

# CCHT Newsletter



**No. 49 Spring 2024**

Welcome to the CCHT e-newsletter. Keeping you up-to-date with the VCH Cumbria project.

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

X [@VCH\\_Cumbria](https://twitter.com/VCH_Cumbria)



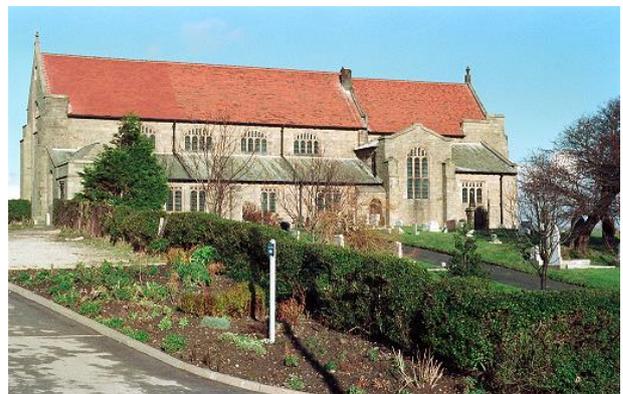
CUMBERLAND AND WESTMORLAND  
ANTIQUARIAN AND ARCHAEOLOGICAL SOCIETY



## Volunteers' Work – Progress Update

We are delighted that VCH volunteer Peter Laird has completed a full draft history for Walney Island. This has been posted to the [Walney Island page](#) on the CCHT website. A full draft for Ainstable is also near completion and a first draft has been recently submitted for Milnthorpe.

This winter we ran another skills training programme in conjunction with Morecambe Bay Partnership, this time entitled "Help tell the Story of Furness." This has helped us to build up support for the revised Red Book for Lancashire North of the Sands, with some of those who attended the course becoming volunteers for the VCH project, notably in the Grange and Cartmel areas.



*Above: St Mary's, Walney in 1986 (courtesy of Peter Laird)*

## CCHT and Social Media

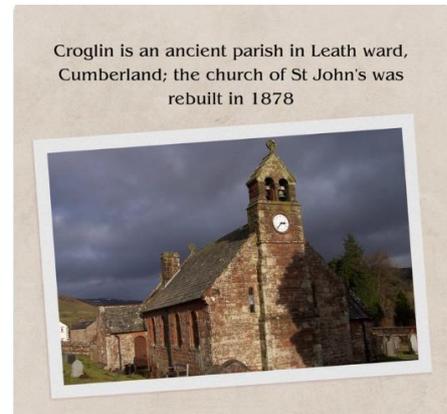
Since November, Chris Donaldson has been supervising a pair of MA students at Lancaster University to develop a social media strategy for CCHT. The students, Divij Ingale and Gabriela Lungoci, have now completed a scoping study of the social media activity of other VCH groups and other relevant societies (such as CWAAS) to evaluate the sort of content they develop, publish and share as well as its effectiveness. They have also devised a survey for polling CCHT patrons, members and volunteers about their engagement with social media and/or online history content.

Meanwhile, Divij and Gabriela have drawn on their scoping work to develop a series of weekly features for the VCH Cumbria X account. The series, which includes a Monday place of the week, Wednesday photo of the week and Friday fact of the week, launched on 11 March. At present, the series is set to run until mid-May. Each of the places, photos and facts link to content on CCHT webpages. The series, therefore, will be a great way to help encourage people to visit our website. If you are on X, please go take a look!

We thought this would be a good opportunity for Gabriela and Divij to introduce themselves and explain a little more about the fantastic work they have been doing for CCHT.

Hello! My name is Gabriela Lungoci and I am a social media intern for Cumbria County History Trust. I am a first-year Marketing Masters student, and I have previously studied Criminology at Lancaster University.

During my internship, I had different responsibilities, some of which I divided with my internship colleague, Divij. Firstly, both of us have conducted an analysis into “competitors”, so the other Victoria County History accounts, and the platforms and content that they use and post, as well as inspiration from different history accounts. I found that the main social media platforms that are used are X, formerly known as Twitter and Instagram. Thus, we have recommended that CCHT use X and open an Instagram account to promote its content.



Croglin is an ancient parish in Leath ward, Cumberland; the church of St John's was rebuilt in 1878

*Croglin has featured as a 'place of the week' on our X account*

Furthermore, to further understand the digital content and platform preferences of our target audience, I have created and published a survey in Qualtrics that is currently circulating among CCHT trustees, which will give us further insights into consumer preferences. Lastly, I have worked on a social media plan for March, which will help with the organization of social media platforms and content. The plan contains the dates and times when is best for content to be posted, as well as the photo(s) and the captions that should be used. I have also created different social media posts which can be uploaded on the aforementioned platforms.



Hey! My name is Divij Ingale, and I have been working with the Cumbria County History Trust as a Social Media Intern for the last 3 months. I am currently in the MA History (Digital Humanities) Programme, due to graduate this September. Before joining Lancaster University for my MA, I completed my BA in the Combined Humanities (History, Literature, Philosophy) at Azim Premji University in Bangalore, India.

Over the course of my internship, I have been looking at potential digital strategies that will allow the CCHT to make the most of its social media presence. After looking at other historians' and historical groups' accounts on social media, my colleague Gabriela and I identified that 3 major elements created a long-lasting digital impression – places, faces, and objects. We have been developing a cohesive social media strategy – one that centres these three ideas, focusing on facts and stories that would generate an engaged and interested community.

*Continued on p. 3.*

I have also been editing the videos for our “Friday Fun Fact” video series, which will allow us to redirect the digital viewership from these social media clips to our website in the long run. I am looking forward to seeing the results of our current social media plan and creating an adaptive strategy that will allow the CCHT to expand its social media presence significantly and sustainably.

*Opposite: in the first “Friday Fun Fact” video, Chris Donaldson discussed Carlisle’s itinerant fiddler, Jimmy Dyer (1841–1903).*

## VCH Day and Online Training Sessions

VCH Central Office at the Institute of Historical Research will be hosting their annual VCH Day on Thursday 2nd May. This will include their Outstanding Contribution Awards and a presentation on the future of VCH publishing.

Central Office will also run an online training session on **7th May** at 2pm. This will focus on the theme of understanding and writing about buildings. The event is free and open to all, but booking is required: <https://www.history.ac.uk/events/understanding-and-writing-about-buildings>

## Save the Date

The CCHT AGM will be held on Monday **1 July**. Details about the time and venue will be circulated nearer the date.

## 100 Interesting Facts – Progress

For those of you not on X, you can read all about Carlisle’s famous itinerant fiddler, Jimmy Dyer (1841–1903), pictured above, on the CCHT website: <https://www.cumbriacountyhistory.org.uk/jimmy-dyer-carlisle-gentleman-background-carlisle>

You can access all our Interesting Facts from our ‘About County’ page. Other recent additions have been ‘The Colthouse Gibbet’, ‘Buffalo Bill’s Wild West Show’ and the fascinating story of the hoax around the naming of the Pennines. The name was made up in the mid-18th century by Charles Bertram, an Anglo-Danish student. He claimed to have found the name on a copy of a Roman map, made in the 14th century by the monk Richard of Cirencester: <https://www.cumbriacountyhistory.org.uk/richard-cirencester-and-pennines-background-alston-moor>



*Above: detail from ‘Mappa Britanniae...’ from W. Roy, The Military Antiquities of the Romans in Britain (1793), courtesy of Bill Shannon*

## Investigating the Buildings of Lonsdale Ward

One of the key ways in which VCH Central Office supports the work on red books is to offer advice about assessing the built character of a place. This is a core topic within the modern VCH template – and a specialist subject. Last year Dr Ruth Slatter was appointed Lecturer in Historic Environment and Knowledge Exchange Manager at the Institute of Historical Research, and part of her role is to help in the editing of VCH volumes. Ruth and I spent two days in February examining buildings in Kirkby Lonsdale and Burton-in-Kendal, and used our findings to add to the Lonsdale Ward book draft. We were particularly fortunate to be able to visit Dalton Hall, which was the last commission of Sir Clough Williams-Ellis (1883–1978), the architect who famously designed Portmerion. The present Dalton Hall replaced a much larger house on the same site, which had been remodelled by E.G. Paley in 1859. Our thanks to Mr and Mrs Mason-Hornby of Dalton Hall for allowing our visit and sharing their knowledge.

*Sarah Rose*



*Above: Dalton Hall Home Farm. It was built in 1863 after Dalton Hall had been enlarged and remodelled by E.G. Paley.*

## Supporting CCHT

Your support of CCHT is greatly appreciated. If you know anyone who you think might be interested in helping our work, please ask them to consider becoming a supporter. There are several ways they can help:

- Keep in touch with us: sign up to receive our newsletter and keep up to date with the project. You can also follow us on X (formerly known as Twitter) [@VCH\\_Cumbria](#)
- Come and support us: by giving any monthly or annual donation through our website [www.cumbriacountyhistory.org.uk](http://www.cumbriacountyhistory.org.uk)
- Come and join us: membership is open to any interested individual, society, or organisation for an annual subscription of at least £25; life membership is a one-off contribution of £1,000.
- Come and work with us: anyone interested in researching local, regional or family history can contribute to the VCH Cumbria project. Training and guidance will be provided by the project team at Lancaster University. To find out more, please email [cchistorytrust@gmail.com](mailto:cchistorytrust@gmail.com) or visit our website [www.cumbriacountyhistory.org.uk](http://www.cumbriacountyhistory.org.uk)

## CONTACTS

**VCH Cumbria Project Directors:** Prof. Fiona Edmonds, [f.edmonds@lancaster.ac.uk](mailto:f.edmonds@lancaster.ac.uk); Dr Chris Donaldson, [c.e.donaldson@lancaster.ac.uk](mailto:c.e.donaldson@lancaster.ac.uk)

**Assistant Editor:** Dr Sarah Rose, [s.rose2@lancaster.ac.uk](mailto:s.rose2@lancaster.ac.uk)

**CCHT Secretary:** Mrs Lorna Mullett, [cchistorytrust@gmail.com](mailto:cchistorytrust@gmail.com)

**CCHT Treasurer:** Richard Platt, 9 The Abbey, Carlisle, CA3 9TZ; [dick.platt@gmail.com](mailto:dick.platt@gmail.com)

**CCHT Membership Secretary:** Position Vacant