

# York Remembers Rowntree

'York Remembers Rowntree' was an eighteen-month oral-history project, funded by the Heritage Lottery Fund and hosted by the Rowntree Society. The project aimed to collect memories about the Rowntree family and factory and bring these stories to a public audience.

Building on the success of our postcard-gathering scheme, the project was designed to preserve and conserve the legacy of the Rowntree name in York. Helped by dozens of volunteers and participants we have discovered, collected and made available to the public one of the largest accessible archives of manufacturing history in England.

## What we did:

- We left postcards, leaflets and adverts throughout the city, encouraging those with stories to tell to get in touch and share their experiences.
- We arranged and recorded nearly 40 in-depth Rowntree Memories interviews and collected around 1000 postcard Memories.
- We provided training for a team of volunteers who acquired new skills in oral history and become ambassadors of the Rowntree heritage.

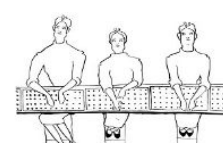
## Thanks to you, we created:

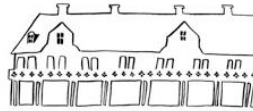
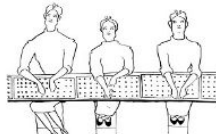
### An interactive Virtual Map (accessible free at [www.rowntreesociety.org.uk](http://www.rowntreesociety.org.uk))

This is a unique resource, combining audio recordings, images and information that is displayed within an interactive map of York. Click on a location and discover the memories it holds. New data, recordings and photographs can now continue to be uploaded to the memory bank we have created.

### Rowntree Park Audio Post

This is the first permanent audio post device in York. It allows visitors and residents to hear 'minute memories' highlights of many of our 'York Remembers Rowntree' interviews. This fully accessible wind-up device will create a lasting presence for the people of York and ensure the prominence of Rowntree memories in a perfect location.





### Artefact Collection

A unique collection of artefacts, comprising of over 300 donated items. These include prototype chocolate boxes and tins, a fireman's jacket and helmet, issues of Rowntree's *Cocoa Works Magazine*, event programmes and cards, letters, wage slips, certificates, brochures and many others. Look out for these items in a public exhibition in the 2015 York Festival of Ideas.

### Replicas of Psychometric Employability Tests

'York Remembers Rowntree' uncovered fascinating information on the psychometric employability tests used at Rowntree's factory in the 1930s-1960s. As a result, we have created replicas of: the Moorees Formboard (dexterity test), Smarties Sorter (colour sorting test) and Chocolate Packing (systematic test).

### Cocoa Works Magazine catalogue and database

The most complete and detailed collection of Rowntree's in-house employee magazine, *Cocoa Works*, available for research purposes and to help answer enquiries.

### Because of the project...

- Participants once again felt that they belonged to the 'Rowntree family'.
- New friends were made and old friends reacquainted.
- Participants spoke publicly about their Rowntree connection for the first time.
- Memories were recorded for family members including children and grandchildren.
- Rowntrees in all its forms (chocolate, factory, city and family) will not be forgotten.
- Volunteers were rewarded for their hard work through socials and training for work in the heritage sector and some moved into new jobs.

### Did you see us at?

- Library Day (November 2013)
- York Residents Festival (January 2014)
- Mulberry Court Care Home Event (February 2014)
- York Family and Local History Day (March 2014)
- York Festival of Ideas (June 2014 and 2015)
- Rowntree Park Annual Birthday (July 2014)
- New Earswick Folk Hall Lunchtime Gathering (August 2014)
- Clements Hall (November & December 2014)
- Rowntree Park Reading Café (November 2014)
- Mass Observation Archive in Brighton (March 2015)

### Thanks to everyone for Remembering Rowntree

And please keep your memories coming in: contact us at [info@rowntreesociety.org.uk](mailto:info@rowntreesociety.org.uk).

Charity number 1105936 : Company number 05217103

[www.rowntreesociety.org.uk](http://www.rowntreesociety.org.uk)

