



Marsden Mechanics Hall

Review and Renew

November 2010

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SECTION ONE: INTRODUCTION

1.1 Marsden Mechanics Hall

History

Located in the centre of Marsden Village, Marsden Mechanics Hall is an historic building, approaching its 150th anniversary. It was first established by Marsden residents as an educational institute for millworkers and for a century it was well used by the local community, offering a venue for lectures, meetings, concerts and dances. By the late 1970s it was in poor condition and faced the threat of demolition. Following an extensive and prolonged local campaign, the Mechanics Hall received a substantial grant from the Rural Development Commission for renovation of the building.

Current usage

Although under the ownership of Kirklees Council, the Hall is managed by a local management committee made up of Marsden residents, representatives of the Community Association, local councillors, a Mikron representative and officers from Kirklees Council. The Management Committee have responsibility for the management and maintenance of the interior of the parts of the building, with the exception of the Library and Mikron office, and hire out the main hall and meeting room. Anyone can use the Mechanics and it is fully accessible to disabled people. Many different community groups meet there and various classes take place in the hall. The hall can be hired for a private party, wedding or conference and it is also often hired for one-off events. Most of the running costs are met from hire charges and small additional amounts are raised by grant applications.

The building also provides space on the ground floor for Marsden's Library and the office of Marsden-based theatre group, Mikron. Over the next 12 months the Information Centre, currently located on the village high street, will also be re-located within the Mechanics Hall.

1.2 Review and Renew

In 2010, Icarus was commissioned by the Management Committee to assist them in a process of reviewing and renewing the role that the Mechanics Hall plays within the local community". The Management Committee had two broad aspirations:

1. To review how the Mechanics Hall is currently perceived by the local community and establish the extent to which the current facilities are meeting local needs
2. To use this research to refresh or renew the vision for the Mechanics Hall and inform the committee's business planning process over the upcoming months

During October and November 2010, the opinions and ideas of the local community were gathered in a number of ways:

- **Online survey**, located on the Mechanics' website and publicised widely around the village. It received 123 responses.

- **Doorstep Survey**, completed in different parts of Marsden, involving 100 residents.¹
- **Focus group with 10 children from the School Council of Marsden Junior School**, conducted through a tour of the Mechanics Hall. This included representatives from each of the years 3 – 6.
- **Focus Group with 10 Children who live in Marsden who attend Colne Valley specialist arts College**. From years 7, 8 and 9.

In addition:

- **In depth interview with Mikron team**
- **Focus group with Marsden Mechanics Management Committee, including the hall supervisor**

On 30th November, an open event was held at the Mechanics Hall to share the key messages and recommendations from the research with residents of Marsden and give them an opportunity to suggest the next steps that need to be taken. A total of 15 people attended this event.

1.3 The report structure

The information gathered during the research phase and at the feedback event on 30th November have been used to develop the findings and recommendations contained within this report.

Section 2.0 sets out the findings of the research, which is organised under 5 broad themes, each referring to different aspects of the Mechanics Hall:

- how it looks and feels
- how it's used
- how it's branded and publicised
- how it connects with village life
- how it's run and managed.

Section 3.0 presents the recommendations that have been developed in response to the findings. This section also presents the ideas that were discussed at the open meeting on the 30th November.

¹ Of the 223 survey respondents, 83% (n:184) were from Marsden residents, 8% (n:18) were from residents of other parts of the Colne Valley and 9% were from people living outside the Colne Valley. All age groups were represented, although the largest proportion of responses (47%; n:105) were from adults aged 41-65 years.

SECTION TWO: RESEARCH FINDINGS

2.1 How the Mechanics Hall looks and feels

The Mechanics Hall is valued for being an iconic historic building located in the centre of the village. The clock tower in particular is seen as a symbol of Marsden. Nearly one fifth of survey respondents (n:41) referred to aspects of the building's appearance or presence within the village that they liked:

"The focal point in the village"

"A historic building – feels like the centre piece of Marsden"

"A magnificent building in the heart of the village"

The general opinion concerning the facilities inside is also very positive, with 80% of survey respondents who use the Mechanics indicating that they are satisfied with the range of facilities on offer. It is viewed as a multi-purpose, accessible building which has enough spaces and facilities to cater for different needs. It is also considered to be a convenient and appropriate location for the village library.

The Main Hall is praised for its size and the large upstairs kitchen and bar add to the functionality of the building. Downstairs the foyer is seen as a versatile space and the conservatory is felt to be a light, warm space that provides valuable shelter in the winter.

"Small enough to be friendly, large enough to be useful"

"Good space – adaptable facility"

"Big room for functions"

Another positive aspect of the Mechanics Hall which was referred to by one fifth (N:35) of the survey respondents who use the facilities is the 'friendly and welcoming atmosphere'. The comments suggest that, on the whole, people feel at ease when they are inside the building:

"I have always found it a welcoming place"

"It is a well run and welcoming community centre"

"It is a laid back, informative community based venue. It has friendly staff who are very helpful"

Although people are generally complimentary about the building, its atmosphere, flexibility and the range of facilities it offers, they have also suggested aspects that need to be improved. A strong theme across users of the Mechanics Hall, the children that were consulted and the management committee is that the 20 year old decoration within the building requires attention. Some feel that it needs 'freshening up' and described it as 'drab' and 'dated'; others refer to the 'institutional and municipal' appearance and suggest that it should have more of a community feel.

“It’s still in the 1970s or earlier”

“The carpet says mid range hotel or nursing home”

“The upstairs is municipal. It doesn’t reflect the unique character of Marsden”

The following improvements to specific rooms or spaces within the building were suggested:

Conservatory: An under-used space which could be enhanced by: painting it a brighter colour; providing toys and games, for babies and older children (including a big chess game); providing a seasonal quiz with a box for completed forms; offering tea/coffee facilities.

Foyer area: There is scope to improve this area so that it creates more of a welcome to people as they enter the building. This could include: a clear and designated ‘reception area’; vibrant decoration; more and better signage to the office/reception and information about how to contact the hall supervisor if she is not available. More could be made of the art exhibition and notice board space and new boards that are easier to hang on were requested. It could also be used more as a space to gather/hold people before events. One suggestion was that the simple addition of a table and chairs in this area would create an informal meeting space or just provide somewhere for people to sit and chat, making the building feel more used and vibrant.

Outside notice board: One person suggested that this needs cleaning/repairing and filled with posters and notices to show people passing that the building is well used and vibrant.

Toilet facilities: There were a wide range of comments concerning the toilets. Some said that they needed to be cleaned more regularly; others felt that they would benefit from a refurbishment. The lack of any baby changing facilities was also noted and some people suggested that they should be open to the public at all times. The lack of any toilet facilities upstairs was also felt by some to be a problem.

Downstairs meeting room: There is consensus that this would benefit from lighter and brighter decoration with more interesting things on the wall and improved lighting. The damp smell was noted and some people suggested that the carpet should be changed. More seating/tables suitable for children were also requested as was a ‘blank wall’ to project onto.

Hallway and stairs: Brighter decoration is needed as well as clear signage to the lift. A number of people commented on the need for an automatic door to the stairs. There was also a suggestion that the stair well wall would be a good place for a mural or series of pictures showing the history of the hall from its founding to the present day. This would brighten up a drab area, provide a recognition, connection and context to the community use and ownership of the Hall and give a lively feel to the place as people go up to the main hall for events.

Kitchen facilities: Suggestions included: put closed cupboards into the upstairs kitchen; ensure it is cleaned regularly; provide a larger kitchen downstairs.

Main Hall: There were a number of comments about the need to replace the existing curtains with something fresher and less municipal. Some people felt the tables and chairs could be more modern/intimate/comfortable (for example, using smaller square or round tables instead of long oblong ones) and a question was raised as to the possibility of creating a more flexible space that could be sub-divided when needed.

Bar area: A bigger bar was suggested by small number of people

Storage space: The lack of storage space for regular user groups was noted.

Lighting and acoustics: Some suggested that lighting is poor and in need of improvement. Poor acoustics were also mentioned.

Signage: There is a need for more signage that conveys a positive, user-friendly/community tone. The signage outside the Mechanics Hall is inappropriate and inadequate. It brands the building as a Kirklees Council hall and gives no indication or feel that the building is managed by local people. It also emphasizes the municipal feel to the building which is further reinforced by the décor.

Key Messages

- The Mechanics Hall is valued for being an iconic historic building located in the centre of the village.
- It is viewed as a multi-purpose, accessible building which offers spaces and facilities that cater for different needs.
- Many people find the atmosphere in the building friendly and welcoming.
- There is consensus that the 20 year old decoration in the building needs to be brought up to date to make it a more vibrant environment for a community hall.
- Specific improvements to individual rooms have been suggested. Many of these concern making the spaces either more functional or aesthetically pleasing. Large scale refurbishments are not felt to be necessary.

2.2 How the Mechanics Hall is used

Of the 223 survey respondents, only a small proportion (15%; n:33) said that they had never used the facilities. Half (n:15) explained this in terms of 'having no need' to use the building and one fifth (n:6) said that they lived too far away to make use of it. A small number (n:5) said that they lacked information about what happens in the building and a smaller number (n:3) identified things that they were not satisfied with (lack of parking facilities; management committee; response to enquiry about booking the venue).

The survey responses reveal a high level of awareness of the different ways in which the Mechanics Hall is currently used. The majority of regular and occasional users (80%) have

attended one-off events and half have been invited to private parties, weddings or functions held in the Mechanics Hall. One quarter of occasional users and three quarters of regular users attend clubs there for adults or children.

It is felt that usage could be extended and expanded in a number of ways:

Utilise the Mechanics Hall for activities for children and young people: This was a strong theme across many of the comments about usage of the building. There is scope to improve links with the schools in Marsden and locate school parties, special assemblies and productions within the Main Hall. The Extended Schools Activities Manager within the High School commented that if the Mechanics Hall is available either after school or during holidays, he would be prepared to use it for activities for children from the feeder schools and the college. This would be more appealing to students who are reluctant to attend activities on school premises during holiday periods.

A number of the young people suggested that the facilities could be used by a youth club (and it was noted that MYAC are looking for a youth club space). The idea of having more games available within the building was popular amongst the children, for example table football, table tennis, arts and crafts, soft football. It is felt that there is scope to offer more sporting activities for young people such as mini golf, kick boxing, fencing, chess or a climbing wall. A theatre club, cookery courses and other afterschool activities were also suggested. One strongly supported idea amongst the children from the High School was a quiet space for study which would benefit children who have too many distractions at home.

More under 5's and Sure Start activities were also suggested.

“Offer more clubs and activities for children at the infant and junior school”

“Hold regular events aimed at young people”

“I would like to see a closer integration with the Infant’s school next door.”

Hold more ‘one-off’ events that are open to the whole community: Suggestions included: live bands; cinema; children or family events; festivals (e.g. food and drink); sporting events; plays; fashion shows; events targeted at older people in the village.

“Have occasional parties, such as Halloween, Christmas, Bonfire night, Easter etc.”

“The Mechanics seems to be used for the same unchanging set of activities each week”.

Develop a programme of regular activities/events: A number of people suggested that a programme of events and activities should be offered. This idea has also been discussed by the Management Committee prompting questions about how this could be managed/co-ordinated. For example, could the management committee, a sub-group of the committee or a ‘friends of’ type group take on this responsibility, or should individual residents or other groups be encouraged to organise more events/activities? If a sub-group does take this on, how does it ensure that it puts on a programme of events that cater for a range of needs rather than serving the interests of the sub-group members only?

“Run an events programme which is widely known and understood and which includes plenty of family events as well as concerts/theatre etc.”

“I’d like to see us enable the wide range of talented people in the village to put stuff on for other people – classes/exhibitions/story telling/theatre”

Make it easy to book the venue and purchase tickets for events: Only one quarter of survey respondents said that it is easy to book rooms at the Mechanics Hall. Many comments were made about how the booking process could be improved. Amongst these were: provide a price list on the website and in the building; provide clear information about how to book the facilities on the notice boards inside and outside the Mechanics Hall; explain how the venue can be booked if the hall supervisor is not available; ensure that there is a consistent, prompt and friendly response to all enquiries; make it easy to pay for a room booking or a ticket.

“I don’t know who to approach to book rooms or how much it costs”

“I tried to look up the prices on line... but with no luck”

Some people suggested that local groups and businesses should be made aware that the meeting room can be booked at a reasonable price for small meetings and activities. It was pointed out there is no information inside or on the outside of the building that explains the building is for hire and give prices and details of how to book.

Pricing: Some people felt that this should be reviewed so that it is more flexible and realistic. A small number of references were made to reducing the cost of room booking for local community groups/charities and schools especially in off peak times.

“Reduce the costs of room hire so that more groups can afford it.”

“I think we should perhaps offer it out at a reasonable rate to organisations like the school to demonstrate what’s here and influence the parents. We could then give publicity information out to parents and teachers. Perhaps we should promote it by opening it up one afternoon in winter and have a giant bouncy castle up there just to show what the space can be used for.”

Maximise the potential to use the venue for weddings: This was felt to offer a very good source of income and it was noted that the appeal of the building would be improved if there was some redecoration. One person suggested that an information pack should be produced that contains images of the facilities (dressed up for weddings) and testimonies from satisfied customers and a list of local caterers, which is then promoted on the website and marketed to event organisers and ceremony companies.

Utilising notice boards: The notice boards offer a valuable source of information for residents of Marsden but the information can quickly become out of date and therefore they need to be maintained regularly.

“I was reading the Children’s Centre board last weekend and it was dated back to last Easter!”

Improve publicity: (this is discussed separately in section 2.3)

Key messages

- Only a very small proportion of those consulted said that they had never used the Mechanics Hall.
- There is a high level of awareness of the different ways in which the Mechanics Hall is currently used.
- Comments from children, young people and local schools suggest that there is scope to increase usage of the facilities for after school and holiday activities.
- There is a demand for more one-off events that are open to the community and some people feel that these should be incorporated into a rolling programme of cultural and celebratory activities.
- Improvements are needed to ensure that it is easy to make room bookings and purchase tickets for events; the pricing structure may also need to be reviewed and then advertised widely.
- Weddings are a valuable source of income and more could be done to promote the facilities for this purpose.
- Maintenance of notice boards is necessary to ensure information is current and relevant.

2.3 How the Mechanics Hall is promoted and branded

The need to improve the promotion and branding of the Mechanics Hall was something that many people commented on. Only 22% (n:43) of survey respondents said that they think people know what facilities it has to offer and nearly one third (n: 67) suggested ways in which the Mechanics' publicity could be improved. Their ideas included: targeted publicity within certain sections of the communities; meetings with schools; a regular newsletter; a more informative website; published information about how many people use the Mechanics Hall and testimonies from current users; features in the Examiner; advertising in shop windows; leaflet drops; establishing a 'friends of' group; better signage outside the building telling people what it is and how it can be used.

It is also felt that there is a weakness and lack of coherence in the branding of the Mechanics Hall. There has never been a sustained and successful attempt to bring a common logo, strap line or typeface together and use this consistently. The closest attempt has been the redesigned website which has been well received by the Management Committee. The design hasn't, however, been used to any great extent beyond the website, nor has there been any agreement about how to do this.

One idea from the Management Committee is to brand everything "... at the Mechanics" so that publicity information refers to 'the library at the Mechanics' and 'the Information Point at the Mechanics' etc.

"It's a good model of a council-owned and community run building but people need to know this rather than thinking it's a council building where you might occasionally book a kid's party".

"It is absolutely essential that the Kirklees brand does not eclipse the community brand".

"There seems to be very little publicity as to what is happening unless you already use the facilities".

Key messages

- There is scope to make significant improvements to the way in which the Mechanics Hall is promoted within the local community.
- More information should be displayed and distributed about who the Mechanics Hall is there for, what facilities it offers and what events/activities take place.
- It is suggested that this information should be made available outside the building on signs, on the website, on leaflets, in newsletters, in features in the local paper.
- There is a weakness and lack of coherence in the current branding.

2.4 How the Mechanics Hall is organised and run

Half of the survey respondents (n:105) were aware that the Management Committee runs the Mechanics Hall. The other 50% expressed a mixture of ideas about who is responsible for running the building: one quarter (n:54) said Kirklees Council; 4% (n:9) said local residents; 4% (9) said the hall supervisor and 15% (n:33) said that they didn't know. A small number (n:4) said that a combination of groups/agencies were responsible including the library, Council and Management Committee.

These responses confirm the suspicion amongst management committee members that many people in the village are unaware of the committee's role. A number of factors are likely to have contributed to this situation including: the location of the library within the building; its municipal decoration; the Kirklees signage outside; the lack of information about the Mechanics in all formats and the absence of any coherent branding or independent identity for the Mechanics Hall.

There is debate within the Management Committee about its role and remit. At the moment it mainly manages the building (ensuring it is financially sound and repairs/maintenance are undertaken etc.). However the aspiration to extend and expand the role of the Mechanics Hall within the community, raises questions about who should take a lead in this and whether a sub group or separate group/committee should be established to take this on.

It has also been suggested that it is unclear when the building is open or closed. The building doesn't have a reception for a large part of the day, as the hall supervisor works in the first part of the morning and the later part of the afternoon. People sometimes assume that the resident theatre company, Mikron, is the reception, which can be disruptive for Mikron and inconvenient for the individual needing help. These frustrations are evident in some survey responses.

"I know how to book the hall but the poor signage means that a stranger gets little clue and there is usually no human presence to assist".

"I can't always get in touch with the office – odd hours"

Key messages

- Many people in the village are unaware that the Mechanics Hall is council owned and community run.
- The aspiration to extend and expand the role of the Mechanics Hall within the community, raises questions about who should take a lead in this and whether a sub group or separate group/committee should be established to take this on.
- Assessment of the quality and accessibility of information and advice about the facilities is varied.
- The absence of a reception throughout the day can be an inconvenience and lead to confusion about whether the building is open or closed.

2.5 How the Mechanics Hall connects with village life

As noted earlier, the Mechanics Hall is a major village landmark. Because of its central and dominant position within the village, it is easily accessible and it offers a prime location for community events, festivals and celebrations. As such, it is clearly valued for its contribution to village life by many residents.

"Something is always going on with people of all ages. The local community has a venue for its festivals"

"Many of the best events/gatherings of the village naturally centre around it. I like the fact that people of different ages and outlooks use it – old and new Marsden, young and older people. I think it's ours and we are incredibly lucky to have such a building in such good nick in the centre of the village".

The Management Committee believe that there is scope for the Mechanics Hall to make a greater contribution to village life. They believe that it is widely viewed as a building to hire rather than a resource that belongs to and is cherished by the village, and there is a sense that it is almost 'taken for granted' because it has been in Marsden for so long.

Interestingly, the survey responses suggest that there are people in the village that share the ambitions of the Management Committee and want to see the Mechanics become more of a hub or focus for regular community activities. The vision of it hosting a wide range of music, theatre, cultural events and learning activities organised by the community for the community is one which many people share.

There is recognition that more involvement from the community is necessary to enable this vision to be realised. People need support and encouragement to come forward and get involved in organising activities and the spirit of voluntarism which enabled the Mechanics Institute to be created 150 years ago, needs to be re-invented.

“The building and the messages it emits have got to express a welcome to people who want to do things, to energize and empower them and facilitate them to make the most of what the building can provide.”

“I’ve been waiting for the community to wake up and reclaim what is theirs.”

“I’d hate the place to become a venue for the more prosperous end of the community. I welcome the fact that the library is there and that the Information Point will be moving in. It forces us to wake up to the challenge of making a place that everybody in the community feels comfortable in.”

“There seems to be a feeling amongst some residents that Mechanics isn’t a community resource. Improving community relations and engagement across all sections of the community will be key. By this I don’t mean another consultation or leafleting campaign but a sustained effort to encourage and then provide help to members of the community.”

Key messages

- There is a desire amongst the Management Committee and members of the local community to extend and expand the contribution that the Mechanics Hall can make to village life.
- The vision of it hosting a wide range of music, theatre, cultural events and learning activities organised by the community for the community is one which many people share.
- There is optimism that this can be achieved if the spirit of voluntarism that enabled the Mechanics Institute to be established 150 years ago can be fostered again.

SECTION THREE: RECOMMENDATIONS

The following recommendations have been developed in direct response to the findings of the local research. In some cases, ideas have been offered about how to take a particular recommendation forward. These ideas have been informed by discussions with local residents and management committee members during the open meeting on 30th November.

	Recommendations	Looks/ Feels	Usage	Branding Publicity	Management	Village life	Ideas
1	Seek to make improvements to the interior décor to create an internal space that has character and vibrancy, and is reflective of the energy and spirit of Marsden's community.						Use some of the wall space to provide a visual narrative of the building's history.
2	Consider the range of suggestions for improving the building, prioritise and agree programme of improvements.						Suggested priority: 1. Foyer area 2. Toilet facilities 3. Downstairs meeting room 4. Hallway and stairs (See Appendix 1 for specific ideas)
3.	Find ways to increase usage by children and young people, drawing on the ideas that have been put forward.						Hold discussions with each school to determine how they can make better use of the facilities.
4	Develop a programme of regular cultural and celebratory activities to attract different members of the community.						<ul style="list-style-type: none"> ▪ Find ways to involve people / find out what are the barriers ▪ Offer incentives for volunteers ▪ Offer a transparent but flexible pricing structure (see Appendix 1 for specific ideas)
5	Make it easier to book rooms and purchase tickets for events.						
6	Review the pricing for room hire and make the pricing structure more visible.						<ul style="list-style-type: none"> ▪ Offer incentives through the pricing structure to people who want to hold community events in the hall

	Recommendations	Looks/ Feels	Usage	Branding Publicity	Management	Village life	Ideas
7	Develop a strong, coherent brand for the Mechanics Hall and employ it in all communications e.g. website, posters, signage etc.						<ul style="list-style-type: none"> Should include logo, name and strap line (See Appendix 1 for specific ideas)
8	Publicise the Mechanics Hall more effectively and ensure that the publicity information and branding conveys a clear message that the building is run by the community for the community.						
9	Review how the committee manages the building.						
10	Review whether the reception presence is adequate.						
11	Create a new vision statement for the Mechanics Hall to launch the planned developments.						(See Appendix 1 for specific ideas)

APPENDIX 1

Responses to recommendations (collected at open meeting on 30th November)

<p>R2</p>	<p><u>Foyer area</u> Better signage; better information about opening times, cost of hire, website and how to contact hall supervisor; refurbish carpet; remove all out of date notices.</p> <p><u>Toilet facilities</u> Re-design and refurbish, provide baby changing facilities; consider options for upstairs disabled toilet.</p> <p><u>Downstairs meeting room</u> Create a blank end wall for projection; re-arrange pictures more imaginatively; put in brighter curtains and carpet; explore how to address the damp; put in better lighting such as wall lights or dimmers.</p> <p><u>Hallway and stairs</u> Change the pictures and put up school work and work produced by local artists. Consider whether more ventilation is possible to improve the mustiness</p> <p><u>Conservatory</u> Is likely to change due to increased traffic and use for display when the information point moves in</p> <p><u>Downstairs kitchen</u> Could be 'freshened up'. Upstairs kitchen looks good and works well.</p> <p><u>Main Hall</u> Provide better projection facilities and replace tables with more flexible, smaller tables.</p> <p><u>Bar area</u> Is adequate.</p>
<p>R4</p>	<ul style="list-style-type: none"> ▪ Cross promotion of existing users/ event bookers. ▪ Develop a programme of 'open events' and offer the hall at not cost to any group/band/organisation that wants to hold an event in the hall on one of the 'open event' dates. ▪ Develop a contact list of all groups/bands/organisations that have used the hall for events and maintain regular communication with them.
<p>R7</p>	<p><u>Name</u> Suggested that this is Marsden Mechanics</p> <p><u>Logo</u> Like: clean style, iconic image, colours, atmospheric, identifies the Mechanics, uses the clock tower. Some like the sky ; some don't and think it should be simpler</p> <p><u>Strap line</u> Don't like the current strap line – alternative suggested: 'not just a community hall'.</p> <p><u>Font</u> Some like the current font; some don't. Like the colour being the same as the clock tower</p> <p><u>Consistent and coherent branding</u> Signage outside of the building should contain the logo which should be similar in scale to the Kirklees logo; Signage must be visible from all directions; signage inside the building should also be clear; logo should be continued on the web, other publicity material.</p>

R11	<p><u>The Mechanics is run by:</u></p> <ul style="list-style-type: none"> ▪ 2 groups of people (fit for purpose management committee and people that make things happen) ▪ Marsden, not Kirklees ▪ Me and you ▪ Us <p><u>We want to:</u></p> <ul style="list-style-type: none"> ▪ Offer clubs (e.g. art, chess etc) ▪ Allow schools to use it when needed ▪ Own the building as a community asset ▪ Offer a point of support and nurture to existing new community groups ▪ Offer cross-generational activities ▪ Offer income-generating activities ▪ Bring back tourists after their first visit ▪ Bring mini Micron back <p><u>In a way which</u></p> <ul style="list-style-type: none"> ▪ Is fair ▪ Is careful ▪ Is kind – listens to people ▪ Makes a distinction between Kirklees functions and community functions ▪ Has more people involved in running things ▪ Respects each others ideas ▪ Seeks and nurtures the connections between different groups ▪ Has open and clear pricing ▪ Is staffed more of the time ▪ Is well resourced ▪ Had dynamic promotions and development officers ▪ Is affordable to local groups <p><u>In order to achieve</u></p> <ul style="list-style-type: none"> ▪ Working together and listening to others ▪ Helps others to help ▪ Most Marsden people use the hall at least once a month ▪ Marsden takes ownership ▪ Reflects the distinct character of Marsden ▪ Finds a personality that combines community, municipal functions and one-off usage ▪ People are happy and have fun ▪ Is free for some local organisations ▪ Gives free community use if the building is not booked – lets use it! <p>Draft Vision statement (an example of possible vision statement written by Icarus informed by points above)</p> <p>The Mechanics Hall aspires to be a quality, welcoming, community owned and run venue that is at the heart of Marsden's cultural and social life. It is used by the majority of the local community for clubs, societies, social events, performances and private hire. It is well resourced and open, accessible and affordable for all. Everyone in the community feels that it is their building and they can use it.</p>
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