

Impact case study (REF3)

Institution: University of Winchester		
Unit of Assessment: C15 Archaeology		
Title of case study: Sensing place: an anthropological-archaeological approach to identity, place and community heritage in the eastern Caribbean and London.		
Period when the underpinning research was undertaken: 2011-present		
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:
Niall Finneran	Reader in Historical Archaeology and Heritage Studies	2007-present
Period when the claimed impact occurred: 2018-2019		
Is this case study continued from a case study submitted in 2014? N		
1. Summary of the impact (indicative maximum 100 words)		
<p>The broad philosophy underpinning the ICS is that heritage <i>sensu lato</i> can be socially and economically transformative, and that strategies used in developing sustainable, socially just and participatory community heritage projects must be rooted within a local sense of place, not imposed from above. The research impact is contextualised within the settings of education and cultural tourism sectors in the eastern Caribbean and UK. Using digital analytical tools developed as a spin off from the research into the archaeology of place and identity in these regions, this research has had positive impacts for the teaching of history, museum development and cultural tourism.</p>		
2. Underpinning research (indicative maximum 500 words)		
<p>This research is broadly underpinned by anthropological-archaeological approaches to place and identity and draws upon complementary theoretical and methodological positions of the archaeology of contemporary periods and heritage studies. Work has been undertaken in the eastern Caribbean (Barbados; St Vincent and the Grenadines) and East London, focusing upon marginalised and predominantly migrant/indigenous communities, seeking to understand how their identities are defined in space, place, memory and materiality. In order to help qualitatively analyse the ethnographic data generated by the research, a digital toolkit has been developed, and this has been used to drive forward a participatory (and in the case of the Caribbean a de-colonialist) programme for using community-centred archaeology and heritage projects as a means to enable people to make sense and articulate meanings of unfamiliar and mundane/familiar heritage, and develop both new approaches to history teaching in schools and in heritage/cultural tourism.</p> <p>Place is an important backdrop to our daily lives. The mundane elements that come together to create a sense of place have important social, economic and cultural implications, as well as mediating human experience and senses. The question of how we define sense of place (and the intangible elements that underpin the concept) is central to this research. These can be in seemingly familiar seaside settings (3.1) or within the material memories of the old Jewish East End of London (3.3). In Barbados, this research (3.4) stresses the important social role of heritage in helping transform tourism and seeks to move the definition of cultural heritage away from the plantation paradigm to understanding the complex and multi-ethnic interplay of all core and marginalised communities within the dynamic urban context of historical Speightown. Another island study (3.2) shows the scope for using simple GIS map-based work for</p>		

highlighting small but crucial shifts in the organisation of marginalised Caribbean island economies. A further study (3.6) summarises the application of the actual sensing place digital toolkit to the issue of defining contemporary indigenous Garifuna identity in St Vincent and with reference to community training events, tourism development and history teaching. A common underlying theme of all these studies is how place impacts upon human experience and how this experience can be captured through analysis of material and intangible elements.

Digital platforms play an important role in analysis of these different senses of place and identity. They enable rapid access to information, provide an open and democratic forum for personal and community heritage participation and are cost-effective and sustainable, but particularly within a Caribbean setting are under-used (3.5). The use of photographic media and other locally generated content has important implications for building skillsets, whether in STEM subjects for school children, for personal development for teachers, or wider community interests in heritage and archaeology. The transformative abilities of such projects at many levels of society (but particularly among minority and indigenous groups) will have important implications for rethinking approaches to heritage, tourism and education policy.

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

- 3.1 Finneran, N. 2017. 'Beside the seaside: a phenomenological approach to the archaeology of the twentieth-century English seaside resort experience'. *International Journal of Historical Archaeology* 21/3: 533-557. <https://www.jstor.org/stable/45154358>
- 3.2 Finneran, N. 2018. 'The Island of the Clouds: Landscape ordering and socio-economic change in a small-scale Caribbean island setting (Bequia, St Vincent Grenadines c. AD 1700 - 1900)' *International Journal of Historical Archaeology* 22/4: 702-727. <https://doi.org/10.1007/s10761-017-0445-y>
- 3.3 Finneran, N., R. Lichtenstein and C. Welch 2018. 'Place, space and memory in the old Jewish east End of London: An Archaeological Biography of Sandys Row Synagogue, Spitalfields, and its wider context'. *International Journal of Historical Archaeology* 23/2: 380-403. <https://doi.org/10.1007/s10761-018-0474-1>
- 3.4 Finneran, N., A. Gray and R. Lichtenstein 2019. "'A free prospect to the sea": framing an archaeological biography of Speightstown (St Peter Parish)' In: M. de Waal, N. Finneran and M. Reilly (eds.), *Precolonial and Postcolonial Archaeology in Barbados: Past, Present and Future Research Directions*. Leiden: Sidestone Press, pp. 189-214. Available from the HEI on request
- 3.5 Finneran, N., L. Hampden and A. Lathbury 2019. 'Participation, democratisation and digitisation: a post-modern approach to Barbados' heritage in the 21st Century'. In: M. de Waal, N. Finneran and M. Reilly (eds.), *Precolonial and Postcolonial Archaeology in Barbados: Past, Present and Future Research Directions*. Leiden: Sidestone Press, pp. 369-382. Available from the HEI on request
- 3.6 Finneran, N. and C. Welch 2019. 'Out of the shadow of Balliceaux: from Garifuna place of memory to Garifuna sense of place in St Vincent and the Grenadines, eastern Caribbean. *Journal of African Diaspora Archaeology and Heritage* 8: 226-251. <https://doi.org/10.1080/21619441.2020.1721178>

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

The key pathway for impact in the wider project is the **sensing place** web application, which went live in 2019 (5.1). The app facilitates uploading of personal digital photographs into a global GIS alongside a brief personal narrative, permitting quantification of the individual's sense of place. Additionally, the app contains a series of downloadable pedagogic community heritage guides, and grew out of community heritage research among migrant communities in London's East End. This provided the broad template for the following Caribbean case studies.

The latter involved enhancement of community archaeology and heritage and training in **Speightstown, Barbados** in collaboration with the **National Trust of Barbados** and

consultancy as part of the process of the redevelopment of the Arlington House Museum in Speightstown to better reflect the nuances of Barbados' heritage. Measurable impact is improvement of tourism footfall and educational resources for school groups using material derived from research: "Dr. Finneran's work has done a great deal to develop a timely and accurate record of Speightstown's architectural and archaeological heritage. Additionally, Dr. Finneran's research has engaged the residents, business and cultural organizations that are based in Speightstown" (senior representative of Barbados National Trust) (5.2).

Curriculum development and enhancement for the **Ministry of Education of St Vincent and the Grenadines** was undertaken at a dedicated training event in September 2018 using the sensing place toolkit; every secondary school history teacher in SVG was required to attend (n=36) with the aim of developing new and imaginative approaches to history teaching leading up to Caribbean 'O' Level, and addressing the need to explicitly utilise local rather than pan-Caribbean perspectives. This is achieved by using data generated by school children themselves using the sensing place toolkit and taking archaeological and heritage related approaches rather than being reliant upon the textbook. "They have presented very interesting and enlightening sessions to local secondary school teachers. These workshops have yielded very promising results" (representative of SVG Ministry of Education) (5.3).

Data derived from Finneran's research (3.2) underpinned fundraising (400 USD) and content development for the new community heritage centre and museum on **Bequia island, St Vincent and the Grenadines**. This new centre will have positive financial implications for the island's tourism strategy and will be an important educational resource: "This work has significantly contributed to our own goal of bringing the awareness, understanding and importance of preservation of our island's unique heritage to a much wider audience....[...] Dr. Finneran has further offered invaluable input and guidance on certain key aspects [...] of our Bequia Heritage Museum project, which is designed to not only greatly impact the educational, cultural, and economic wellbeing of Bequia's residents, but also provide visitors with unparalleled insight into our unique history and heritage" (representative of Bequia Heritage Foundation) (5.4).

The development of a **Garifuna heritage trail and heritage centre** in St Vincent, informed by the data gathering methodologies presented here, is currently underway and is focused upon the village of Greiggs in response to SVG Government attempts to develop heritage tourism as a key economic strategy among marginalised elements of SVG society. Our work has helped local people understand the building blocks of their sense of place through the use of the sensing place toolkit and has direct implications for the development of the trail with important social, cultural and economic benefits. This research (3.6) has resulted in demonstrable impacts upon authenticity and diversity of offerings at their annual heritage festival: "This work among school children and visitors alike helped us understand better our sense of Garifuna place and identity and will help shape our tourism plans for the future." (representative of Garifuna Heritage Foundation) (5.5).

Finally, the **Caribbean Tourist Organisation** requested assistance in training in heritage asset identification as part of a wider strategy for developing regional approaches to heritage tourism in the post Covid-19 landscape. The sensing place toolkit was used as the centrepiece for a training webinar conducted on 27 April 2020 for the heads of tourism for 24 Caribbean countries, and the training resource will be used by all members to help them develop heritage trails and other heritage-themed tourist offerings, re-orientating their tourism economies away from traditional beach-focused offerings towards more sustainable and community-based approaches (5.6).

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

5.1: Sensing Place website with training content,
<https://sensingplace.org/photos/?perpage=12&order=newest&page=1&geo=51.520,-0.030,12&view=grid>.

5.2: Impact statement from a senior representative of the Barbados National Trust.

5.3: Impact statement from a representative of the Curriculum Development Unit, St Vincent and Grenadines Government, and a senior representative of the St Vincent and Grenadines National Trust, reflecting upon impact of history teacher training event in SVG in September 2018.

5.4: Impact statement from a representative of the Bequia Heritage Foundation.

5.5: Impact statements from a senior representative of the Garifuna Heritage Foundation, with supporting material from a community leader, Greigg's Garifuna Community, St Vincent, and a local teacher, reflecting upon impact of community heritage training events in SVG in 2018, 2019 and 2020 at the Greigg's community and elsewhere, and the implementation of the March 2019 heritage festival re-design.

5.6: Impact statement from a representative of the Caribbean Tourist Organisation.