

Institution: University of Sheffield		
Unit of Assessment: C-15 Archaeology		
Title of case study: Sheffield Castle: history, identity, regeneration		
Period when the underpinning research was undertaken: 2013–2020		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	Role(s) (e.g. job title):	Period(s) employed by submitting HEI:
John Moreland	Professor of Medieval Archeology	1989–present
Hugh Willmott	Senior Lecturer, European Historical Archaeology	2001–present
Period when the claimed impact occurred: 2013–2020		
Is this case study continued from a case study submitted in 2014? N		
<p>1. Summary of the impact (indicative maximum 100 words)</p> <p>Research at the University of Sheffield has directly impacted on a local regeneration strategy placing heritage at its heart. Sheffield Castle is a significant heritage resource in an area of extensive redevelopment and regeneration in the city centre. Its potential has not yet been fully realised, but by analysing and interrogating excavation data and artefacts, Moreland has revealed the full significance of the site. This research has supported the council to make decisions on funding work in Castlegate, the area surrounding the historical site of the castle, and in their efforts to use the heritage of the site to create a modern sense of place. Moreland has also increased public understanding and engagement with the site through augmented reality and has piloted this approach for use in future decisions about regeneration.</p>		
<p>2. Underpinning research (indicative maximum 500 words)</p> <p>Excavations by University of Sheffield archaeologists James Symonds and Glyn Davies at Sheffield Markets in November and December 2001 demonstrated the survival of substantial remains of Sheffield Castle (R1). In 2002 Sheffield Department of Archaeology were commissioned by English Heritage to carry out an assessment of the archives from investigations in the 1920s and 1950s (R2). This confirmed the scale and significance of these legacy archives. In 2009, responding to questions raised late in 2008 by Sheffield City Council (SCC), Sheffield archaeologists Mark Stenton and Mike McCoy used our detailed knowledge of these archives to model the layout of the main buildings and associated archaeological deposits of Sheffield Castle (R3). In 2016, we secured the funding to finally undertake the first comprehensive study of the archives, including new analyses of the artefacts (R4).</p> <p>In 2020, Moreland published the results in <i>Sheffield Castle: Archaeology, Archives, Regeneration, 1927-2018</i>, (R4) the definitive account of the archaeology and long-term history of the site of Sheffield Castle. Situating an innovative and meticulous analysis of these unpublished archives and new analyses of not previously studied or understudied artefacts in the context of unpublished lectures, newspaper reports, and redevelopment proposals, Moreland's research generated new insights into the origins and development of Sheffield Castle, and into the lives of those who lived and worked there. It has shown how the 'afterlife' of the castle influenced the urban fabric of early modern Sheffield, and played an important part in its political, cultural, and sporting development. Further, it provides unique insights into the</p>		

practice of archaeology in the early 20th century, a pivotal moment in the development of the discipline. Critically, it has generated a detailed understanding of the sequence of deposits and structures across the site – knowledge of immense value to developers and urban planners.

Sheffield Castle: Archaeology, Archives, Regeneration, 1927-2018 transforms our understanding of the life history of the castle, from its origins through to its ‘sleighting’ on the orders of Parliament in 1646/7. We have shown that the castle was, in fact, only partially demolished, and that both its physical form and fabric, and the idea/memory of it, were major influences on the buildings and topography of 19th- and early 20th-century Sheffield. The bowling green constructed in the early 18th century, on what had once been the castle’s courtyard, was probably the first purpose-built sporting venue in Sheffield. Our new analyses of the artefacts have brought ordinary men and women, often absent in castle studies, into the light of history, revealing, for example, their tastes in footwear, food, and drink, and confirming Sheffield as a centre of pottery production, leather manufacture, and (of course!) cutlery.

Moreland’s meticulous investigation of the archives has demonstrated the sophistication of the recording practices that produced them, revealed the unexpected presence of a network of finds specialists who provided reports on metalwork, silver, plants, and more, and highlighted the importance of local archaeological societies. As such his work serves to rehabilitate the reputation and records of earlier generations of amateur archaeologists who have been uncritically denigrated since the professionalisation of the discipline in the 1960s.

Moreland has deployed his research to inform an augmented reality (AR) model of the castle (created to emphasise its importance in Sheffield in the Middle Ages), to contribute to a sense of civic identity that goes beyond stereotypes of ‘Steel City’, and as a step towards imagining possible futures (R5).

3. References to the research (indicative maximum of six references)

- R1. Davies, G. & Symonds, J. (2002).** *Archaeological Evaluation of the Upper Loading Bay, Castle Market, Sheffield*. ARCUS (Archaeological Research and Consultancy at the University of Sheffield) Project Report 413h.1. Available at: http://friendsofsheffieldcastle.org.uk/wp-content/uploads/413h_report.pdf
- R2. Davies, G. & Willmott, H. (2002).** *Excavation and Research at Sheffield Castle 1927-60. An Assessment and Project Design*. ARCUS Report (commissioned by English Heritage). Available from HEI by request.
- R3. Stenton, M. & McCoy, M. (2009).** *Sheffield Castle, Sheffield. Archive Scoping Review. ARCUS Report 669b (1)* (client Sheffield City Council, funded by University of Sheffield Rapid Response Knowledge Transfer). Available at: http://friendsofsheffieldcastle.org.uk/wp-content/uploads/archive_review_arcus.pdf
- R4. Moreland, J. & Hadley, D. (with Tuck, A. and Rajic, M.) (2020).** *Sheffield Castle, Archives, Archaeology, Regeneration, 1927-2018*. White Rose University Press. <https://doi.org/10.22599/SheffieldCastle>
- R5. Leach, M., Maddock, S., Hadley, D., Butterworth, C., Moreland, J., Dean, G., Mackinder, R., Pach, K., Bax, N., Mckone, M. & Fleetwood, D. (2018).** Recreating Sheffield’s medieval castle, in situ, Using Outdoor Augmented Reality. In P. Bourdot, S. Cobb, V. Interrante, H. Kato, D. Stricker (eds.) *Virtual Reality and Augmented Reality. Proceedings of the 15th*

EuroVR International Conference 2018. Springer. ISBN 978-3-030-01790-3.
<http://eprints.whiterose.ac.uk/134224/>

4. Details of the impact (indicative maximum 750 words)

Putting heritage at the heart of regeneration strategy

In 2013 Sheffield Markets (which covered an area of c.17,000m²) were closed and moved to the Moor in the west of the city. This new development cost £18 million. This was a direct result of Sheffield excavations and archival research which, having established the scale and importance of the surviving castle remains, informed SCC's decision to halt the extension of the markets and relocate them, placing the castle remains at the heart of the regeneration of the castle site.

A 2014 Heritage Lottery Fund bid, informed by Moreland's knowledge and expertise, to initiate this regeneration failed, but Moreland then secured funds from the University Alumni Office to address the key 'known unknowns' highlighted in the feedback. Moreland thus addressed the question of the quality of the surviving archaeology (**S1**) and the publication of archival material from earlier investigations (**R4**) which removed a significant block to future regeneration funding and enhanced knowledge of the nature, location, and scale of surviving archaeological structures and deposits (**S1**).

Drawing on his archaeological expertise, and in his roles as Chair of the University's Castlegate Steering Group and University representative on SCC's Castlegate Partnership, in late 2016 Moreland worked with postgraduate students from the University's School of Architecture on their *Revealing the Castle* project. Presentations to councillors and to SCC's Growth Board demonstrated that excavation and regeneration of the castle site could take place in tandem, and persuaded them (in July 2017) to spend £786,000 to kickstart this process. This began with new excavations to evaluate the location and quality of the surviving archaeology (so resolving the second of the 'known unknowns') (**S2, S3**). This key step towards regeneration has been supplemented by over £10 million to demolish and relocate the market, pedestrianize the area, convert Castlegate (the road) into a linear park with sustainable urban drainage and cycle routes, and to promote environmental sustainability (**S3, S4**).

Moreland's research was 'absolutely essential' in determining the location of excavations by Wessex Archaeology in 2018. It ensured that the most valuable information was recovered and interpreted (**S5**). This work confirmed the existence of an early motte-and-bailey castle and detailed the deep history of the area, from the Middle Ages to the present day (**S5, S6**). The scale and nature of the remains encountered ensured that SCC's regeneration policy will 'mix heritage and new development' (**S5, S6**).

Moreland's understanding of Sheffield Castle's archaeology has been acknowledged by Castlegate Programme Director Simon Ogden as pivotal in framing policies for future development, providing a deeper understanding of the social history of Castlegate, and using this to create a modern identity for the site. The physical remains of the castle and our sense of it as an articulating centre (of culture, performance, decision making etc.), as well as the multi-layered history of the place, will be central to a regeneration which fulfils SCC's ambition to establish a new role for Castlegate by making it into a distinct place again (**S5, S6**).

Enhancing public understanding

Market research commissioned by SCC and the University in June 2014 revealed that 46% of those interviewed had never heard of Sheffield Castle and almost everyone else knew little about it (S7). To rectify this, Moreland, along with colleagues from the Departments of Archaeology and Computer Science, the Friends of Sheffield Castle, and Human Studio created an (AR) reconstruction of the castle within the modern cityscape (S8). This visualisation of Moreland's research, linking heritage to regeneration, premiered at the University's Festival of the Mind in 2018 to 7,199 people (S8). A further 8,620 people viewed and interacted with the model at the National Videogame Museum (2019) and 4,000 more at the Sheffield Heritage Fair (2020). Simon Ogden, speaking of the impact of the AR experience at the latter public event, called it "an excellent way of introducing people to the physical setting, landform, and complexities of the site and its history," and notes that "its real value as a public engagement medium is coming to fruition" (S9). It forms the centrepiece of SCC's public consultation on the regeneration of the site (delayed due to COVID-19 restrictions) (S8, S9). Moreland also devised and presented a short film, celebrating the castle's history and foregrounding its role in regeneration. It premiered at Festival of the Mind (2020) and was followed by a panel discussion, attracting 374 people (S5).

Dissemination also occurred through dedicated university webpages, social media (over 150,000 video views on Facebook, 4700 upvotes on Reddit), excavation open days, AHRC funded walking tours, videos, traditional presentations, TV, radio, national and regional press, and the 2015 Castlegate Festival, which attracted over 1,000 visitors (S6, S8, S9, S10). The 2018 excavation blog received over 3,000 hits and 17,000 enquiries (S6). The book, which is free in digital format, has been downloaded 903 times since publication in September 2020. As a result of Moreland's work, the public in Sheffield and beyond now know more about the long-term significance of the Sheffield Castle site, and recognise the links between past and future regeneration. His approach has also provided a model for future work on 'legacy archives'.

Moreland's research on the site of Sheffield Castle has had a major impact on local authority decisions on urban planning and on public awareness of the city's heritage. His work on the archives, his dissemination of the results through open access, and his use of AR to stimulate debate about future regeneration are models with much wider applicability.

5. Sources to corroborate the impact (indicative maximum of 10 references)

- S1. Notes from meeting to discuss feedback from failed Heritage Lottery Fund bid and Regeneration discussion, after failed Heritage Lottery Fund bid, identifying the Castlegate unknowns (the amount of archival material held by Museums Sheffield and the extent of the surviving archaeology) as well as funding set aside for site development.
- S2. Statement from Friends of Sheffield Castle on collaboration between themselves and the Sheffield's Department of Architecture
- S3. Link to video by Sheffield Live with Head of City Regeneration at Sheffield City Council explaining how work from the students of the Department of Architecture, which was informed by Professor Moreland's research, assisted in their decision to blend heritage with regeneration and SCC press release detailing £786,000 kickstart fund to allow archaeological evaluation to be conducted on the Castlegate site, including quote from Professor Moreland. <https://vimeo.com/227925621>

- S4.** Web link to Regional Growth Fund update from September 2019.
<https://www.sheffield.gov.uk/home/planning-development/city-regeneration>
- S5.** Sheffield Castle: Excavating the Past; Building the Future [video](#) and viewer figures
- S6.** Extract from Castlegate Kickstart Programme Director's Report (September 2018) which details volunteer numbers, blog reads, school visits and general enquiries and Extract from Castlegate Steering Group minutes dated 16/10/18.
- S7.** Market research, Facebook, and Reddit public comments highlighting the interest in the excavations and the lack of local public knowledge that existed prior to Professor Moreland's research plus examples of the number of views for each video posted to Facebook (a combined total of over 150,000 views) and Reddit upvotes (4700)
- S8.** Email from Human Studios on the importance of Professor Moreland's research in bringing the castle back to life from dirt to data, and augmented reality model of Sheffield Castle visitor numbers, and TV programming and web link - bringing Sheffield Castle back to life including augmented reality video.
- S9.** Web links for Festival of the Mind 2020 featuring Professor Moreland's research on Sheffield Castle, and Castlegate Festival 2015 with visitor numbers, quote from "The Impact of AHRC Research" (2015-2016: Page 33), emails detailing reach of social media and national press publications, visitor numbers for National Videogames Museum augmented reality installation, and visitor numbers for Sheffield Heritage Fair 2020.