thread will be light touch so as not to overpower visitors and will have heritage context provided by the story of Graylingwell hospital.

9.4 Stories

The Chapel is a space where people can connect, be active, take notice, give and keep learning. We have shown that the heritage is not just shaped by stories in the past but by existing stories as well and the heritage of Graylingwell lets us discover how we are all part of the larger story. Our lives are linked with those of the people who came before us and by sharing these stories and how they connect; we keep the heritage alive and relevant to visitors today. Our ambition for the interpretation and design was taken from a quote found on a Library door....

"A place to wander and wonder, a place to seek and explore, a place to dream...
Welcome! This is your space...It is a place to discover, it is a place to care, share
and smile...It is a place to invent, a place to aspire and inspire. It is a place to relax
and enjoy...A place to believe, a place to think and imagine...It's a place to browse,
a place to reflect and peruse, a place to begin and succeed."

Location of Interpretation Chapters



1. BEGINNINGS

- Hospital opening story
- Photographs, plans, maps
- Architecture of buildings and Chapel
- Graylingwell Hospital annual reports
- Archaeological finds, historical photos and maps

3. GROW

- Occupational, industrial, art and recreational therapies at Graylingwell Hospital
- About the farm and garden, farmers' stories, statistics, plans, photographs, receipts
- Audio station
- Objects – real and replica, which relate to the everyday and social life at Graylingwell

5. THIS IS ME

- About the young patients at Graylingwell
- Young patient case studies and boxes with replica personal belongings and photos
- Patient case books
- Audio station: Current and past patients

7. RESTORE

- Conditions, causes, treatments at the hospital
- Experimentation and medical development, unique approach, teaching hospital and leading the way
- Passages from case books and letter books
- Photographs

2. CARING CONVERSATIONS

- About the pioneers and staff
- Audio library – first hand stories from staff
- Booklets, annual reports, testimonies and letters, Attendants' service and conduct book
- The master key and other objects – real and replica artefacts which relate to the hospital staff

4. WHAT IS NORMAL ANYWAY?

- About the patients at Graylingwell
- Patient case studies and boxes with replica personal belongings and photographs
- Patient case books
- Audio station: Current and past patients
- Entry audio: 'whispering voices'

6. OUT OF THE ORDINARY

- Role of Graylingwell during WW1 & WW2
- Photographs of wards, patients and staff
- Profiles of men treated at Graylingwell
- Stories behind the memorial stained glass windows
- Portable interpretation (such as paddles), booklets and handling objects

8. COMBINATION OF ALL CHAPTERS

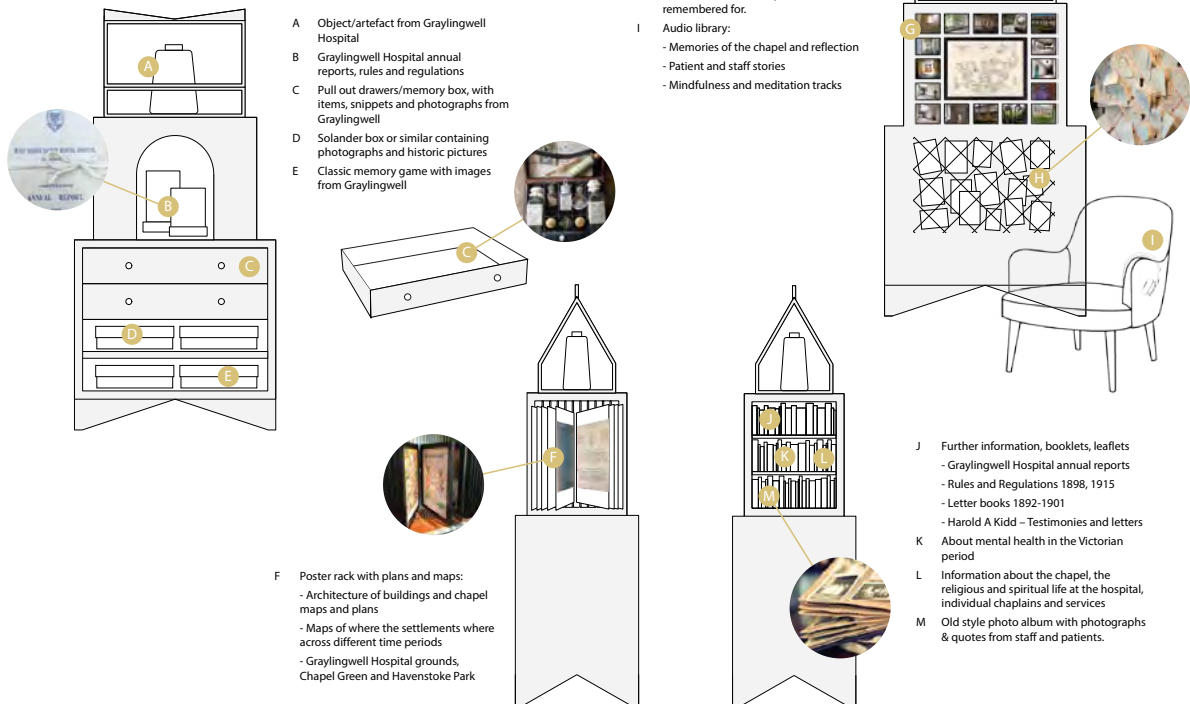
- Magic lantern shows and projection screen showing slides and films
- Stage area for performance
- Displays for selection of objects and artefacts for visitors to explore
- Photographs, plans and maps

Interpretation Display cases

Chapter One: Beginnings

Past: The beginning of the hospital: start and build of hospital.

Today: About memories, spirituality and spaces and their impact on our wellbeing

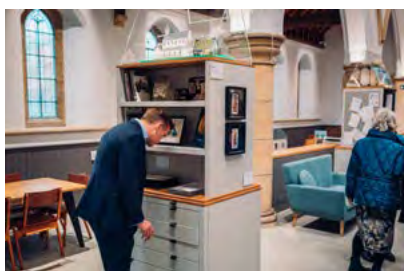
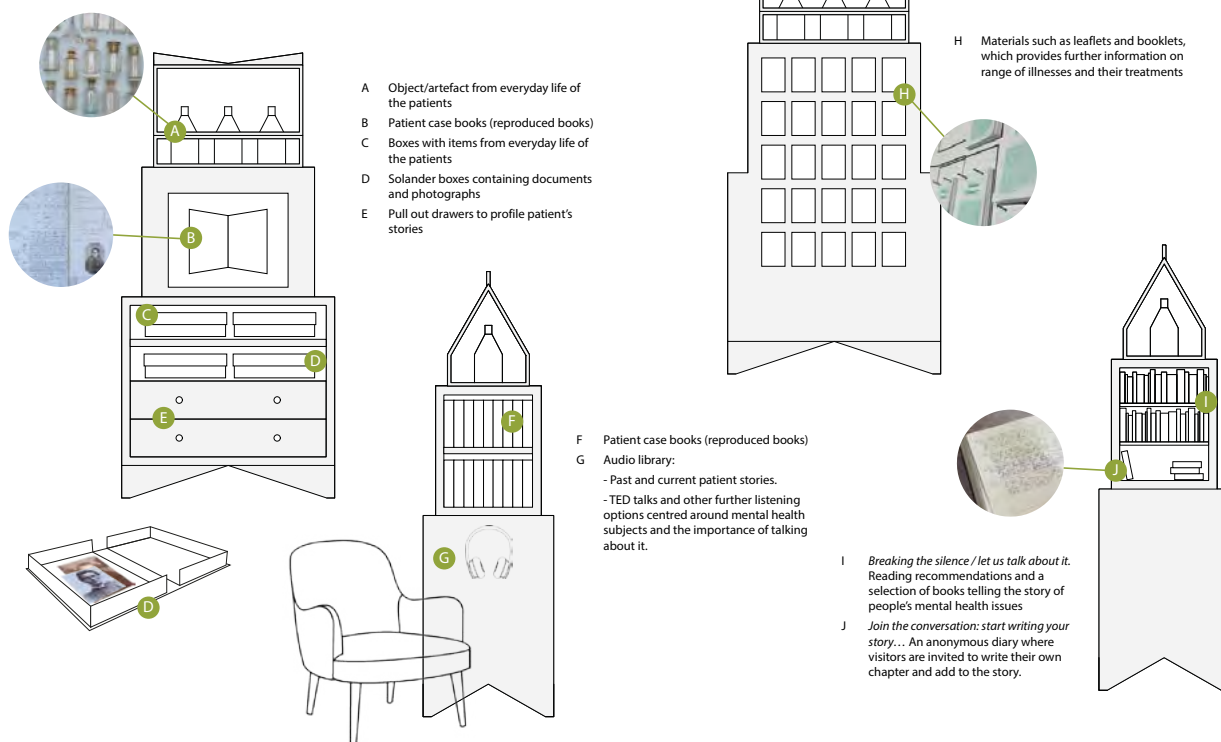


Interpretation Display cases

Chapter Four: What is normal anyway?

Past: Graylingwell Hospital patient profiles and their stories

Today: What does normal look like? Exploring the stigma and discrimination around mental health conditions.



10. Archives

10.1 What we did?

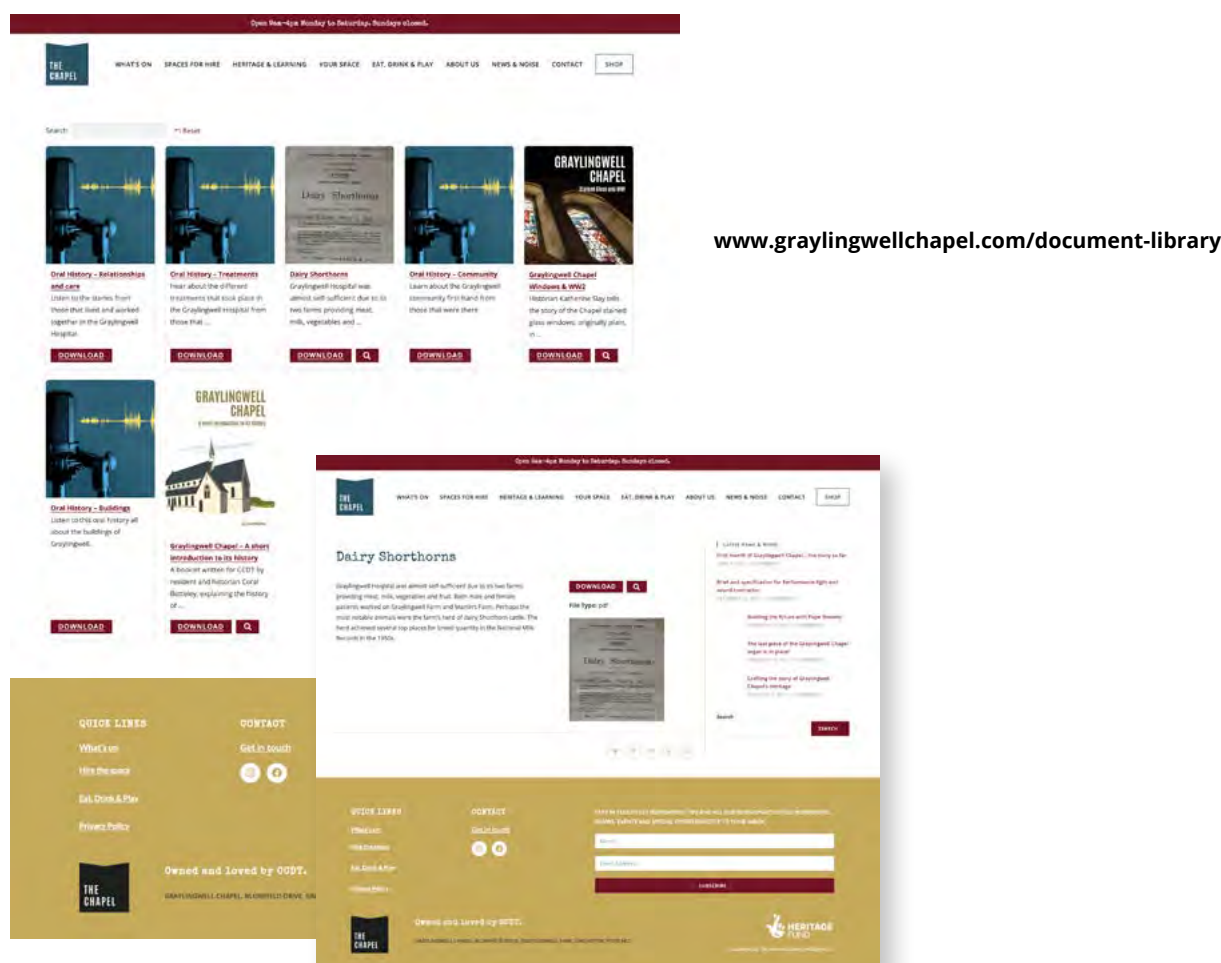
We wanted to create online access to a range of heritage archival material for people to access at their leisure. There is so much to see, hear and read in the Chapel that we wanted to provide an opportunity for visitors to be able to go home, reflect and learn more. Our online archives are accessible through our website in the 'Archives' section. We have access to oral histories, booklets that we have created and images of artefacts.

10.2 Impact?

Visitors often have many questions that our Discovery Volunteers do a fantastic job of answering. The online archives have given the Discovery Volunteers somewhere to sign post people to for more information. They can sit in the comfort of their own homes and listen to oral histories, browse photographs, or read about the history of Graylingwell Hospital. We have also had students from the university that have accessed the online archives to support their studies. As we are donated new material, we are able to add this to our online collection.

10.3 Reflections

The online archives have been a really successful way to increase the heritage impact of The Chapel. It is an excellent point of reference when discussing the history with our visitors. We have the capacity to add further to this online archival store and will be training our discovery volunteers up to be able to do this. It has been so important to make this rich history available to our community in a range of ways; the online archives have really helped us achieve this.



11. Activity plan

11.1 What we did

The activities delivered have been underpinned by the Five Ways to Wellbeing: Connect; Be active; Take notice; Keep learning; Give. The activity plan was created and delivered as evaluated in Annex A.

There has been tremendous interest and enthusiastic support from local residents, stakeholders and our current audiences for the preservation and restoration of Graylingwell Chapel. In particular, it has emphasised an overwhelming desire for the history of Graylingwell to be preserved and shared in accessible ways at the Chapel, as well as activities inspired by the mental health care and therapeutic approaches practised at the hospital. There has been strong support for activities that appeal to a broad range of participants, with elements such as creative art and craft workshops, memory-based initiatives, intergenerational interactions, and group and peer-support sessions for people living with mental health.



The activities and events have delivered a diverse, stimulating and deliverable suite of activities that takes into account the wide range of ages, backgrounds, abilities and interests represented in our potential audiences, and ensures there is something for everyone. The four strands of activity – Interpretation and Display, Audience Development Activities, Training and Skills Development, and Publicity and Promotion – provided a range of opportunities for learning, creative arts and craft, improved health and wellbeing, mental health awareness and support, volunteering and social interaction. As a not-for-profit enterprise, CCDT are committed to providing learning, creative and development activities and to preserving the buildings and land in our care for future generations. The HHG project has encouraged and delivered public participation and improving community development which forms an integral part of our 10-year Vision for our organisation. The consolidation of existing and forging of new partnerships during this project has not only enabled additional professional expertise and up skilling opportunities for our staff and volunteers, but has also ensured the sustainability and further development of our efforts to create a long-term economic, social and environmental benefits for our community. The Graylingwell Chapel redevelopment provided us with the necessary venue and activities to realise this ambition and build a sustainable foundation for the Chapel's future preservation and use. "Each action [of the Five Ways to Wellbeing] contributes to wellbeing in a positive way, making people feel good and boosting their 'mental capital'... Another important aspect of the Five Ways to Wellbeing is social participation."



32X WEEKLY BUNNY BOPPERS
ATTENDANCE: 320



32X WEEKLY LITTLE BUNNIES
ATTENDANCE: 332



16XMONTHLY STORIES & SUPPER
ATTENDANCE: 464



8XGRAYLINGWELL HEARTSMART WALK
ATTENDANCE: 62



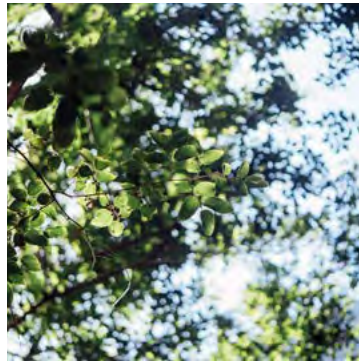
UPCYCLE: HERITAGE PHOTO ALBUMS
ATTENDANCE: 5



3XGRAYLINGWELL ASYLUM: HERITAGE WALK AND TALK ATTENDANCE: 90



2XGRAYLINGWELL HOSPITAL: (TALK)
ATTENDANCE: 41



2XHERITAGE TREE WALK
ATTENDANCE: 39



20XART FOR WELLBEING WORKSHOPS
ATTENDANCE: 117



FLORISTRY WORKSHOP
ATTENDANCE: 4



10XCHAPTERS: DISCOVER THE HISTORY OF GRAYLINGWELL ATTENDANCE: 77



10XMONTHLY WORDS OUT LOUD WRITERS CLUB ATTENDANCE: 80



3 X EASTER TRAIL AND EGG HUNT
ATTENDANCE: 150



DR VAWDREY AND PIONEERING ART THERAPY (TALK) ATTENDANCE: 23



STAINED GLASS WINDOWS (TALK)
ATTENDANCE: 29



STAINED GLASS WINDOWS WORKSHOP
ATTENDANCE: 13



11XMONTHLY STITCH CLUB
ATTENDANCE: 86



4XPOTTERY WORKSHOPS
ATTENDANCE: 32



YOUTH WORKSHOP: THIS IS ME
ATTENDANCE: 150



3XWILD SPACE FOREST & FIRE
ATTENDANCE: 46



8XHERITAGE OPEN DAYS CHAPEL TOUR
ATTENDANCE: 51



2XINTO THE WILD... ADULT OUTDOOR GROUP ATTENDANCE: 16



CYANOTYPE ART WORKSHOP
ATTENDANCE: 5



2XMETALCRAFT AND JEWELLERY WORKSHOP
ATTENDANCE: 16



CHUNKY KNITS BLANKET MAKING
ATTENDANCE: 8



6XSANTA'S GROTTO
ATTENDANCE: 210



3XMOVIE MONDAYS
ATTENDANCE: 22



3XLEGO ROOM
ATTENDANCE: 25



3XCRAFTY THURSDAYS
ATTENDANCE: 24



3XGAMES GAMES GAMES!
ATTENDANCE: 24



7XTHE NATURAL SENSORY NOOK
ATTENDANCE: 56



2XTHE MORTGAGE MUM
ATTENDANCE: 16



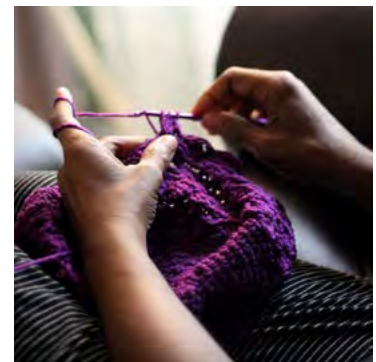
8X WEEKLY CHATTY CAFÉ
ATTENDANCE: 62



6X A SPACE TO BE: YOUTH
ATTENDANCE: 48



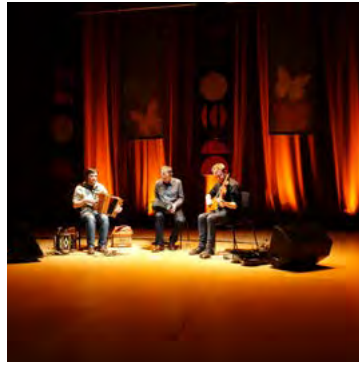
6X A SPACE TO BE: ADULTS
ATTENDANCE: 42



2X COMMUNITY CROCHET
ATTENDANCE: 16



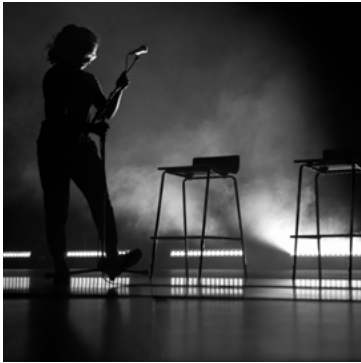
AN EVENING WITH JONATHAN AGNEW
ATTENDANCE: 168



LEVERET (FOLK)
ATTENDANCE: 73



THE 100 MONKEYS + SUPPORT
ATTENDANCE: 187



9 X CHICHESTER UNI MUSIC
ATTENDANCE: 330



AN EVENING WITH EDDIE THE EAGLE
ATTENDANCE: 54



10 X CHICHESTER COMEDY CLUB
ATTENDANCE: 1007



AN EVENING WITH STEVE DAVIES
ATTENDANCE: 59



ELIZA CARTHY TRIO (FOLK)
ATTENDANCE: 132



AN EVENING WITH WILL CARLING
ATTENDANCE: 101



ALVIN YOUNGBLOOD HART (BLUES)
ATTENDANCE: 104



GIGSPANNER BAND (FOLK)
ATTENDANCE: 129



AN EVENING WITH CHRIS DIFFORD
ATTENDANCE: 151



VINTAGE SUPPER CLUB
ATTENDANCE: 30



CHRIS SMITHERS (FOLK)
ATTENDANCE: 56



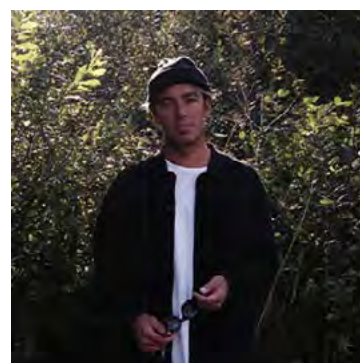
ROB JOHNSTON
ATTENDANCE: 12



CHICHESTER FRINGE FESTIVAL
ATTENDANCE: 142



SUMMER GARDEN PARTY
ATTENDANCE: 168



NATHAN BALL
ATTENDANCE: 30



FEMMES FATALES
ATTENDANCE: 68



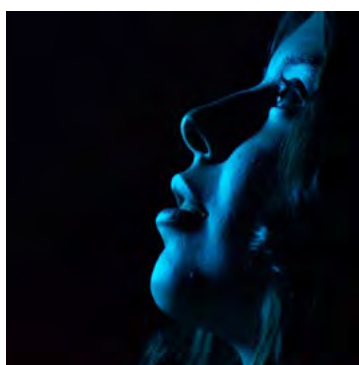
MARTIN SIMPSON
ATTENDANCE: 64



WINES OF ITALY | TASTING EVENING
ATTENDANCE: 40



AN EVENING WITH HUGH BONNEVILLE
ATTENDANCE: 172



**BRAVE NEW WORLD WITH UNIVERSITY
OF CHICHESTER CONSERVATOIRE**
ATTENDANCE: 77



AN EVENING WITH AARON PHIPPS
ATTENDANCE: 33



IRRELEVANT ELEPHANT
ATTENDANCE: 200



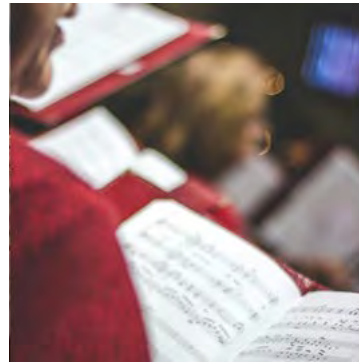
2X BARN DANCE
ATTENDANCE: 180



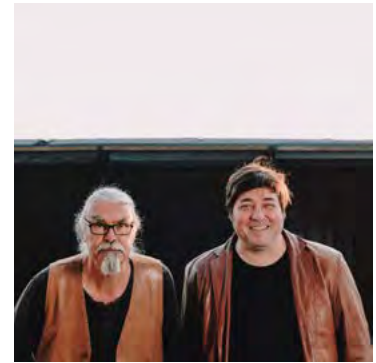
CIDER IS WINE TASTING EVENING
ATTENDANCE: 30



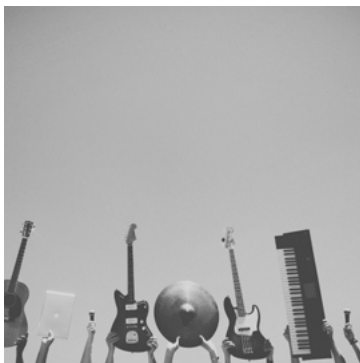
TINWOOD WINE TASTING & CHRISTMAS PARTY
ATTENDANCE: 60



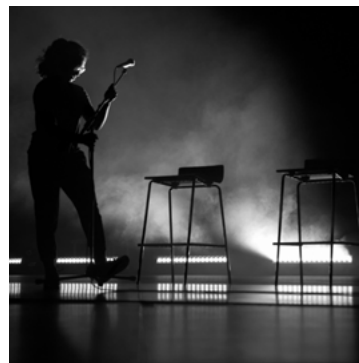
CAROLS IN THE CHAPEL
ATTENDANCE: 112



PETER KNIGHT AND JOHN SPIERS
ATTENDANCE: 60



OVATION MUSIC
ATTENDANCE: 136



MTC CABARET SHOWCASE
ATTENDANCE: 142



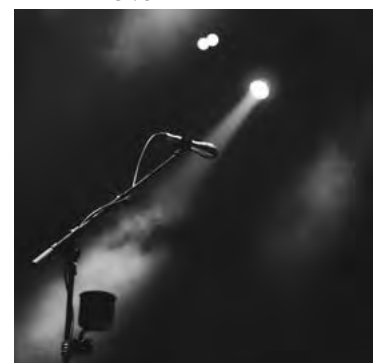
DEER•RAY / ORNAMENTS OF THE COUNTRYSIDE / JAK WOOD
ATTENDANCE: 54



SILENT DISCO FOR 9 TO 12 YEAR OLDS
ATTENDANCE: 73



BURNS NIGHT CEILIDH
ATTENDANCE: 85



WORDS OUT LOUD PRESENTS THE WELL OF LOST VOICES
ATTENDANCE: 90



THE WILSON BROTHERS
ATTENDANCE: 31



ANDY CUTTING
ATTENDANCE: 27



FOOT IN THE DOOR
YOUTH BAND NIGHT
ATTENDANCE: 100



AN EVENING WITH PHIL HEWITT
ATTENDANCE: 41

11.2 Overall Impact

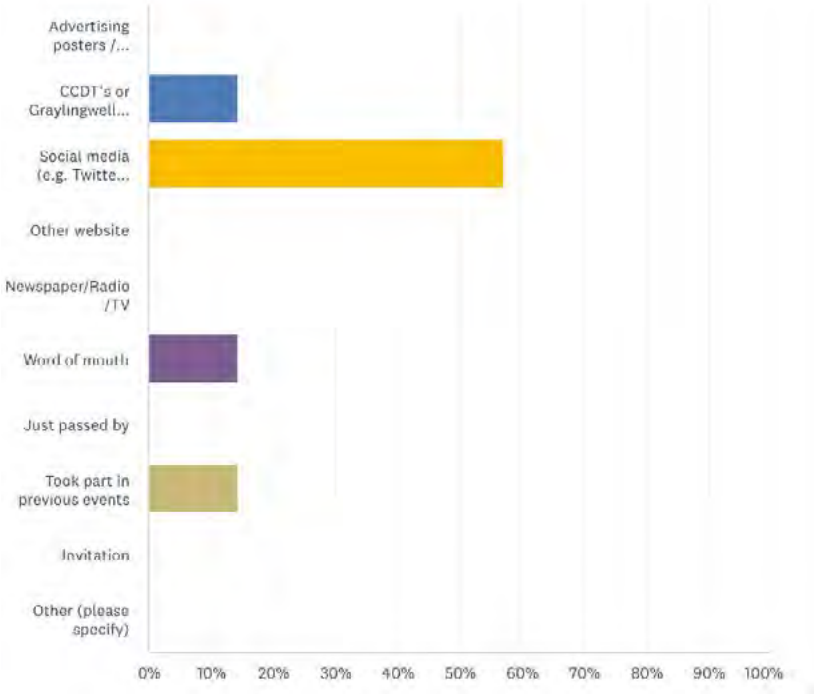
Each activity delivered at the chapel is designed to promote wellbeing under one or more of these actions. The activities delivered presents a diverse, stimulating and deliverable range of activities that takes into account the wide range of ages, backgrounds, abilities and interests represented in our community, and ensures there is something for everyone. The four strands of activity – Interpretation and Display, Audience Development Activities, Training and Skills Development, and Publicity and Promotion – provided a range of opportunities for learning, creative arts and craft, improved health and wellbeing, mental health awareness and support, volunteering and social interaction. As a not-for-profit enterprise, CCDDT are committed to providing learning, creative and development activities and to preserving the buildings and land in our care for future generations. The HHG project fits into our core aims of encouraging public participation and improving community development which forms an integral part of our 10-year strategy.

11.3 Reflections

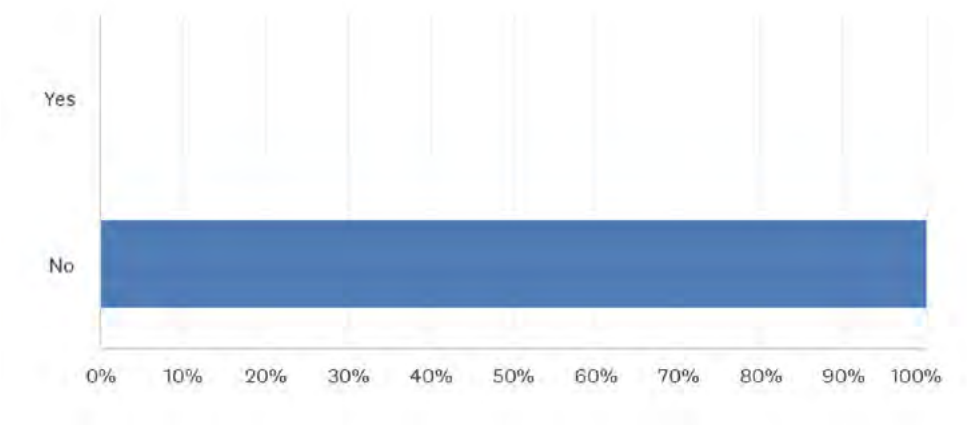
Stories and Supper

Impact

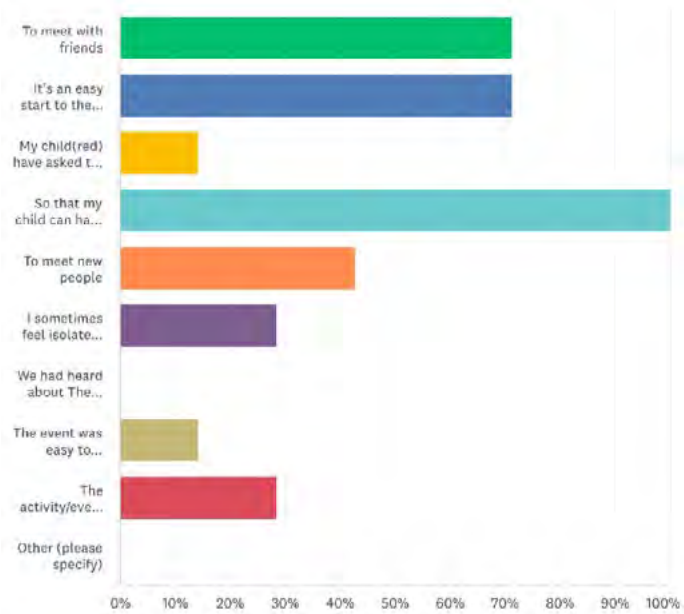
How did you find out about this event/activity?



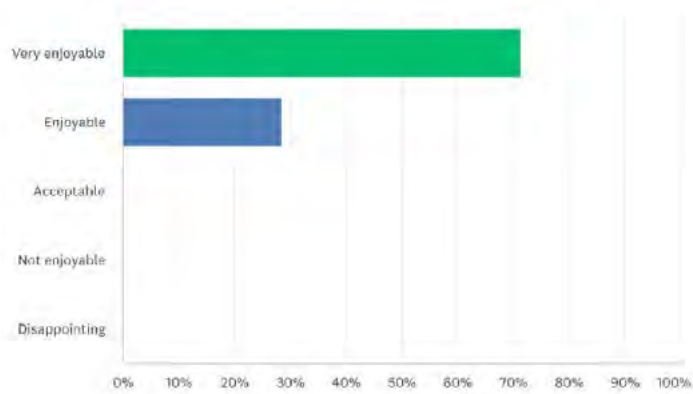
Was this your first visit to the Graylingwell Chapel?



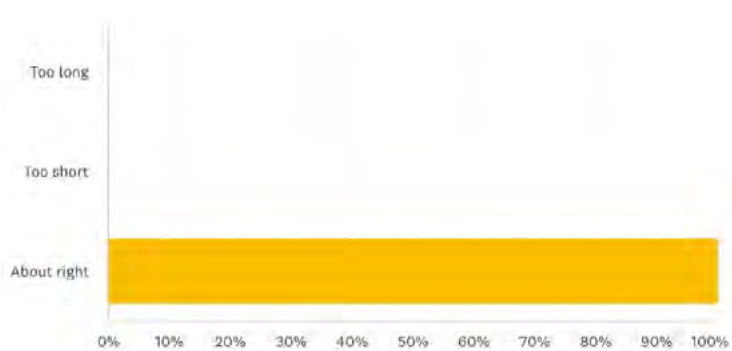
Below is a list of reasons for attending Stories and Supper.



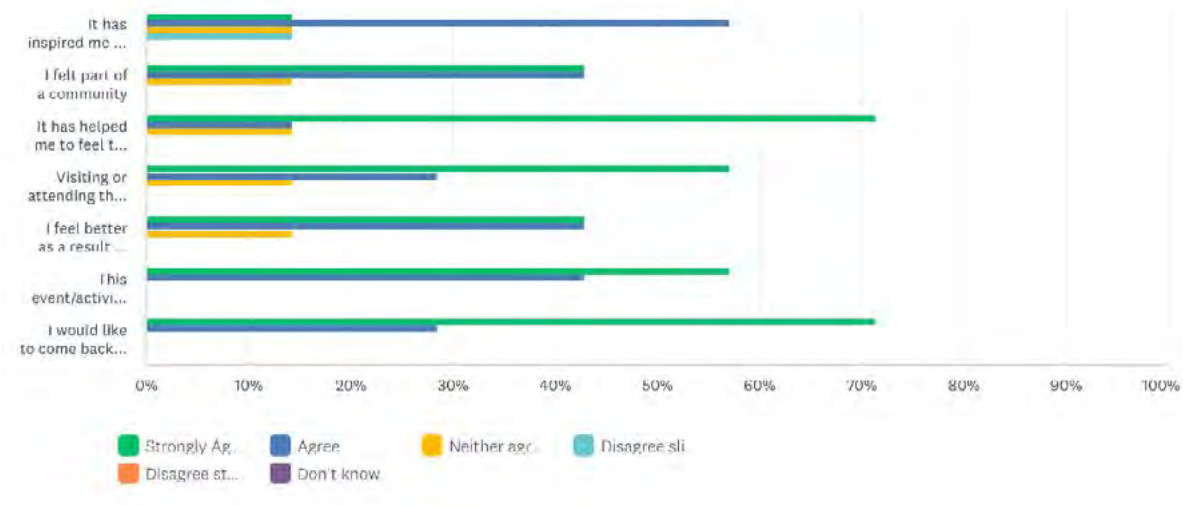
How would you rate your visit to this event in terms of your enjoyment overall?



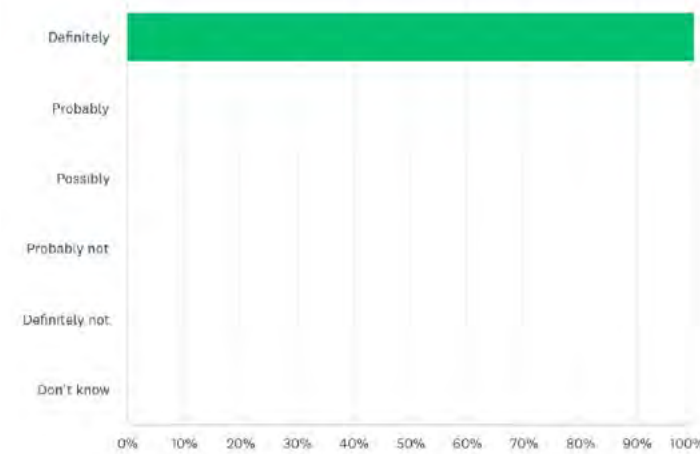
Was the event length too long, too short or about right?



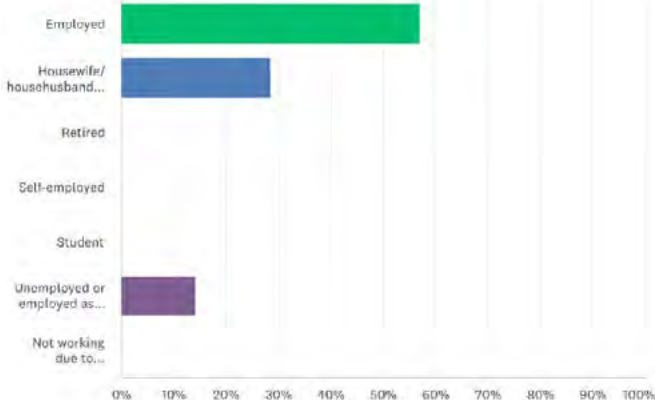
Below are a number of statements that other people have made about attending one of our events/ activities, generally. For each one, please mark to what extent you agree or disagree with it:



How likely are you to visit Graylingwell Chapel or any of our events again in the future?



Are you?



Reflection

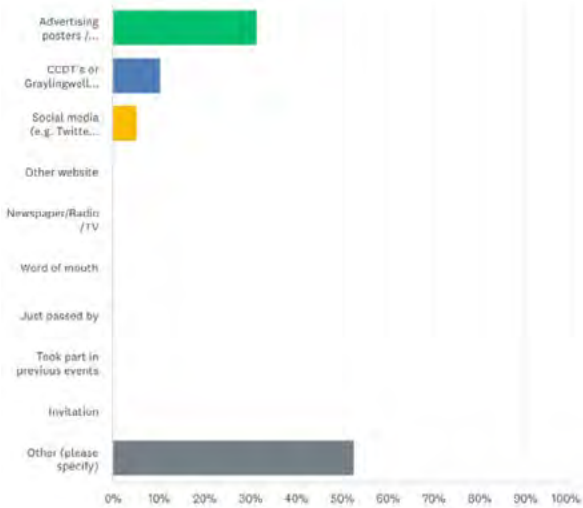
Stories and supper is a free event for families. The session involves a story-teller and a free supper for children. This started as a monthly activity when The Chapel opened. When the weather allows, the session takes place outside on the chapel green – giving children fresh air and access to nature. The sessions had always been extremely well attended and discussions with parents confirmed that this has been an excellent way for families to start the week without having to worry about cooking. It has also provided amazing opportunities for isolated mums to connect with others. Due to the popularity and value of this activity, we moved it to weekly in January 2023. The activity is regularly full, with many turning up at the door if there are no spaces to book online. There is nothing else like this in the community and is one of the key family activities that we provide for our community. Stories and Supper has also naturally evolved to include teenage youth volunteers who come and support at the sessions. This gives them a brilliant opportunity to engage with the community and grow in confidence.



Heritage Talk Evaluation

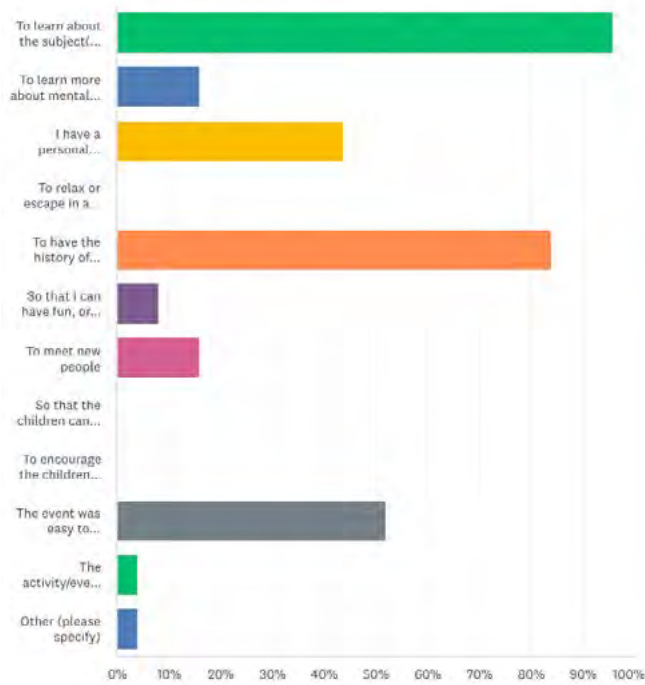
Impact

How did you find out about this event/activity?



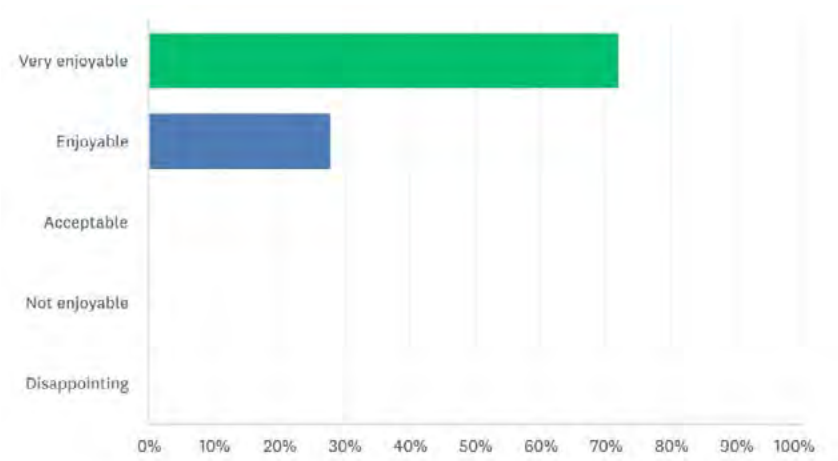
Other: CCDT email newsletter x 2 /On the internet / CCDT email x 3 / CCDT Advert x 2 / Novium Events / Am a resident

Below is a list of reasons for visiting Graylingwell Chapel and events like this. Which of these were important in your decision to visit this site / event? Choose all that apply.

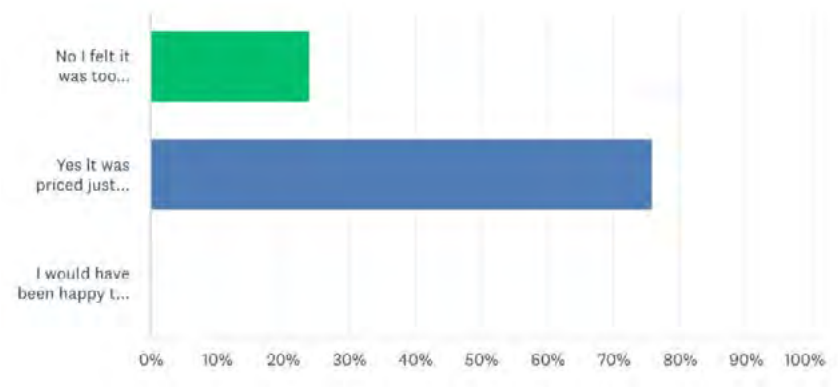


Other: I live on Graylingwell

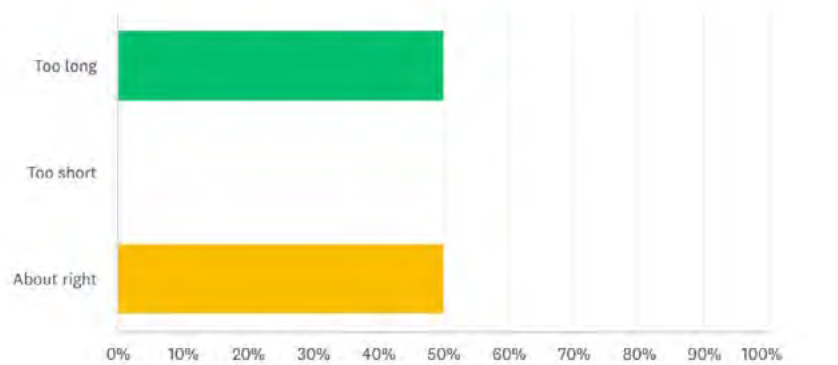
How would you rate your visit to this event in terms of your enjoyment overall?



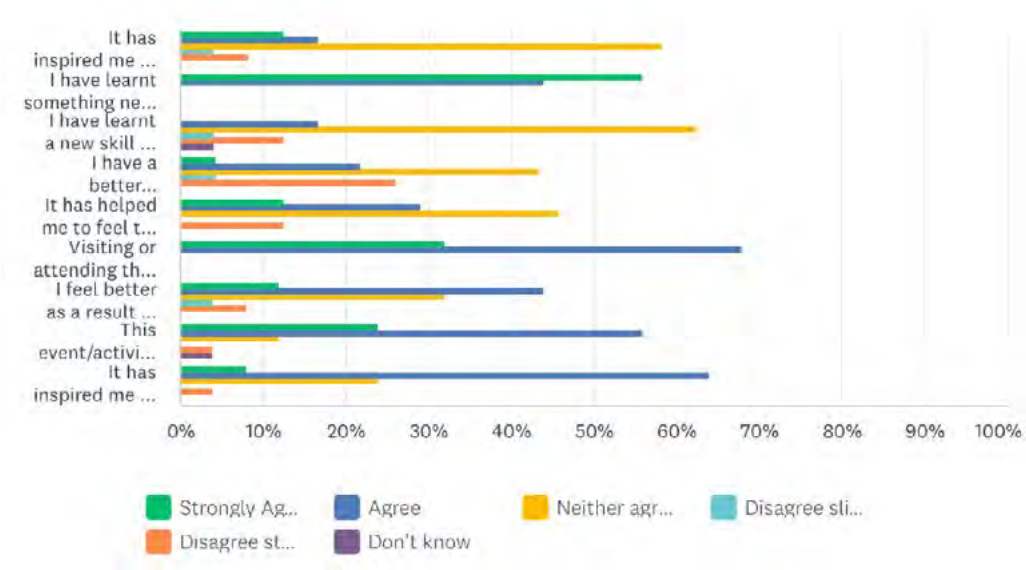
Was the event good value for money?



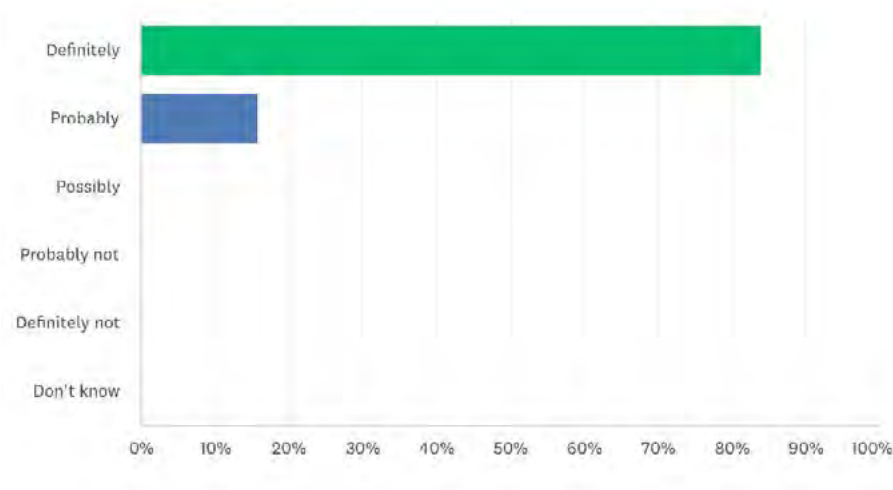
Was the event length too long, too short or about right?



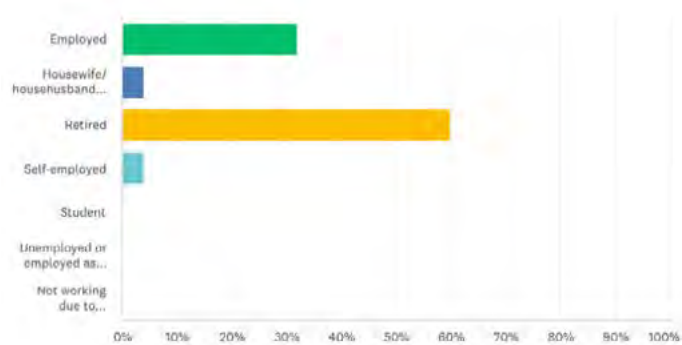
Below are a number of statements that other people have made about attending one of our events/activities, generally. For each one, please mark to what extent you agree or disagree with it:



How likely are you to visit Graylingwell Chapel or any of our events again in the future?



Are you?



Reflection

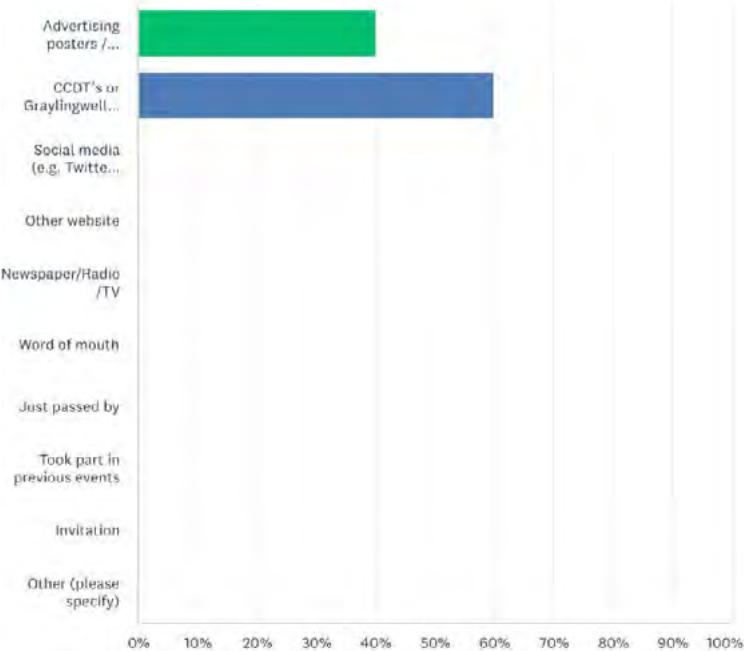
Our heritage talks have been very popular since The Chapel has been opened. They are led by local historians from the West Sussex Records Office. Our walking tours are always sold out. These talks have been a really successful way to link the heritage of the vast site to the exhibition within the Chapel. They often result in bookings onto further activities as well as subsequent visits to the exhibition. The heritage talks have provided opportunities for conversations with previous members of staff or family members of patients. On a number of occasions, these conversations have led to artefacts and material being donated to The Chapel exhibition.



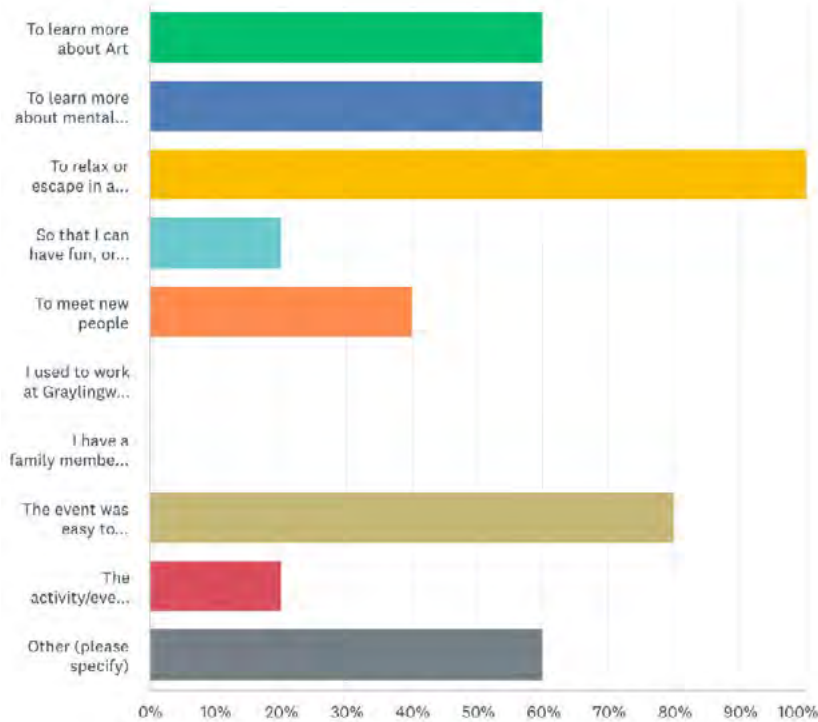
Art for Wellbeing

Impact

How did you find out about this event/activity?



Below is a list of reasons for visiting Graylingwell Chapel and events like this. Which of these were important in your decision to visit this site / event? Choose all that apply.

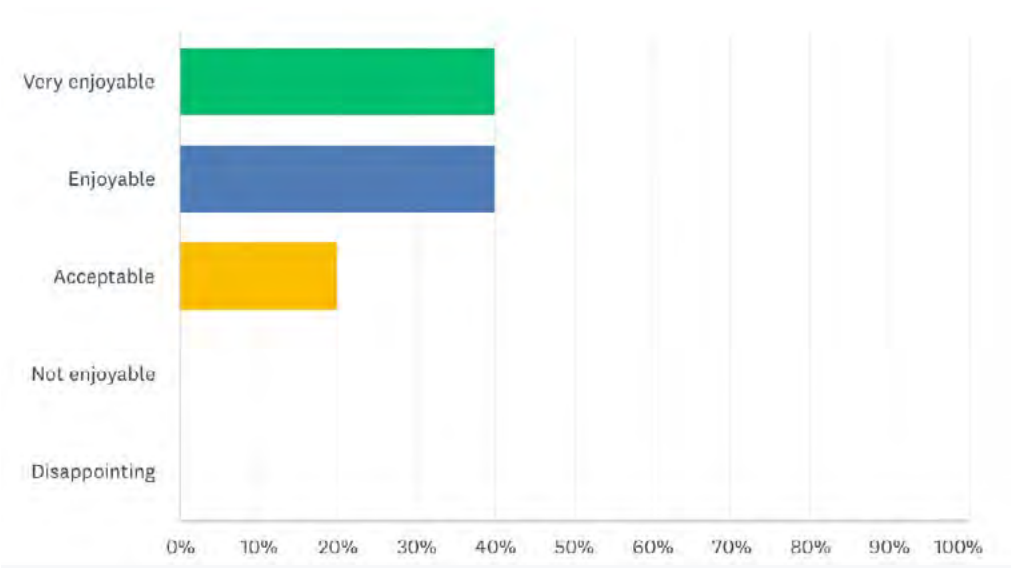


Other:
Appreciated not having to supply materials

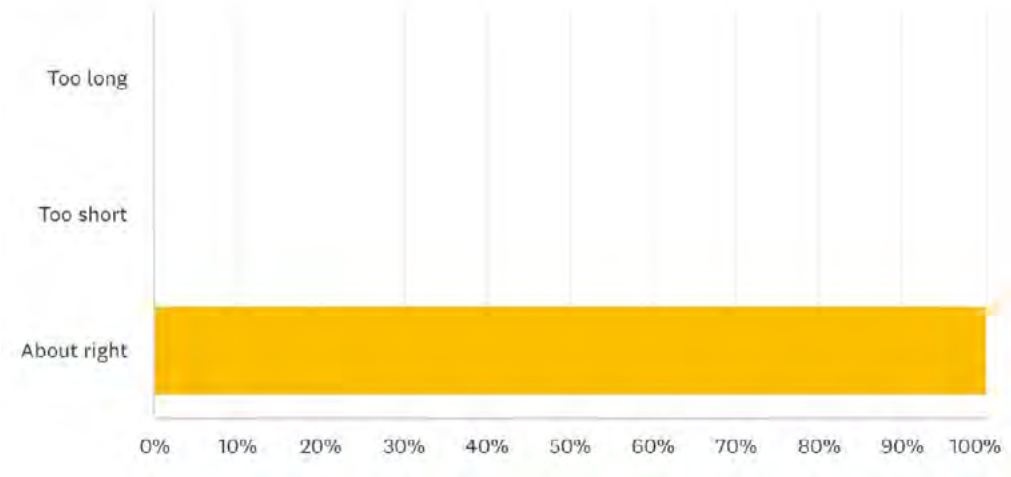
My husband John loved the class last week and hopes to continue in future. He has been diagnosed with Alzheimer’s and it seems a good, safe environment for him.

To learn things I might do at home for my mental wellbeing.

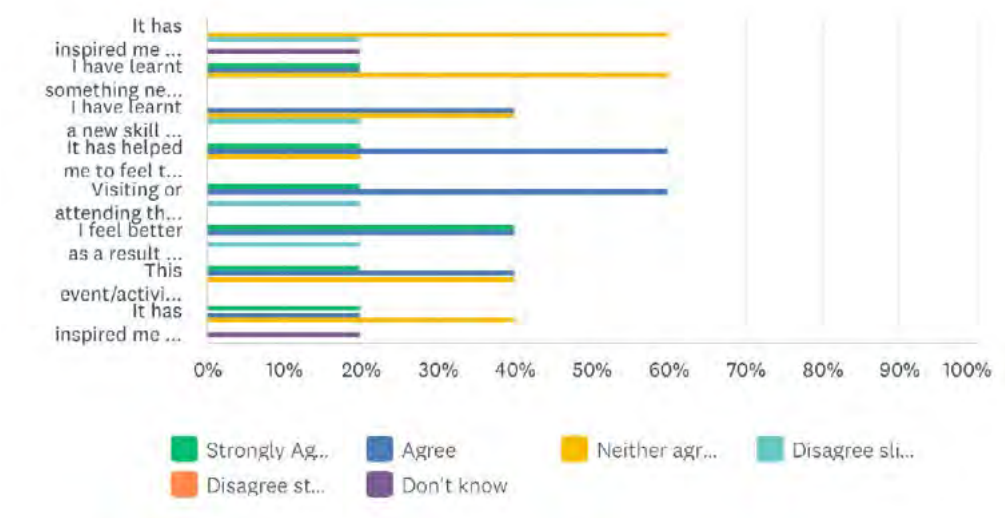
How would you rate your visit to this event in terms of your enjoyment overall?



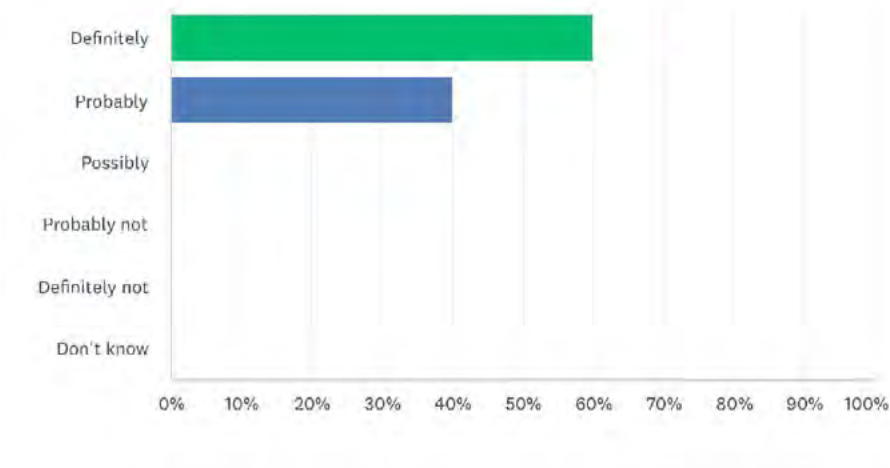
Was the event length too long, too short or about right?



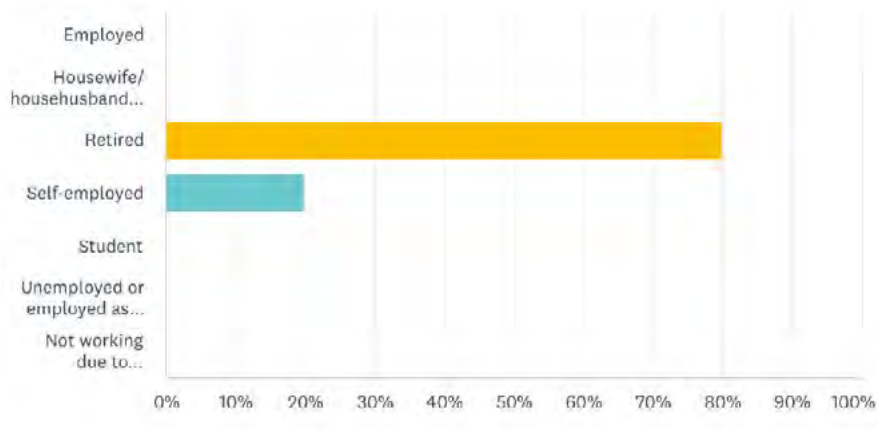
Below are a number of statements that other people have made about attending one of our events/ activities, generally. For each one, please mark to what extent you agree or disagree with it:



How likely are you to visit Graylingwell Chapel or any of our events again in the future?



Are you?



Reflection

Art for wellbeing has always been one of the activities we have been passionate about even before The Chapel opened. It is one of the pioneering approaches used by Dr Vawdrey in the Graylingwell Asylum in the 50s and 60s. These sessions started off with a small fee and alternated fortnightly between daytime and evenings. We found the sessions to be more popular in the daytime and therefore moved the sessions to suit this. We were also able to provide these sessions for free, allowing more people to access the benefits of therapeutic art. We have found that by making the sessions more accessible, the numbers have increased and is therefore having a more significant impact on our community.



11.4 Stories

"We love the Chapel and this in particular has helped us through a really tough time by introducing us to new people and giving us a safe space to play. Thank you and keep up the good work!"

"Brilliant idea and can't wait for the next one!"

"I love it. Everyone is really friendly and it's a great session."

"It takes so much pressure off on a hectic Monday knowing that the kids can be well fed, play with their friends and be entertained. Chris is just fantastic and personalises the sessions so well!"

"My three young assistants were amazing! I just wanted to say Daisy, Emmy and Amelie were a huge help. They were attentive to what was needed to keep activities flowing, enthusiastic with the little ones and joined in and encouraged children with all the activities. A great help with packing away too."

"It was a fascinating talk."

"Very good and informative evening!"

"Concise and well researched."

"I enjoyed the archive material photos."

"Appreciated not having to supply materials."

"My husband John loved the class last week and hopes to continue in future. He has been diagnosed with Alzheimer's and it seems a good, safe environment for him."

"To learn things I might do at home for my mental wellbeing."

"Everyone seemed very friendly."

"A good relaxed, welcoming experience."



12. The Café

The café at the chapel was designed and delivered based on our local consultation and research.

12.1 Café survey mini report: May- Sept 2019

We asked visitors to our heritage and launch events a series of questions about their coffee shop habits, preferences and wishes to guide us on how we can best meet the desires and interests of the local residents and future visitors to the Graylingwell café.



THE LOCALS REGULARLY VISIT COFFEE SHOPS AND CAFÉS

60% VISIT A COFFEE SHOP AT LEAST ONCE A WEEK



INDEPENDENT CAFÉS ARE POPULAR

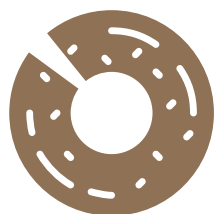
64% CHOOSE SMALL, PRIVATELY OWNED COFFEE SHOPS OVER LARGE NATIONAL CHAINS



THEY SEEM TO DRINK A LOT OF COFFEE!

82% TYPICALLY ORDER A COFFEE DRINK OF SOME KIND

BIG SUPPORT FOR A LOCAL CAFÉ:



97%

would use
a café at
Graylingwell

TOP 3 MOST IMPORTANT FACTORS WHEN CHOOSING A COFFEE SHOP:



#1

GREAT COFFEE



#2

FRIENDLY STAFF



#3

NICE ATMOSPHERE

POPULAR EVENT/ACTIVITY SUGGESTIONS:

We asked 'What events and activities would you like to see at the café?' and the most popular suggestion was Music or Piano performances (29%) followed by Community get-togethers (13%). We also saw a strong interest in special tours and talks as well as exhibitions (10%) which fits well with our vision for the Chapel as a whole. Mother & Toddler activities was the 5th most popular request, alongside Coffee Mornings for Charities and Pop-up art/Community contributions.

OTHER SUGGESTIONS AND THINGS TO CONSIDER:

We are considering offering a loyalty card to reward regular customers, as well as a discount card for local residents and this was suggested by a number of respondents. An outside seating area was the most popular request so we need to make sure this has high priority in the final designs. Parking seems to be an ongoing concern for many of the residents and potential visitors, so a lot of effort has to be made to ensure other solutions are available (such as bike racks and bus info).

NOTE: This report is based on 39 responses collected over a time period between May and September 2019. The survey was taken at 3 different events held at Graylingwell Chapel and The Lodge, Graylingwell.

The redevelopment of Graylingwell Park has introduced an eclectic mix of residents and visitors who would use the café. These include:

- Elderly and retired residents
- Local parents with young children
- Students from Chichester University located adjacent
- Local business people either living locally or visiting
- Co workers
- People with physical disabilities, mental health conditions, learning difficulties or dementia.

Although most of the regular trade is local residents, visitors and destination patronage is also taking place. The profile of the customer is dependent upon the time of day and the activities on offer. The offer at the café is structured to be dynamic with varying options to target specific groups at specific times of the day. The location of the café both within the local community and in the chapel itself ensures it has an exclusive market dominance. It offers a wide range of quality products to ensure it meets the needs of the audience and the lack of alternatives in the immediate area. The 'look and feel' is of a professional standard and presented (and operated) as a highly skilled commercial outlet. Unlike the 'chain' coffee shops, Graylingwell Chapel café highlights the history of the site and focuses upon regionally produced products in addition to offering high quality and ethically sourced coffee roasted on site by HOST.

In addition to the everyday general use of the café, it was clear from the feedback received that, as a community facility, the café should also be used for community events. Most of these events take place outside of normal working hours, mainly during the evenings or at weekends. This includes being marketed for wider commercial use and hiring out the venue for small weddings, parties and group events. This not only increases the market audience but also proves to be commercially beneficial, helping to ensure the facility remains profitable.

Unlike a commercial branded 'High Street' offer, the café at Graylingwell Chapel needs to appeal to a wider audience. Due to the community use of the chapel itself, the time that a customer remains in the space is far longer than the normal thirty-minute average expected in a regular coffee shop. In addition, customers will expect the space to be open in conjunction with the operating hours of the chapel itself which is likely to be longer than standard 'High Street' opening times. As a result, the café caters for morning visitors looking for a breakfast offer. Therefore, the café should open at 9am and remain open all day. To satisfy the afternoon demand the café closes at 5pm [or 4pm in the winter], Monday to Saturday



13. Meeting rooms and spaces to hire

13.1 What we did

The design and integration of internal meeting rooms, and the strategic planning for main space hire were an integral aspect of the financial viability model for the Chapel conversion. In order to ensure its sustainability, it was crucial that revenue could be generated through venue hire to take the financial burden off the café while footfall and trading figures grew from the launch date, and to generate surplus revenue to fund free-to-access support activities and services for the most vulnerable in society.

The internal meeting rooms were designed to be sound proof pods that could operate independently for meeting room hire or the delivery of activities (one of the rooms including washing facilities enabling arts and crafts to take place), or to form part of wider main space events such as functioning as a green room and sound and light room for larger events including comedy nights and music gigs.

13.2 Impact

The meeting rooms have provided an important addition to the main space, creating greater flexibility and generating vital revenue with a growing use throughout the year. Furthermore there has been a popular and growing programme of activities delivered within them, targeting all demographics so increasing footfall to both the café and the heritage exhibitions. Latterly this provision has expanded to targeted programmes of events on a daily basis to reach out to the most vulnerable such as Monday's support for young families including a breast feeding clinic and sensory nook in the meeting rooms followed by the delivery of stories and supper in the main space; Tuesdays focus on older, socially isolated individuals with a 'chatty café' and IT café provided.

The ability to hire out the main space has proved pivotal in providing larger scale events that have drawn new and wider audiences to the Chapel that might otherwise not have discovered the building and all the heritage that lies within it, as well as providing important funds not only through its hire but also in facilitating bar income during the events. The meeting rooms have already secured 922 hours of pre-booked use, whilst the main space has secured 565.5 hours of hire charges.

13.3 Reflection

The business model was designed prior to COVID, at a time when meeting room space was in short supply, with demand outstripping supply. The pandemic changed the working practise of businesses and organisations significantly reducing demand. This necessitated a pivot in approaches to ensure footfall continued to grow and revenues be generated, hence the strategic decision to develop focussed days of the week for target groups and developing programmes of support around them. Whilst the rooms are not used as extensively for their initial intended purpose their social value has proved higher than anticipated.

13.4 Stories

Feedback on the use of the spaces have been universally positive with a large number of repeat bookings both for evening events with main space hire and meeting room use. This is best seen through the words of those that have used them, an example of which are provided below:

"Thank you all for all your support and work on our behalf. We are so grateful. We had a brilliant evening, the play went really well and our estimate is that we sold 97 tickets including walk-ins. We really want to do it again for The Festival. Thanks to everyone at CCDT"

- A local theatrical group who wrote and performed a play about the mental health heritage of the site.

"We love the chapel and this in particular has helped us through a really tough time by introducing us to new people and giving us a safe space to play."

- Stories and Supper visitors

"On behalf of all the members of Irrelevant Elephant we wanted to express our thanks to you and all your lovely team at The Chapel, for looking after all our guests and making a potentially complicated evening flow perfectly. As you may imagine we were delighted to have sold out the event. We all absolutely enjoyed performing and the audience also seemed to be quite enthusiastic! The set up inside the venue lends itself perfectly to live music & especially dancing. With the bar at the after end of the building affording a quieter space for conversation & relaxation. We were especially pleased that this event has provided funding for more community projects & Chestnut Tree House. With 200 people attending the event many more people will no doubt hear of all the wonderful things you guys are doing."

- Local band of inter-generational musicians.

"I have had so many e mails, cards and letters saying how wonderful the venue is, the food was superb and the service was efficient, friendly and cheerful. Thank you so much from me and all the family."

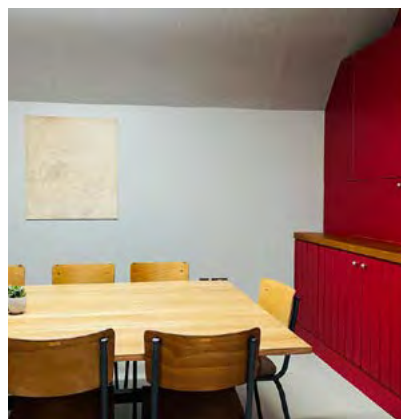
- Private party hirer

"Working with the team at CCDT to organise our staff Summer party at Graylingwell Chapel was a complete joy from start to finish. They delivered a wonderful, relaxed event for our staff and their families with so many lovely thoughtful touches. The feedback from our colleagues was overwhelmingly positive with one saying the event "reminded us of the atmosphere that makes Wiley so special"

- Corporate events

"We had the most amazing time, a day we won't forget in a hurry, everything was perfect, everyone was in total admiration for the Chapel and we had an incredible turn out."

- A local men's church group



14. Our Partners

14.1 What we did

A key aspect of planning and later delivery of activities, events and support for the community is through strategic partnerships across the Chichester District. With a small staff team with limited resources for delivery within Chichester Community Development Trust the partnerships were an important element in the:

- Delivery of activities and events
- Marketing to the wider population
- Access to hard to reach individuals facing financial or emotional deprivation

Delivery of activities and events was achieved through collaboration with organisations from large establishments such as Chichester University; Chichester College; youth music charity Ovation; and accessible arts charity Outside In; Think 18; and secondary schools including Chichester High School; to smaller and independent groups from crochet and stitch groups to the MS Society. Such partnerships have enabled us to deliver free access to live music sessions; build career pathways for young musicians and artists; created community support groups and activities that are open to both the wider population and targeted offerings for vulnerable groups.



West Sussex Records Office is the repository for the Graylingwell archive. It holds more than 1,500 items relating to Graylingwell Hospital and has supported the project by:

- Publicity and promotion of Graylingwell Chapel through a pop-up exhibition and associated activities at WSRO, and holding of information leaflets.
- Acting as a place of deposit for archival material relating to Graylingwell Hospital.
- Access to the archival material for reproduction for display in the exhibition.
- Providing expert advice and guidance on the material on display and providing any relevant knowledge about the artefacts/ items.
- Training on how to use the archive.
- Enabling researchers to access the collections.
- Providing a speaker (the talks on offer are 'Graylingwell Hospital' and 'Graylingwell War Hospital, 1915-1919').



The Novium Museum holds about 300 items relating to Graylingwell Hospital and has supported the project by:

- Publicity and promotion of Graylingwell Chapel through a pop-up exhibition and associated activities at The Novium Museum, and holding of information leaflets.
- Acting as a place of deposit for appropriate material relating to Graylingwell Hospital.
- Loan of material to CCDT for display in the exhibition.
- Providing expert advice and guidance on the artefacts from the collection on display and providing any relevant knowledge about the artefacts/ items.
- Training on care of collections including object handling, environmental monitoring
- Enabling researchers to access the collections.
- Staff and volunteer training and support on the documentation, display and care of collections.
- Enabling researchers to access the collections.

Sussex Partnership NHS Foundation Trust The Chichester Centre, which is situated to the south of Graylingwell Park, is part of Sussex Partnership NHS Foundation Trust. The purpose-built hospital is for people who need rehabilitation and treatment within a secure environment. It has three low secure wards offering mental health inpatient service for individuals who may have either committed a criminal offence or have significant challenging behaviour that requires a higher level of security than can be provided in mainstream adult mental health services. The service supports patients to understand and manage their mental health so that, where possible, they can get back into the community. The Working Together Group, made up of two reps from each ward, plus peer support worker and some staff, aims to work to improve patient experience in the unit and community. Consultation with the Working Together Group has identified various activities that patients at The Chichester Centre can participate in such as:

- Art workshops leading to co-produced displays at the Chapel,
- Events raising awareness of mental health,
- Accessing the volunteering and work placement opportunities at the Chapel.

14.2 Impact

Partnership working has been critical in transforming an innovative and exciting idea to a flourishing community building achieving targeted objectives. Lessons learnt by previous National Lottery Heritage Funding recipients that were communicated to the team in the development phase focussed CCDDT on the need to engage many organisations with the space prior to opening. This was crucial to generate the necessary footfall and engagement to quickly breathe life into the environment, and create a sense of opportunity and connections to encourage repeat visits, to enable visitors to eat, meet, be entertained, learn, connect with others and give of their time in volunteering capacities. This was achieved through partnership work with pivotal organisations including The Richmond Fellowship, who coordinate communications out to multiple organisations across the district supporting the vulnerable and those with mental health challenges and communicating Warm Space plans with Chichester District Council's Supporting You team.

14.3 Reflections

A key objective in the development and subsequent managing of the Chapel was to ensure that vulnerable members of the community that were not currently feeling supported or connected to other spaces or groups might be reached. Particularly challenging when seeking out those who are socially isolated as they will not typically be made aware of new offerings. Partnerships were vital in accessing such groups, particularly with GDPR regulations preventing accessing data for direct outreach. Organisations were quick to work alongside us to communicate the plans and information around the Chapel including social housing companies, particularly Clarion Housing whose residents live within the Graylingwell estate, Age UK, resident associations, youth and mental health charities

15. Marketing

As with many multi-purpose venues one of the greatest marketing challenges faced is how to build messaging and identify target audiences when the reach and offer is so wide, providing activities, a space and services for all demographics. Building it as an events space; a space for quiet sanctuary; a space for young children to laugh and play; a space for reflection on a century of mental health care provision; a café; a space for art, music, craft, and laughter; a space for business and enterprise. Messages can easily become mixed and feel contradictory.

The second greatest challenge was to create a buzz around a building with minimal natural footfall. Located in an out-of-town housing development the Chapel sits largely on its own, other than the nearby mind body wellness space at the Pavilion, and therefore to attract visitors from across Chichester and beyond CCDT had to first inform people it was there and then entice them to visit. The resounding cry in the first few months was persistently 'how did I not know this building was even here?!' re-enforced the scale of the problem faced.

To address both challenges CCDT used multiple marketing mediums to reach out to all aspects of the community. The first stage of this was possible through the launch event, providing a unique opportunity to generate intrigue into a new space and the fascinating heritage that the building communicates through the celebrity interest generated by Hugh Bonneville.

Maintaining interest beyond launch required the full breadth of the marketing mix:

- Public relations: with a focus on local and regional media with the Chichester Observer, V2 Radio (regional commercial station), BBC South Today News and BBC Radio Sussex.
- Social media: developing a Chapel-specific Facebook and Instagram page, both achieving over 2,000 followers within the first year
- Direct marketing: Leaflet drops both to the most immediate residents on the local estates through volunteer distribution to less frequent extended flyer distribution to a far wider geographic area that would bring in new audiences and awareness
- Email marketing: With a GDPR compliant list of over 1100 local residents cross-marketing was possible encouraging those that attended an event to sample activities or new menu options and vice versa
- Website design: creating a stylish online platform on which to communicate the eclectic mix of events, activities and services made available in the space in a clear and digestible manner.
- Content marketing: Creating fascinating content around the unique heritage of Graylingwell Hospital as displayed in the Chapel, including uploading oral histories of past patients and staff
- Branding – creating sub-brands for delivery within the Chapel to target particular user groups such as Frazzled Mondays targeting young families and Chatty Tuesdays reaching out to older, more isolated individuals.
- Events listings; With local, regional and national sites highlighting the growing events programme
- Endorsements: Using testimonials given by influential organisations to provide assurances that this new venue is credible and of a high quality
- Networking: Through partnership meetings and networking events it was possible to spread the word about the space, the events and activities, and the precious heritage held within it
- Signage and banners: Directing people from around the city to this new venue, banners were designed and installed at sites such as retail spaces and health and fitness centres.
- Co-marketing: Working with existing establishments to raise the profile of both activities such as the Family Arts Network created with the inclusion of the Chapel alongside the Novium, Chichester Festival Theatre and Pallant House Gallery.

The aim of the marketing strategy throughout the project was to:

- Keep audiences informed of the progress of the Heritage at the Heart of Graylingwell project through a variety of methods, and use these to gather evaluation and responses to the proposals.
- Raise the profile of CCDT and its activities.
- Further develop the relationship with local press.
- Develop CCDT's digital platforms (see below).
- Ensure support of HLF and other funders is acknowledged in all communications.



Leaflets



Posters



Website

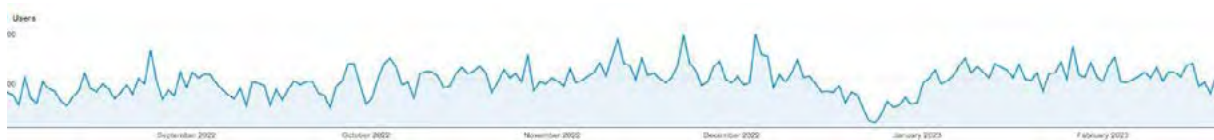


Social Media

16. Socio economic outcomes

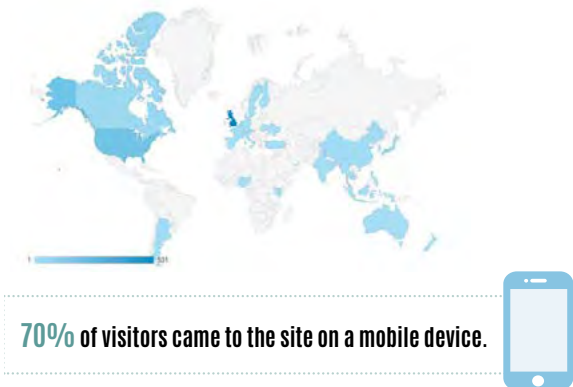
Website Statistics for Graylingwellchapel.com

OVER THE PAST 6 MONTHS **13,345** PEOPLE VISITED THE SITE, GENERATING **41,189** NUMBER OF PAGEVIEWS



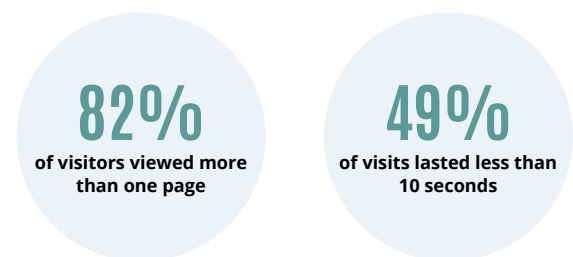
WHO WERE THESE VISITORS?

- People came from 7 countries.
- 96% came from United Kingdom (top region)
- 80% were first-time visitors.



WHAT DID THEY DO ON OUR SITE?

The average visitor looked at 2 pages per visit, and stayed no more than 2 minutes.



Events that drew higher numbers of visitors to the site included the blog post of our short video about Graylingwell Chapel (September), the press release announcing the £1.3m National Lottery grant award (May) and the launch of tickets to our Candle Lit Christmas Carols event at the chapel (November).

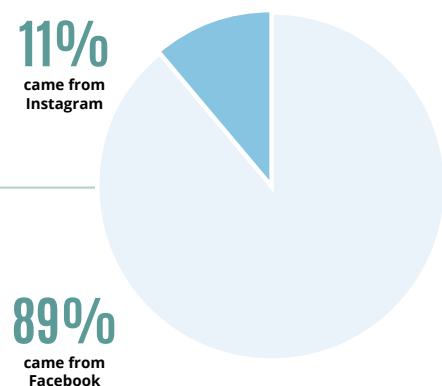
WHERE DID THEY COME FROM?

43% came from web searches on engines like Google, Bing, or Yahoo.

12% came from a social interaction, such as e-mail, chat rooms, or from a social media source like Facebook or Twitter.

17% came as a referral from another website. Of the referral traffic, chichestercdt.org.uk sent the most traffic to our site.

38% came directly to the site by typing in a graylingwellchapel address or visiting a bookmarked page.



HOW DID PEOPLE SPEND THEIR TIME ON OUR SITE?

TOP POSTS/PAGES

1. /what's on
2. Home
3. /activities
4. /eat-drink
5. /venue-hire

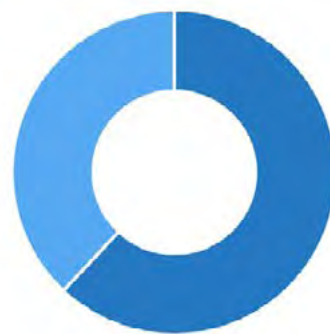


The what's on page was the most viewed single page on the site, with **33.45%** of all pageviews.

Page	Pageviews	% Pageviews
1. /what's on	13,778	33.45%
2. Home	10,518	25.48%
3. /activities	4,947	11.92%
4. /eat-drink	2,731	6.50%
5. /venue-hire	1,540	3.72%
6. /news-noise	1,418	3.44%
7. /today	878	2.10%
8. /about	872	2.12%
9. /contact	611	1.46%
10. /gallery	540	1.31%

SOME OTHER OBSERVATIONS:

- 29% of people started their visit on the what's on page.
- 21% of those visitors left right from that page without going on to another page.
- Visitors spent the longest time on the /activities page. 45% of visitors to this page went on to visit another page.



80%
were returning
visitors

20%
were first time
visitors

SO WHAT DO WE DO WITH THIS DATA?

- Work to increase the visibility of Graylingwell Chapel's work on the CCDT social media platforms, and directing some traffic straight to the Graylingwell Chapel website instead of the chichestercdt.org.uk.
- Do usability testing and surveys to find out why many of our visitors leave so quickly and determine steps to take in order to increase the average visitor stay (currently less than one minute).
- Consider design enhancements to the Homepage by lifting blogposts and updates to the project work.
- While we are beginning to integrate stories on the project process on to the /today page, we could do more to regularly update and graphically showcase the progress of the project and what is currently happening.
- Consider collecting email addresses and build an email list for visitors specifically interested in the chapel work and the future community space. (Currently we only collect general CCDT newsletter subscribers.)
- We have ensured the /news-noise page is regularly updated by setting up an automatic feed of blog posts and news from the CCDT blog (posts categorised Graylingwell Chapel only).
- We also keep the /whats-on page regularly updated by feeding events categorised Graylingwell Chapel from the CCDT website.

NOTE: This report is based on statistics collected via Google Analytics over a time period between August 2022 and February 2023.

10. CONCLUSION

Taking over the ownership and management of Graylingwell Chapel has enabled CCDT to restore, conserve and re-purpose a previously significant building on the Graylingwell Hospital complex and make it accessible to the new community of Graylingwell Park and surrounding areas. The project has explored, interpreted and preserved the history of Graylingwell through displays, events and activities. Alongside this we have provided a platform to raise awareness and reduce the stigma of mental health issues. We have worked in partnership with local heritage and learning establishments as well as organisations, agencies and individuals supporting mental health and wellbeing. The delivery of the Heritage at the Heart of Graylingwell project has provided wider access to the heritage of Graylingwell on site and on line, including creating exhibition and display spaces, new facilities and digital platforms and has delivered the following outputs

- Developed a thematic and engaging story-telling approach to the history of Graylingwell asylum and its environs which inspires wider public interest
- Provided new and dynamic learning opportunities for local learning audiences, from early years to adulthood
- Provided new community participation opportunities, involving local residents and groups in the co-curation of the interpretation and displays
- Created a planned programme of audience development activities for families, local residents, low and unengaged users
- Developed the scope of the collections, enhanced by community based collecting activity
- Nurtured volunteer skills development through a strategic and responsive programme of training opportunities
- Encouraged community ownership and working in partnership with local community organisations and individuals, as well as other cultural providers locally. We have also listened carefully to the views of stakeholders representing formal, informal and lifelong learning organisations.

Our strategy for learning embraces the differing needs of these groups, from general visitors through to specialist academic researchers, including:

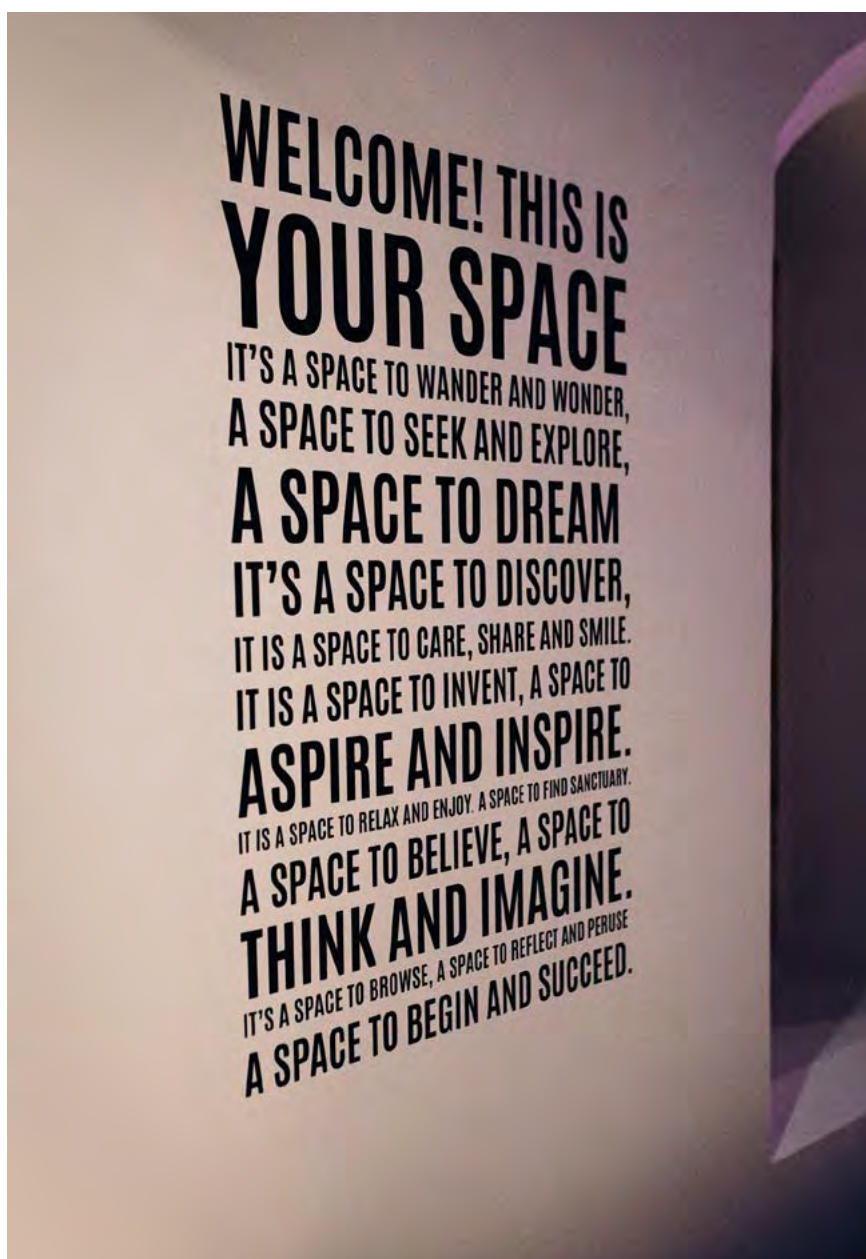
- Diverse range of cross-curriculum education workshops from early years to adult learners.
- Interactive exhibitions and displays
- Community history lectures and workshops

The project at Graylingwell Chapel has had the following impact on the community:

- Engage young people in positive activities
- Support children and their families through free or low costs programmes
- Promote health and well-being courses and activities
- Enable local residents to gain new skills and confidence through volunteering, training, advice and guidance
- Increase the number of activities and back to work programmes.

Each activity delivered at the chapel is designed to promote wellbeing under one or more of these actions. The activities delivered presents a diverse, stimulating and deliverable range of activities that takes into account the wide range of ages, backgrounds, abilities and interests represented in our community, and ensures there is something for everyone. The four strands of activity – Interpretation and Display, Audience Development Activities, Training and Skills Development, and Publicity and Promotion – provided a range of opportunities for learning, creative arts and craft, improved health and wellbeing, mental health awareness and support, volunteering and social interaction.

The consolidation of existing and forming of new partnerships during this project have not only brought in additional professional expertise and up skilling opportunities for our staff and volunteers but has also ensured the sustainability and further development of our efforts to create a long-term economic, social and environmental benefit for our community. The Graylingwell Chapel redevelopment provided us with the necessary venue and activities to realise this ambition and build a sustainable foundation for the Chapel's future preservation and use. **"Each action [of the Five Ways to Wellbeing] contributes to wellbeing in a positive way, making people feel good and boosting their 'mental capital'... Another important aspect of the Five Ways to Wellbeing is social participation."**



Welcoming sign at the Chapel

Supported by:

THE PROJECT FUNDERS



The Pilgrim Trust



The Basil Shippam and Alsford Trust



THE CHAPEL PATRONS

Clarion Futures
George Ide
Gillian Harwood
Greg & Katherine Slay

John Eagles
Joseph Van Der Wee
Kathy Sykes
Selsey Press Ltd

Sharon O'Ryan
Tony & Pam Dignum
The Buck Family

The Wates Family
United Living
Wellington Grange

OUR CHAPEL FRIENDS AND HEROES

Adrian Moss
Alexander Minton
Andrew & Julie
Andrew Tubb
Andy Brereton
Anne Schofield
Anthony Peter Dignum
Ben Harrild
Ben Matthews
Ben Tyrie
Beth Wignall-Jones
Brigitte Tuck
Catherine Barton
Catherine Ward-Penny
Cecilie Jacobsen
Cherryll Campbell
CCDT
Chris Hawker
Chris Pope
Claire & Charlie Robinson
Clare Faulkner
Clare Louise
David & Carol Grove
David & Jenny Morley
David Hazeldean
David Lines
David Martin
Debbie Herbert

Debbie Jupe
Denise Stanborough
Diana Barnes
Diana Morley
Eden Saunders
Elizabeth & George Storton
Elizabeth Boden
Elizabeth Downing
Elizabeth Jolly
Emma Bryant
Forum House
George & Theresa Mackay
Gillian Harwood
Greg Slay
Helen & David Reeve
Helen Beal
Hester Robinson
Hester Tom & Matilda bake sale
Hugh Williams
Ingrid Bennett
Jeff Topp
Jo Williams
Joanne Hughes
John Eagles
John Everitt
John Frost
Jojo Pead
Jonathan Brown

Kathy Sykes
Katy Miller
Ken & Chris Jones
Lance Gill
Laura Kameen
Laura Stockton
Lee Fairchild
Louise moore
Lucie West
Marc Wheatley
Mary Pudney
Matthew Dorey
McGreal Andrew
Melody Jones
Michael Robbins
Mr N Millett
Nathan Hall
Nicky & Ben McIntyre
Nicola Jarratt
Nina Boden
Olivia Sloan
Paul Fremantle
Paul Robinson
Pauline Martin
Peter & Sally Day
Phil Miles
Phil Salton
Priscilla Jutton-Holland

Richard Silcock
Rob Cheyne
Robin Wickham
Roger Pagram
Roma Carter
Sandie Jenner
Sarah Haig
Sarah Langmead
Sarah Watts
Sean O'Connor
Sharon O'Ryan
Sharon Rose Goulty
Stephen Hart
Stephen Hill
Sue & Jez Webb
Sue & Peter James
Sue Haygarth
The Bacon Family
The Franks Family
The Hylands
The Vawdrey Family
Tim Morgan
Tim Morley
Trudie McGowan
Victoria Irwin
Victoria Legge
Wendy Andrews

Let's make it happen

**CHICHESTER
COMMUNITY
DEVELOPMENT
TRUST**

The Water Tower, Blomfield Drive, Graylingwell Park, Chichester, PO19 6BZ
t: 01243 537526 | e: info@chichestercdt.org.uk | w: www.chichestercdt.co.uk

REGISTERED IN ENGLAND AS A COMPANY LIMITED GUARANTEE NO. 07114119 CHARITY NO. 1140014