

Carrick History Society



We would absolutely recommend the Accelerate programme to others. It has been hugely beneficial to us.



Background

Carrick History Society (CHS), in South Ayrshire, was founded in 2021 in response to the closures of the Maybole Historical Society and Girvan Historical Society. It was felt that a Carrick-wide historical society was needed because the histories of each village and town were so interlinked.

CHS' vision is to explore, research and interpret the history of Carrick (the old name for southern Ayrshire) while giving people an opportunity to have access to its library of information in an inclusive manner for all. This includes a rich and diverse collection of photographs, documents and resources – which CHS aspires to share with all its followers, members and the wider community.

Need for support

CHS accessed Accelerate in August 2022, seeking support in marketing its activities and help in building and branding a new website.

An important, additional area of support sought was in 'ideas generation' – addressing issues such as how to grow the membership; what events to host; and exploring what other activities to pursue.

The intention was both to extend its range of services as well as to look to generate new streams of income that would contribute towards its longer term sustainability. This last element was considered in the context of the experiences of other similar organisations and networks across Scotland.

[You can watch a testimonial video here](#)

What we did

Accelerate subsequently provided the necessary support and expertise required to create a new website for CHS which showcases the extent of the research, information and events available to its own community in South Ayrshire. It also brought together, for the first time, the areas of North and South Ayrshire under the larger umbrella of Carrick.

Accelerate guided the organisation through the process of creating its website content. This helped CHS understand how to focus its messaging so as to be more appealing for local users and members. The new website also allowed CHS to accept new member applications and payments, as well as sharing information exclusive to members via a password protected section on the site.

The second element of support offered via Accelerate was in exploring 'ideas generation' – and has helped CHS build connections and new networks both nationally and locally.

Examples nationally, with income generating potential, have included Heritage/Arts Trails (Eyemouth Fort and Newhaven Stravaigs); Digital archiving (Timespan, Helmsdale); and social history projects (Kilmartin Museum and Dundee Jute Mills). More locally, CHS has been able to start building links with local schools, community centres, South Ayrshire Council and numerous other local groups and societies.