

Summary

Overview

This transcript records a conversation between **Ronnie Powls**, a Hull University graphic design student, and **Heather Gibson** from **Fitmums & Friends**, discussing the group's **Forest Project** and overall community work. The meeting was part of Ronnie's research for the **Ideas Fund / Participatory Collective** website project that connects 16 different community organizations.

Key Points

Background & Origins

- **Fitmums & Friends** was founded by **Sam Barlow**, a working mother who started a local running group to meet people, later expanding across **Hull and East Riding**.
 - What began as small community runs evolved into a registered **charity in 2017**.
 - The charity now runs **running clubs, walking groups, Nordic walking, cycling, and sessions for visually impaired participants** in partnership with Sight Support.
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Bereavement & Forest Project

- After Sam's husband died of cancer four years ago, she created new **bereavement support programs**.
 - These include:
 - **Bereavement walks** (Hull University and Beverley)
 - **Yoga sessions** for those grieving
 - The **Forest Project**, developed with **Humber Forest School's Cindy** and funded by **The Ideas Fund**.
 - The project provides **bereavement support for children in a forest environment**, using nature-based activities (den building, crafts, fires) alongside emotional discussions around a campfire.
 - Sessions are run by trained **Forest Leaders** and **Bereavement Support Facilitators (BSFs)**.
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Structure & Safeguarding

- The Forest Project uses **paid staff**, not volunteers, except one vetted DBS-checked helper.
- All staff have **safeguarding and first aid training**.
- The program runs for **four consecutive Saturdays** with a weekly theme (e.g., memories, worries, feelings).

- **No pressure** is placed on children to speak—support is flexible and can be 1-to-1 or group-based.
 - **Neurodivergent children** (ADHD, autism) are supported through pre-assessments with parents and a **comic-style guide** explaining what to expect.
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Partnerships & Community Links

- Fitmums has collaborated with **Sight Support, Beverley Grammar School, and South Hunsley School** on grief-related projects.
 - They're trying to engage **university students** through bereavement walks.
 - They provide families with a **resource sheet** listing other bereavement and mental health services.
 - Although listed, they have **no major collaboration with Mind** yet.
 - The website has been recently **updated for easier access** to Forest Project information, and a **revamp** is planned.
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Challenges

- The biggest issue is **visibility** — many families don't know the Forest Project exists.
 - They rely entirely on **grants and donations**, making sustainability difficult.
 - They aim to improve recognition among **schools, doctors, and health visitors**.
 - Heather noted a need for **parent bereavement groups**, but scheduling and funding remain barriers.
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Vision & Goals

- The main mission:

“Providing bereavement support for children in a safe, natural environment.”
 - Future goals include:
 - Expanding outreach and awareness.
 - Establishing **parent support groups** alongside children's sessions.
 - Continuing to refine activities and structure based on feedback and experience.
 - The team emphasizes **nature, activity, and emotional openness** as tools for healing.
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Ronnie's Project Discussion

- Ronnie shared **logo and website design concepts** for The Participatory Collective.
- Heather's feedback:
 - Favoured the **first and second logo concepts**, particularly the **jigsaw and “connected threads”** designs.

- Suggested integrating the “C” into the jigsaw logo.
 - Preferred the **first website layout**, where users click directly on each community to learn more.
 - Also liked the **interactive map idea** to show where each group is based.
 - Recommended combining both ideas — a front-page jigsaw view with a map as a secondary page.
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Conclusion

Fitnums & Friends has grown from a simple running club into a major community charity offering holistic support — physical, social, and emotional. The **Forest Project** stands out for its creative approach to **children’s bereavement**, combining outdoor activity, emotional sharing, and peer connection. Their main challenges lie in **funding** and **awareness**, but their strong ethos of community, empathy, and inclusion continues to drive their work forward.

Transcript

13 October 2025, 01:58pm

RP **RONNIE POWLS** 0:25
Hi. Yeah, I'm alright my lovely. How are you?

HG **Heather Gibson** 0:26
Hi, you alright?
I'm OK. Thank you.

RP **RONNIE POWLS** 0:31
Good. Hi. I'm. I'm Ronnie. So... Oh, you alright?

HG **Heather Gibson** 0:32
Oop.
Yeah. Can you hear me?

RP **RONNIE POWLS** 0:40
Yeah, I can hear you.

HG **Heather Gibson** 0:40
Oh, it says that my microphone is muted.

RP **RONNIE POWLS** 0:44
You're coming through fine, don't worry.

HG **Heather Gibson** 0:45
Yeah, well, that's all right then. I'll ignore it.

RP **RONNIE POWLS** 0:49
So yeah, I'm Ronnie.

HG **Heather Gibson** 0:50
So hello.

RP **RONNIE POWLS** 0:52
Hi yeah, I'm a student with Hull University.

HG **Heather Gibson** 0:57
Yeah.

RP **RONNIE POWLS** 0:58
And basically, we're working with the ideas fund to create the participatory collective. We all struggle with the word.

HG **Heather Gibson** 1:02
Yeah.
Yes, thank you. It's nice short. It's nice. It's a nice short, snappy title.

RP **RONNIE POWLS** 1:13
Oh God, it's awful. But yeah, so we're working together on that and basically, I'm a graphic design student been tasked with making.

HG **Heather Gibson** 1:14
Yeah.
Right.

RP **RONNIE POWLS** 1:32
Website/ app to collaborate all 16 individual communities and their projects on one big page so that people can connect to them easier.

HG **Heather Gibson** 1:40
Yeah.
Yeah, that sounds great.

RP **RONNIE POWLS** 1:50
Yes, I'm just trying to get as much information as possible from individual organisations just to help with the research and help with the design. So yeah.

HG **Heather Gibson** 1:59
Yeah. Well, I could probably send you. I don't know if you've seen it yet, but I sent you an e-mail this morning.

RP **RONNIE POWLS** 2:07
Yeah, I watched the animation. I haven't had a chance to watch the video yet because I've had a couple of other meetings today.

HG **Heather Gibson** 2:12
Yeah. No, that's fine. So, I've sent you the animation that we made, and we made that with the children. So that was part of our second round of funding with the Ideas Fund. It was to design something or make something for children that was designed by the children.

RP **RONNIE POWLS** 2:22
Yeah.

HG **Heather Gibson** 2:29
So that's what we sort of came up with in our forest sessions and then we went and did some workshops with them, and they did some paintings, which you can see in the animation as well. Yeah. So, it was really nice for the children to be able to see that their work.

RP **RONNIE POWLS** 2:35
Hmm.
Yeah, they were really nice. I really liked them.

HG **Heather Gibson** 2:45
Not only that, we displayed it at a Hull Truck Theatre and, the fact that it kind of comes to life in the animation as well and so yeah, so there's the animation and then there's the film that we made, which just explains to children a little bit more about the forest and the project. So, we thought it was a.

RP **RONNIE POWLS** 2:53
Hmm.

HG **Heather Gibson** 3:05
A really good way of explaining it well to children and adults. You know what to expect when they go into the forest. And so, I thought that was a good way of explaining it. And then what else did I send you? There was a blog that.

RP **RONNIE POWLS** 3:09
Hmm.

HG **Heather Gibson** 3:22
Yeah.

RP **RONNIE POWLS** 3:22
Yeah, there's the blog which I've read through a little bit when I was doing the research on the website. I've read through that a little bit and then there was also the about the animation.

HG **Heather Gibson** 3:25
Yeah.
Yeah.
Yeah.

RP **RONNIE POWLS** 3:38

And a form to apply for a place on the project.

HG **Heather Gibson** 3:43

Yeah. So that's a direct link. So, if anybody wanted to come, I've got a forest poster as well, which might be helpful for you in terms of, you know, using our logo and things like that.

RP **RONNIE POWLS** 3:54

Yeah, yeah, definitely. Well, I've. I've got a couple of questions as well, if you don't mind. Just to go through. But first off, I just want to let you know that we are recording this session, if that's OK, it's just for research purposes.

HG **Heather Gibson** 4:00

Yeah. No, that's fine.

Yeah, that's fine.

Yeah.

RP **RONNIE POWLS** 4:10

I just want to make sure you're OK with me using your answers. In my project. Amazing. I can promise it's only going to be me, my tutor, and probably a couple of my classmates that will see this. It's just we're at the research stage because we've only just started the project.

HG **Heather Gibson** 4:13

Yeah, that's fine. Only the good ones.

Yeah. No, that's fine.

Yeah.

RP **RONNIE POWLS** 4:29

It's just gathering as much info as possible.

HG **Heather Gibson** 4:31

Yeah. No, that's fine.

RP **RONNIE POWLS** 4:33

Amazing. I've got about nine questions, if that's OK for you. Amazing. So, my first one is where did the community stem from? Because it's been quite hard trying to figure out who founded.

HG **Heather Gibson** 4:38

Yeah, that's fine.

RP

RONNIE POWLS 4:49

Fit mums and friends, the whole organisation.

HG

Heather Gibson 4:52

So it was founded. She sat over there. It was founded by a lady called Sam Barlow, and it started off as Sam was a busy working mum but wanted to meet some people. She wasn't going to the school gates like the other mums because she was working.

RP

RONNIE POWLS 4:54

Yeah.

Mm-hmm.

HG

Heather Gibson 5:09

And she enjoyed running, so she got the school to put a leaflet in book bags. Saying does anybody fancy coming for a run? Put a date and a time and stood outside our front door in the hope that some people might turn up.

RP

RONNIE POWLS 5:09

Yeah.

HG

Heather Gibson 5:29

And they did. So, they went for a little run together, and then the following week, word spreads. So some more people came and then so on. And then different levels of people came. So, some people could only run a mile. So, she was running around the block with people to run a mile. Some people could do two. So, she dropped.

RP

RONNIE POWLS 5:31

Oh.

Mm-hmm.

HG

Heather Gibson 5:49

Those people off and gathered some more people, you know, and carried on like that. And so before long she had her own little running group and then it developed into a club at Cottingham. But then other people were asking from different areas.

RP

RONNIE POWLS 5:52

Yeah.

HG

Heather Gibson 6:08

That they would like to do running as well. So, then I think that's when Beverly started as a club and now it's developed and was made a charity in 2000 and.

No, I will check that was it was it 2012 where it started? Then I'll double check. She's talking at the minute. I'll double check. So it became a charity. And Sam, when did you become a charity? Please. I was 2017.

RP

RONNIE POWLS 6:26

Oh, so it's been quite a while then.

HG

Heather Gibson 6:46

And so now we have we have clubs all over the East Riding and Hull and we even have a club in a place called Dern Valley, have to Google where that is. I'm not sure. So yeah, so.

RP

RONNIE POWLS 6:46

Bit of a difference.

Yeah.

None.

Yeah, so bad with geography.

HG

Heather Gibson 7:02

And we offer runs from one mile up to six miles, and you can pick whichever one you want to go to. And we offer unique shepherding system. So if you get too far in front, you come back and be grouped with the back of the group, so nobody's ever left behind.

RP

RONNIE POWLS 7:06

Hmm.

HG

Heather Gibson 7:21

And so that's how it all started. And then we also have cycling groups now, Nordic walking, walking groups. We also have groups that work with Sight Support for visually impaired people.

RP

RONNIE POWLS 7:31

Hmm.

Yeah, they're one of the groups that are part of this, yeah.

HG

Heather Gibson 7:40

Yes, yes. So, we have a lovely lady who works here, called Laura. She does a session with them on a Wednesday where they go and do strength and conditioning in the gym, and then they have a session on Friday at Costello track where they walk or run around the track. And that's been amazing. I've heard so many good things.

RP

RONNIE POWLS 7:48

Yeah.



Heather Gibson 8:01

And what these people are managing to achieve is just fantastic.



RONNIE POWLS 8:01

Awesome.

It's great that you guys already work with one of the other groups already, like it's good that you guys have already got that connection.



Heather Gibson 8:11

Yeah, yeah.

Yeah, well, when I've met Beth, it was really funny because I met her at one of our meetings. But I I'd already heard lots about Beth from Laura. So, I was like, I already feel like I know you. So yeah, that was like, oh, nice to finally meet you.



RONNIE POWLS 8:21

Hmm.

Yeah.



Heather Gibson 8:32

So yeah, and then sadly, four years ago, Sam's husband passed away of cancer, and obviously her and her family were struggling with the bereavement. And she just said there was nothing for her to support her or her children.



RONNIE POWLS 8:44

Yeah.



Heather Gibson 8:51

And in the midst of all the grief, she managed to think up of the idea of doing our walks. That we do, so we offer walks from Hull University on a Wednesday and Wednesday morning, and we also have walks in Beverly on the 2nd and 4th.



RONNIE POWLS 8:57

Mm-hmm.



Heather Gibson 9:08

Monday of each month and we have a yoga session every Saturday in Beverly as well, so that's for anybody who's suffering a bereavement. And then we have and then the forest project that was.



RONNIE POWLS 9:14

Mm-hmm.

yeah.



Heather Gibson 9:25

Dreamt of and some approached a lady called Cindy, who runs Humber Forest School and said, you know, is this something that you think you could help us with? So she said yes and then the ideas fund managed to provide us with some funding.



RONNIE POWLS 9:26

Mm-hmm.

Mm-hmm.



Heather Gibson 9:42

To make it all happen, really, and the rest is history.



RONNIE POWLS 9:46

That was amazing. Yeah, I think we've all gone through a lot of grief. I think everybody goes through some form of grief in the life. Like I lost my granddad about. Oh, God, I want to say about eight years ago now. And I have two young cousins who at the time were like.



Heather Gibson 9:54

Yeah.

MMM.



RONNIE POWLS 10:06

God 10/12 and I know that even going through the funeral and stuff like that, it was confusing for them. They didn't really know how they should act and feel and stuff about it. So, I can understand the importance of the project.



Heather Gibson 10:08

Yeah, yeah.

Yeah. And we can talk at it like that. That when they're in the forest, they have all these craft activities. So, they do the Den building and making fires, whittling sticks. They do all that. And then they come around to the campfire and they have the more serious side where they talk with the bereavement support, support facilitators, that sort of thing.



RONNIE POWLS 10:31

Hmm.



Heather Gibson 10:42

And they have an activity each week and they have a theme for the week, so then they'll talk about memories, worries and all sort of feelings, and then they can do that round the campfire.

RP **RONNIE POWLS** 10:46
Hmm.

HG **Heather Gibson** 10:57
And the biggest feedback that we've had from the children that have attended is that it's really supported them, but how nice it was for them to meet other children that have experienced that because they don't necessarily know anybody else at school that's been in that situation to talk to.

RP **RONNIE POWLS** 10:58
Yeah. I think one of the quotes I saw on your website was that it was good because you have friends there that understand how you feel, which I think is such a great thing to provide for kids.

HG **Heather Gibson** 11:24
Yeah, yeah. And then we had two children that came from the same school and knew each other, but they didn't know either of them were going to the project and they didn't know, you know, they didn't understand that the other had had a bereavement. So, as soon as they got there, they were like, I know you.

RP **RONNIE POWLS** 11:33
Hmm.
Yeah.

HG **Heather Gibson** 11:45
So it was nice. And then they kind of went back to school and they had that friendship and they kind of said, oh, we can look after each other now. And so that was that was really nice.

RP **RONNIE POWLS** 11:55
It's trauma bonding, but for children.

HG **Heather Gibson** 11:56
Yeah. Yeah. So, but I'm just. I'm just in the process as well of trying to speak to somebody at the university because obviously we do our walks from there, but we haven't had any anybody from the university. So, we're kind of trying to reach out to students as well that are there to say.

RP **RONNIE POWLS** 12:08
Hmm.

HG **Heather Gibson** 12:16
We've got these walks and they're open to you as well. So hopefully going to speak to somebody at the university and see if we can get some more students maybe coming along.

RP

RONNIE POWLS 12:26

Amazing. Yeah, I'd love to volunteer, but unfortunately, I do work from home due to medical reasons, so I'm never normally at the university.

HG

Heather Gibson 12:34

Oh, bless you.

RP

RONNIE POWLS 12:36

Yeah.

What was I going to say? Oh, God. It's gone. It's getting on in the day and it's just dribbling out now.

HG

Heather Gibson 12:45

Yeah, if you don't write it down, it doesn't happen.

RP

RONNIE POWLS 12:47

Yeah. So, my next question is probably, do you work with mostly staff or is it volunteer base? Because obviously I imagine if it's volunteers, there must be some form of criteria because you're working with kids.

HG

Heather Gibson 13:03

Yeah. So, in the forest, it is, yeah, predominantly it's paid staff. So, we have Cindy and some of her forest team. So, they're our forest leaders and then we have two of our bereavement support facilitators, BSFS.

RP

RONNIE POWLS 13:12

Hmm.

HG

Heather Gibson 13:21

And they work on behalf of Fit mums, and they've all had training. So yeah, and then we do have one volunteer that comes in, but obviously she's DBS checked and she's not. She's never left alone.

RP

RONNIE POWLS 13:27

Mm-hmm.

Yeah.

Yeah.

HG

Heather Gibson 13:41

With the children, she works there, you know, with the others.

RP

RONNIE POWLS 13:43

Oh, it's definitely going to sound like I'm interrogating you. It's just because I really struggle to find,

like, big chunks of information, so please do not be offended by any of the questions. I was a teacher for two years. So, I understand the DBS stuff.

HG **Heather Gibson** 14:02

Yeah, yeah, and safeguarding and things like that. So that, yeah, that's all in place. And they've all got first aid. So yeah.

RP **RONNIE POWLS** 14:26

Yeah.

But yes, so we've gone over what kind of locations you cover. Obviously, we've talked about that a little bit. Do you work with some schools?

HG **Heather Gibson** 14:43

Yeah.

Yeah. So, we've so we didn't openly advertise it, but we've been approached by two schools now and we did projects for a specific group from that school who'd lost a friend. So, we did one with Beverly Grammar School and then one with South Hunsley.

RP **RONNIE POWLS** 14:59

How does that work?

HG **Heather Gibson** 15:18

They were slightly different projects because the children already knew each other, and they were older students. So, from our point of view, we had to change it ever so slightly for them. But they worked really well, especially the one with the Beverly Grammar.

RP **RONNIE POWLS** 15:18

Hmm.

HG **Heather Gibson** 15:34

That worked really well for them. But the other projects, it's children from East Riding and Hull.

RP **RONNIE POWLS** 15:34

Amazing. Thank you.

I know you work primarily with children going through grief. I read that you go against the more 'traditional route' obviously being outside and whatnot. What do you do if a kid doesn't respond to that?

I know your main mission is to help children through grief. So, what if, they're in the forest setting and it's not really working for them?

HG **Heather Gibson** 16:17

So all of the children really that have come, have engaged with the with the project. I think sometimes

children have taken a little bit longer to maybe open up. There's absolutely no pressure from us if they want to open up, they can. But there's no pressure to.

RP **RONNIE POWLS** 16:26
Hmm.

HG **Heather Gibson** 16:32
And.

It's very much done on the first session that it's getting to know each other. It's quite light hearted on the first session and then if, when they're talking around the campfire, if there's a question or there's something that they don't want to talk about, there's no pressure to join in.

And we had one little boy who came along, and he didn't speak for... So, it's four consecutive Saturday in the forest but he didn't really engaged in the first three and then on the last week he brought a photo album and he just talked for the whole session and the staff said it was amazing.

RP **RONNIE POWLS** 17:02
Hmm.

HG **Heather Gibson** 17:09
And they were like, he just needs another three sessions now. It's almost like that was that was sort of the beginning for him. And sometimes they don't want to talk as part of the group, but they're brilliant on a 1 to 1.

RP **RONNIE POWLS** 17:18
Yeah, just have to get through the anxiety.

HG **Heather Gibson** 17:26
Yeah, exactly. The activities that we have with them, it's done as a group, but then it can be also be carried out one to one as well and we go for walks as well, which is a really good time for them to talk. So, some children haven't opened up, but there's no pressure to.

RP **RONNIE POWLS** 17:27
Yeah.

HG **Heather Gibson** 17:43
Either.

RP **RONNIE POWLS** 17:43
Yeah. Do you have other like support lines that you can always recommend to parents and stuff? If you don't tend to make progress?

HG **Heather Gibson** 17:52

Yeah. So, when children come, they we have a support sheet and it's just. I can't think of the word. It's sort of agencies and other charities that we're aware of that can provide support. So, we send a list of other places that they can also access for support if they feel that they would, you know, they need some more support.

RP **RONNIE POWLS** 18:16
Great, well this kind of goes into a little bit of what we've already just discussed then, but it was. How do you accommodate for neurodivergent children?

HG **Heather Gibson** 18:25
So before children are accepted onto the project, I carry out an over the phone assessment. So, it's usually with a parent or carer. Sometimes it's been with a sort of social worker.

RP **RONNIE POWLS** 18:32
Hmm.

HG **Heather Gibson** 18:41
Sometimes it's with somebody at the school as well, just finding out a bit more about the children their likes, their dislikes. We've had children with ADHD, we've had children who are autistic, so it just it just depends on how they.

RP **RONNIE POWLS** 18:43
Mm-hmm.

HG **Heather Gibson** 19:00
Can cope in a forest setting and it's on an individual basis because it's such it's such broad a broad spectrum as well. So, you could have one child come along with ADHD and they'll be fine, but then you could have another one come along and.

RP **RONNIE POWLS** 19:03
Hmm.
Yeah.

HG **Heather Gibson** 19:17
They're not, so it's hard. We produced like a little leaflet as well for it started off for a little boy who has come in, who kind of wanted to know how it would run and how it would work. So, we've produced a little comic strip for him about, you know, you come to the forest and then you play a game and then we.

RP **RONNIE POWLS** 19:18
Yeah.

HG

Heather Gibson 19:37

Around the campfire, and then we do some of these activities and that worked really well. So, we've kept that. So that's something I have that I just send out as well.

RP

RONNIE POWLS 19:48

If you'd be able to send me that, that would be amazing because that sounds great. Oh, yeah. Trust me, I understand that. Yeah, that sounds like a really great way of working with them. Yeah. Because obviously, sometimes even non neurodivergent, like neurotypical kids.

HG

Heather Gibson 19:51

Yeah, yeah.

I'll write that down because I'll forget.

RP

RONNIE POWLS 20:08

Need that explanation process of what is actually going to happen.

HG

Heather Gibson 20:12

Yeah, definitely. Because they're going into a strange place with, you know, people they don't know with children, they don't know and they're going to talk about something that's really emotional as well. So, it's a big thing for them to go and do.

RP

RONNIE POWLS 20:18

Yeah.

Yeah, very vulnerable.

100% yeah.

Where are we at? I also read that you work closely with Mind. So, what exactly does that entail?

HG

Heather Gibson 20:47

No.

I think we haven't. I haven't worked massively closely with them.

What do you think, Sam, about with Mind? We've worked with Mind. We haven't massively. We've struggled to connect with them. Yeah, I think Alex has done a little bit.

RP

RONNIE POWLS 21:09

Yeah.

HG

Heather Gibson 21:11

Yeah. We haven't had massive links with them.

RP

RONNIE POWLS 21:17

Fair enough, that is fine. I will strike that from the information. Do not include Mind.



Heather Gibson 21:22

Haha, no.



RONNIE POWLS 21:27

So, I've been struggling to find... Obviously you sent me a bunch of information about the forest project, but it was quite hard to find a lot of it casually, especially through the fit mums and Friends website. I know there is a section, but unless you're searching.



Heather Gibson 21:31

Yeah.



RONNIE POWLS 21:44

Yeah.



Heather Gibson 21:45

Yeah, it should be on the front. We've made it a bit more accessible after we did the animation launch, we wanted to make it easier, so it should now be on there now. It's on the front page because of that.



RONNIE POWLS 21:53

Yeah.

So it is now, yeah.

Now it's just making me look bad.



Heather Gibson 22:05

No, no, not at all, but yeah, but we put it on the front page because of that and actually the websites hopefully going to be revamped as well. So again, stuff like that. So, you don't have as many because I know you had to click on the.



RONNIE POWLS 22:09

Yeah, I know.



Heather Gibson 22:22

Website. Then you had to click on support, then you had to find Forest. So yeah.



RONNIE POWLS 22:23

Yeah.

Yeah, I must say, I've viewed a lot of individual websites in the last couple of weeks. Your guys is probably one of the most professional looking ones that I have looked at. I think it does cover everything.

I just, I do agree with you, that I do think your project should be a bit easier to find.



Heather Gibson 22:47

Yeah. And then the things I've sent you are all done as news articles. So, unless you know where to look, you can't find it. So that's why I've done them like that. So, if I send it to people, I always just send out all the links because it's harder to find them.



RONNIE POWLS 22:52

Yeah.

So yeah, what's the future for the forest project? What do you aim to do? You want to expand on it? Where are we going from here?



Heather Gibson 23:12

Hmm.

Well, just to keep it going, advertising and to get more children to be able to come, that's I think that's been our hardest thing is, is for people to find out that it exists for people too.



RONNIE POWLS 23:22

Hmm.

Yeah.



Heather Gibson 23:39

So there's children out there who are wanting support. And I know Dove house get over like 1000 children a year through their bereavement programme. And so, it's just trying.



RONNIE POWLS 23:47

Hmm.



Heather Gibson 24:02

To make schools, doctors, health visitor, you know, people aware that that we're here and I think people like to know who it is and what they're doing. You know, you don't want to send your children off to any old sort of thing, so getting us recognised it's been a big thing. And then, yeah, we're a charity. So, it's all done on funding. So, we started on funding from the Ideas Fund.



RONNIE POWLS 24:19

Yeah.

Hmm.



Heather Gibson 24:34

So now it's sort of up to us to apply for funding and to try and get funding to keep it going. And we've got a brilliant team of staff and we've learned a lot over the last four years. We keep learning, we keep, there's lots of little tweaks all the time there that are happening.

RP **RONNIE POWLS** 24:34

Yeah.

Hmm.

Oh yeah.

HG **Heather Gibson** 24:51

And I personally would love to have a group for parents to be able to attend while the children are at the forest, because I think that would be a really good thing because I know our bereavement walks and yoga.

RP **RONNIE POWLS** 24:59

Yeah.

HG **Heather Gibson** 25:07

They're during the day. So, if parents are working or on a night or a weekend, they've got children to look after, so it doesn't work for them. But I haven't figured out quite a way of doing that yet, but that's on my to do list.

RP **RONNIE POWLS** 25:10

Yeah.

I think that's a that's a good idea. Yeah, because obviously parents will be grieving as well. And if they're working, it's hard to find the time to grieve.

HG **Heather Gibson** 25:23

Yeah, yeah. And sometimes it's just nice, like the children saying it's nice to meet someone else in a similar situation. You know, it just might be helpful for them as well.

RP **RONNIE POWLS** 25:37

Yeah.

Yeah, 100%. I mean, a big thing people struggle with as an adult is finding friends. You know, I think when you work in nine to five, it can be hard to find friends outside of just work. Having something like that is a really good way of connecting people.

HG **Heather Gibson** 25:48

Hmm.

Yeah.

RP **RONNIE POWLS** 26:00

So yeah, amazing. We're almost done. So, the whole point of The Participatory Collective, I'm just going to, it's, I'm just going to roll over and pretend I'm saying it correctly every time.

HG **Heather Gibson** 26:01
Yeah, definitely.
The PC you'll have to go.

RP **RONNIE POWLS** 26:14
Yeah, I just referred to it as the collective because it's such a daft name, but the whole point of it is to bring a bunch of communities together. And I was wanting to know, what is the main message you want your community to be known for?

HG **Heather Gibson** 26:17
That's a good idea.

RP **RONNIE POWLS** 26:34
So like what is the main goal or thing that you want to be captured in the designs for? You know, it's a weird way to phrase it, but.

HG **Heather Gibson** 26:47
Hmm.
Where it's providing bereavement support for children, but in a in a safe and natural environment.

RP **RONNIE POWLS** 26:57
Hmm.

HG **Heather Gibson** 26:59
I guess.

RP **RONNIE POWLS** 26:59
Listen. Yeah, I mean it's as simple as that. We've already covered it.

HG **Heather Gibson** 27:03
It's not. Yeah, it's not complicated. It's just being outside with nature, you know, and being active.

RP **RONNIE POWLS** 27:10
Hmm.
Yeah, 100%. I think encouraging kids with being active as well on its own is a good message, let alone when you attach it to. Obviously, helping kids through grief.

HG **Heather Gibson** 27:22
Yeah.
Yeah, I'm just reading what it says on the wall. I just think that's what it says. Yeah, yeah.

RP **RONNIE POWLS** 27:28

Amazing. Then just before we wrap up, I was just wondering if I could run some of my current ideas by you, because I would love some feedback on the message and the visuals and stuff because I've already designed some of the logo concepts and some of the websites concepts and I can share my.

HG **Heather Gibson** 27:46

Yeah.

Yeah.

RP **RONNIE POWLS** 27:57

Screen with you, if that's OK. Great.

HG **Heather Gibson** 27:59

Yeah, it's fine.

RP **RONNIE POWLS** 28:01

There you go.



HG **Heather Gibson** 28:09

Yeah. Oh, that's cool.

RP **RONNIE POWLS** 28:10

So, this is one of them. I think I've got about. I've got four logos currently I have got two more to design still. And I've also got some.

HG **Heather Gibson** 28:14

Yeah.

Yeah.

RP **RONNIE POWLS** 28:27

Storyboarding to design as well, but I've been rather ill so it's fine.

HG **Heather Gibson** 28:29
Yeah. Oh, bless you.

RP **RONNIE POWLS** 28:56
Yeah. Thank you. So, all the colours and whatnot are just temporary placeholders. It's just to get a rough idea.

HG **Heather Gibson** 28:59
Yeah.

RP **RONNIE POWLS** 29:11
What the logos and stuff should look like?

HG **Heather Gibson** 29:13
Yeah, I like that because it's like all the different strings of different communities coming together and that I like that.

RP **RONNIE POWLS** 29:20
Yeah. And then we've got this one, which I hate, the way this bit connects, but we'll figure that out.



HG **Heather Gibson** 29:23
Yeah, it needs to connect, but yeah, I like that. Yeah.

RP **RONNIE POWLS** 29:30
Yeah but make it so it's readable.

HG **Heather Gibson** 29:37
Could the C be part of the jigsaw? You know, there's a C in that.

RP **RONNIE POWLS** 29:37
Hey.
That is an excellent idea. I love that. See, this is the feedback I need. Yes.



Heather Gibson 29:47

My children hate it when I give them feedback, I'm criticising.



RONNIE POWLS 29:51

No, we're here for this, it's great. Yes. So, the slogan I'm going with is connect with community, but I am open to other suggestions. So yeah, and then this is another one.



Heather Gibson 29:59

Yeah.



RONNIE POWLS 30:11

It's been done before.

And then this one, this one is probably my favourite so far. Yeah, the concept was like a bunch of different voices coming together.



Heather Gibson 30:21

It's like lots of ideas and talking.

Yeah.



RONNIE POWLS 30:31

But obviously again, none of it's finished. So yeah, so those are the concepts for the logos.



Heather Gibson 30:37

Yeah.



RONNIE POWLS 30:38

Any feedback I can get from you now before we go into the website ideas?

HG

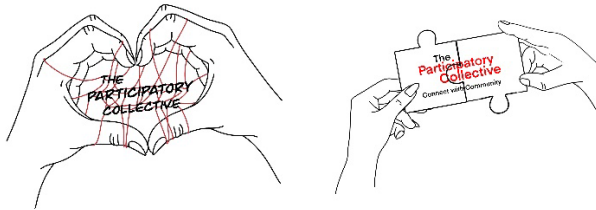
Heather Gibson 30:41

I think I like all of them. I think they're really good. I think this one and the beginning two are my favourite, the other ones less. Yeah, yeah.

RP

RONNIE POWLS 30:49

Yeah, these two.



HG

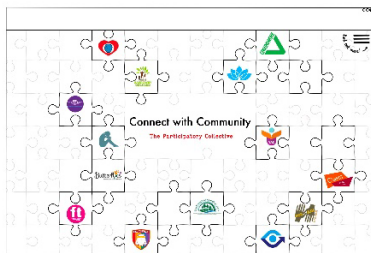
Heather Gibson 30:55

That one that. Yeah. Oh, that's cool.
Yeah.

RP

RONNIE POWLS 31:01

Thank you. So, this is the first website concept.



HG

Heather Gibson 31:04

Yeah. So, if you take the Jigsaw 1.

RP

RONNIE POWLS 31:07

Yeah. So, the way I wanted this one to work would be when you hovered over the jigsaw pieces, it would start playing like small video from each one and it would end with each community saying the lines connect with community.

HG

Heather Gibson 31:20

Yeah.
Mm-hmm.

RP

RONNIE POWLS 31:28

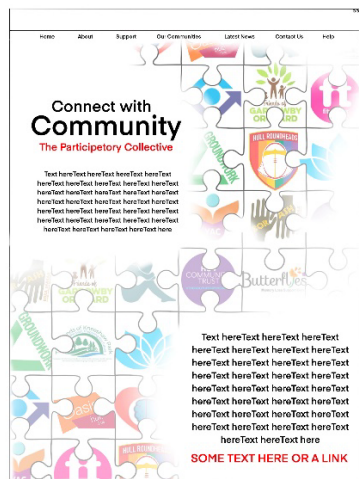
Like oh, that's why I connect with my community. You know, something along that line. And then if you click into them, it'll take you into the individual pages.

Yeah.

So that was the concept of that one.

Yeah, I like that because you can see them all straight away as well.

And then. Yeah, I did a more zoomed in version which didn't have the video element, so this is just more of a display of version as a way of trying to get more information in about what the whole thing is.



Yeah.

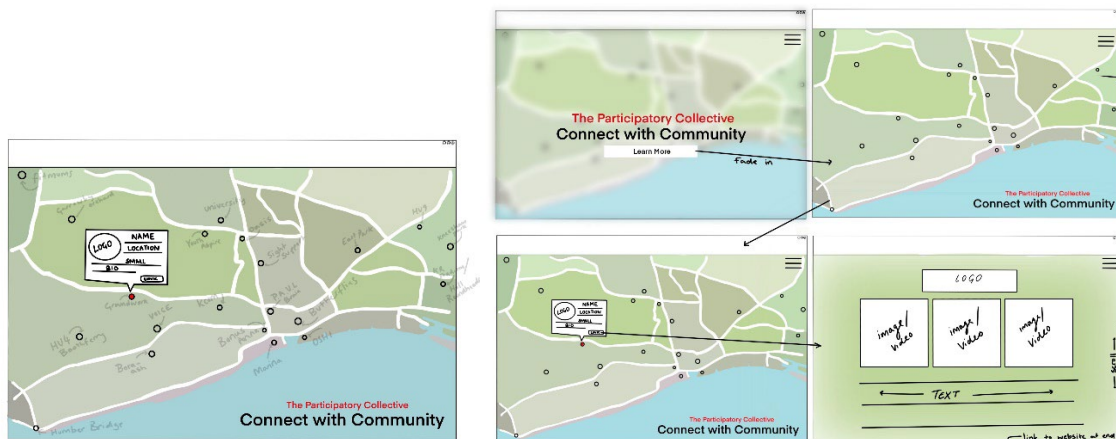
So, I added more of like an actual menu bar at the top and all that, but I did it as a scroll down feature. So, it would cut off about halfway here and then you'd scroll down to read the rest and it would just mirror the.

Yeah.

RP **RONNIE POWLS** 32:22
Jigsaw pieces on the other side.

HG **Heather Gibson** 32:24
Yeah.

RP **RONNIE POWLS** 32:25
So that's a new one. This is the final one, but this is not what it would look like when you opened up. It would look like this one on the top left and it's a map of Hull.



HG **Heather Gibson** 32:35
Yeah.
Yeah.

RP **RONNIE POWLS** 32:42
And each little dot is each group and then when you click on one it opens up with like a little bio page about the community where you can like read more and it'll take you into an individual page about the whole.

HG **Heather Gibson** 32:52
Yeah.
Yeah.

RP **RONNIE POWLS** 33:00
Community and then that will have links within it where it'll take you to your original websites and stuff like that. But then this will have images and videos and stuff embedded into it. And yeah, so that was basically the other one.

HG **Heather Gibson** 33:07

Yeah.

Yeah.

Yeah. So, these are like front pages?

RP

RONNIE POWLS 33:20

Yeah. So, these are all basic layout website concepts. So, it's just how the page would work once you open it up. And then the next stage of my project will be picking one and then develop it in it into a wireframe and.

HG

Heather Gibson 33:25

Yeah.

Yeah.

RP

RONNIE POWLS 33:36

All that kind of stuff and I've just got to do some storyboard maps which show how, like social media campaigning would go with the videos, basically creating a narrative that we would use for videos and yeah.

HG

Heather Gibson 33:47

Yeah.

RP

RONNIE POWLS 33:52

So.

HG

Heather Gibson 33:52

Yeah, yeah, they look good.

RP

RONNIE POWLS 33:55

Any preference on the website?

HG

Heather Gibson 34:00

I think that first one is visually, yeah, that draws me to it, and I like the idea where you just click on whoever you want, and it takes you to that.

RP

RONNIE POWLS 34:01

Yeah, you don't have to search through all the different bits to try and find the one, yeah.

HG

Heather Gibson 34:11

Yeah, I think that's it. And then you can come back out and just click on the next one. But I also like the idea of a map so you can see where they are a little bit as well.

RP

RONNIE POWLS 34:15

Yeah.

Yeah, the whole thing. Yeah, you can see everybody on one page.



Heather Gibson 34:25

Yeah, whether you could link that, you know, have that other one as a front page and have this one as a.

You know another option within the website as to where we are sort of thing.



RONNIE POWLS 34:33

Well, that's a good idea. Yeah.

Yeah, I like that. That's a good idea.



Heather Gibson 34:43

But yeah, the other one just looked simple, but not effective to use you get to where you want to be quickly.



RONNIE POWLS 34:47

Yeah.



Heather Gibson 34:52

And then you find out more about the project once you're into it.



RONNIE POWLS 34:58

Yeah, I think the only thing I'd probably change if I was to go with this one is I'd probably change the dots to each community's logo so you can instantly recognise which one's which, and then it just pulls up with a little bit about what the mission is.



Heather Gibson 35:09

Yeah.



RONNIE POWLS 35:18

I think that would be a better way of showing it so you're not searching because some of these are just like Humber Bridge and Marina and East Park. They're like impactful places, but they're not.



Heather Gibson 35:21

Hmm.

Yeah.



RONNIE POWLS 35:36

Communities.



Heather Gibson 35:37

Yeah.



RONNIE POWLS 35:39

I did think about adding little illustrations as well, like a little illustration of the Humber Bridge, the university, that kind of thing.



Heather Gibson 35:44

Yeah.

Yes, things that make it stand out more, yeah.



RONNIE POWLS 35:51

Yeah, so it looks more like an interactive map. So yeah, amazing. I'll stop sharing with you. So yeah, incredible. And that's pretty much it. Everything we've covered the last one was, are you ok with me using my answers from a project but I've already.



Heather Gibson 35:54

Yeah.

No, that's great.



RONNIE POWLS 36:10

Gone through that with you? Yeah, that's pretty much everything.



Heather Gibson 36:12

Yeah.

No, that's great. Well, I looked forward to hearing and seeing more, more about it. So yeah, if there's anything else you need to know, just let me know.



RONNIE POWLS 36:24

Amazing. Yeah, I will read through some of the links that you sent me earlier and watch the other video now that I've got a bit more time because you were my last meeting for the day. Incredible. So yeah.



Heather Gibson 36:28

Yeah.

That's great. Well, nice to speak to you.



RONNIE POWLS 36:39

You too, my lovely. Thank you so much for your time. Enjoy the rest of your day.



Heather Gibson 36:41

Alright, good luck with the final bit.



RONNIE POWLS 36:49

Thank you. Bye.



RONNIE POWLS stopped transcription