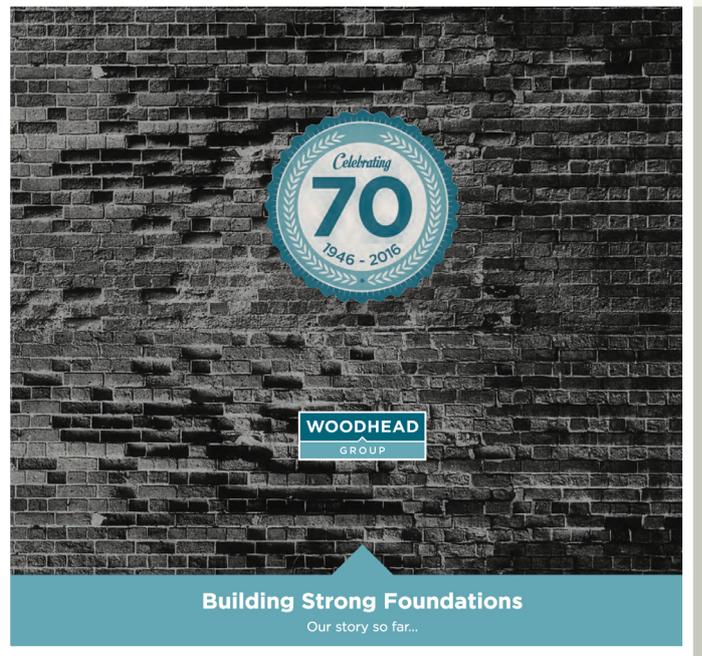


Celebrating 70: 1946 to 2016 The Story of the Woodhead Group

In 2016 an outstanding Nottinghamshire family business celebrated its 70th Anniversary. To mark the occasion they commissioned Chrissie Hall to write the life story of their amazing business.

Building an excellent reputation takes years. Maintaining that reputation for seventy years takes something extra-ordinary.



The brief

To write a thirty page illustrated hardback book telling the Company's life story from 1946 when joiner Robert Woodhead returned from the 2nd World War to inherit a small joinery workshop, some hand tools and a motorbike and sidebox, to The Woodhead Group of 2016, a multi-award winning Company with a multi-million pound turnover. Chrissie was also asked to work with a film company to create an accompanying short film.

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Challenges

- To identify key individuals able to offer oral/written memoir, ephemera and photographs
- To establish the key stages in the life of the Company; create an appropriate structure and identify threads and themes to provide continuity
- To liaise with Purpose Media (film), The Media Group (design) and CCM Print Management (print/publishing)
- To identify from the thousands of projects undertaken over the last 70 years those with the most fascinating stories. Every project, from a handmade oak coffin to the amazing work at historic Lincoln Castle, came with its own compelling story and craftsmen eager to tell it



Solutions

- At a 1946 style afternoon tea at Edwinstowe House, the Company's headquarters, Chrissie Hall delivered a presentation about the project to key former and current staff, family members, customers and supply chain representatives, inviting everyone to participate, share tales and add to a 'white wall' time line
- Working with key staff and Directors Chrissie chose a chronological decade structure
- Looking at an early 30 page draft, the Directors were impressed and identified more prestige projects they wanted to include - and doubled the number of pages!!
- Projects with compelling stories, practical challenges, 'buried treasure', and those involving historic buildings of national significance were selected
- Company archives revealed photographs, documents and correspondence. Family members, current and retired employees offered personal memorabilia, and collaborated enthusiastically on and off camera, on the phone, at meetings and in emails about work life trials and triumphs and 'the gaffer'
- Mrs. Margaret Woodhead, Robert's widow, a keen local historian in her 90s, offered her Woodhead family history book, a great resource, and her knowledge and enthusiasm were invaluable

Outcomes

- Celebrating 70, A hardback 70+ page book capturing the 'life story' of the Company with images, quotes, anecdotes, memoir and identifying the seminal commercial decisions pivotal to the growth of the business
- An online version of the book on the Company's website <http://woodhead-group.co.uk/wp-content/uploads/2016/04/70th-Anniversary-Book-Roll>
- A film 'Woodhead Group - Our Story so far ...' on the Company's youtube website https://www.youtube.com/watch?v=EtAqHjXO_sA
- Three unique promotional business development resources, enabling the Company to share its story with existing and potential customers, supply chain businesses, staff and potential recruits
- A Charity Masque Ball at which the book was launched, one of many community charitable initiatives in 2016 during which the Company raised over £29,000 for The Princes Trust and St. Mary's Church Edwinstowe
- Happy retired and current craftsmen and staff enjoyed being involved in 'Celebrating 70' and found the experience interesting and fulfilling
- A unique, permanent and accessible archive, capturing the heritage of a well-known and well respected local family, their business and their community



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