

Institution: Buckinghamshire New University		
Unit of Assessment: 32 - Art and Design: History, Practice and Theory		
Title of case study: Altered perceptions of social landscapes for health and wellbeing in the corporate environment and in positioning the history of social landscapes within cultural heritage projects.		
Period when the underpinning research was undertaken: 2014 to 2018		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s): Dr Helena Chance	Role(s) (e.g. job title): Reader / Associate Professor in Design Studies	Period(s) employed by submitting HEI: 1/9/08 to current
Period when the claimed impact occurred: September 2016 to December 2020		
Is this case study continued from a case study submitted in 2014? N		
1. Summary of the impact (indicative maximum 100 words)		
<p>Since 2008, Chance's research has examined the history of workplace gardens and recreation grounds and of public green space from the nineteenth to the twenty-first centuries, focussing on the impact of green space on corporate productivity and identity and on health, wellbeing and sense of place. The research activated four impact streams: understanding the significance of recording corporate landscapes for national landscape heritage collections; continuing professional development for architects, urban designers, planners and conservationists looking for advice on corporate planning; appreciating the value of historical research in understanding the interrelationships between people, place and identity; improving volunteers' wellbeing, motivation and skills during the Covid-19 pandemic.</p>		
2. Underpinning research (indicative maximum 500 words)		
<p>Chance's publications, public lectures and partnerships with heritage organisations are underpinned by her research into the social and cultural value of workplace gardens and recreation grounds, and the furnishing of public green space now and in the past. The research began in 2008 partly funded by a grant from the Wingate Foundation, and was published by Manchester University Press in 2017 as a monograph "The Factory in a Garden. A History of Corporate Landscapes from the Industrial to the Digital Age". Primary evidence was obtained from site visits, company, museum, and library archives including on a six-week visit to Washington DC, Delaware, Illinois and Ohio. The book is the first study of its kind examining the development of parks, gardens, and outdoor leisure facilities for factories and offices in Britain and the United States from the eighteenth to the twentieth centuries as a model for the reshaping of the corporate environment in the twenty-first century. This is also the first book to give a comprehensive account of the contribution of gardens, gardening and recreation to the history of responsible capitalism and ethical working practices. The only other book of its kind is Louise Mozingo's Pastoral Capitalism. A History of Suburban Corporate Landscapes (MIT, 2011), which focuses on examples from the USA in the second half of the twentieth century and argues that corporate landscapes were an American 'invention' of the post-War period. The Factory in a Garden takes a revisionist position, arguing that the typology of a corporate recreational landscape was developed in England in the late nineteenth century, exemplified at Cadbury, Bournville. The Factory in the Garden therefore presents significant new knowledge about the history of the design, production and use of green space in a business environment, and places current practices into historical context. The book positions the corporate landscape as a significant type of recreational space deserving greater recognition in social, industrial, landscape and garden history and in our landscape heritage.</p>		

The research was disseminated in papers through public talks (eg. June 2020 to Friends of the Landscape Institute Archive at Museum of English Rural Life), reviews and articles (the book is 'a landmark study' - Elizabeth Tyler, Financial Times) and at CPD events.

Since 2017, research into the history and contemporary contexts of corporate recreational landscapes has developed into research into the social landscape of industry - the connections between land and people in the former industrial landscapes of the Chilterns and High Wycombe, which for 300 years were significant for chairmaking, lacemaking and straw plaiting for the hat industry. The research provides new knowledge about how the land and landscape of the Chilterns supported the working, domestic and social lives of those engaged in these industries from 1850 – 1950 and how they connected across families and villages. The research contributed to two project partnerships: Wycombe Museum and the Chilterns Conservation Board to develop bids to fund community history projects. Chance is now leading the community history project 'Woodlanders Lives and Landscapes', working with volunteers to enhance a sense of place and well-being through engaging with the industrial landscapes of the past.

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

Monograph: Chance, H. (2017) *'The Factory in a Garden' A History of Corporate Landscapes from the Industrial to the Digital Age* (Manchester University Press). Research grant by the Wingate Foundation (2008, £7500) funded travel and expenses for USA research. Publication grant from the Design History Society (2016) £1000) funded 68 illustrations.

Research report for external body: Chance, H. (2018) 'The Working Landscape' in Chilterns Conservation Board *Landscape Conservation Action Plan 2019-2024*, pp. 23-27. This article was commissioned by the Chilterns Conservation Board and published in *The Landscape Conservation Action Plan* (LCAP) which is the guiding document for the Chalk, Cherries and Chairs Landscape Partnership Scheme. The Scheme seeks to connect or reconnect local people to the wildlife and cultural heritage of the Central Chilterns through a number of individual but interweaving projects. The contributors were those involved in the development of the scheme; 'many of whom are experts in their fields'.

https://www.chilternsaonb.org/uploads/Chalk_Cherrys_and_Chairs/LCAP_Part_1.pdf

Journal articles: co-editor of special issue journal 'The Didactic Landscape' *Studies in the History of Gardens and Designed Landscapes* Volume 39 Issue 1, 2019 with co-authored introduction and six articles including authored article: Chance, Helena (2019) 'Chocolate Heaven': Productive Consumption and Corporate Power in the recreational landscapes of Cadbury, Bournville and Hershey, Pennsylvania in the early 20th century'. The six articles define and explore the typology of institutional gardens and designed landscapes conceived and designed with agendas, explicit or implicit, to advise, educate, or moralise. Chance's article develops earlier research on social landscapes with a new case study (Hershey, Pennsylvania) giving new insights into the ways that land and landscape support and shape the domestic and social lives of industrial workers. John Dixon Hunt, who edits *Studies in the History of Gardens and Designed Landscapes* said '...your collection has so much more focus than a rather similar and maybe too wide-ranging collection in press from Dumbarton Oaks on *Academic Landscapes*.

Journal article: Chance, H. (2019) 'The Social Landscape of the Chilterns Industries' (*Landscape Research Extra*, February 2019) *Landscape Research* is the key international journal for this subject and Extra goes out by email to all the members of the Landscape Research Group – academics and stakeholders.

Website content: Woodlanders Lives and Landscapes website.

<https://www.chilternsaonb.org/woodlanders-lives.html>.

See project brief, January 2020, on this link:

https://www.chilternsaonb.org/uploads/Chalk_Cheries_and_Chairs/Woodlanders/Woodlanders%20Volunteer%20Brief%20Jan2020.pdf

This brief is for volunteers participating in the community social history project, Woodlanders Lives and Landscapes, discussed below. Chance's research on the social landscape of industry provided the idea for the project and its research themes which were designed to investigate the domestic industries of the Chilterns from fresh perspectives.

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

Chance's research has underpinned impacts in four domains:

4.1. Contributed knowledge and appreciation of corporate landscape design to heritage, architecture and landscape architecture sectors

The research examining the history and cultures of corporate landscapes informed and provided more context for The National Heritage List for England (the only official register of all nationally protected historic buildings and sites in England, including registered parks and gardens).

'Chance's book is an important volume in opening up the landscape design history of factories and corporate premises across the UK and the USA, and understanding their significance especially as these landscape designs are increasingly vulnerable and disappearing...' [5.1] The book *'contributed original research on a much under-represented landscape subject...her conclusions on the impact of the landscape on the development and culture of businesses will serve as an essential resource...for current landscape design practitioners.* [5.2] [5.3] [5.4]

4.2. Contributed knowledge of good practice in corporate landscape design for continuing professional development in architecture, landscape architecture and planning

Following Chance's talk 'Green Spaces and the Future of Health' at a CPD event at Haigo, a design-thinking consultancy in Paris, Director Patrick Maruéjols said: *'your talk was very inspiring for the entire Haigo team. Your intervention allowed us to [integrate] natural elements as well as their benefits ... to users. It is also a way of (re)placing our work in a broader context of climate change. ... we often refer to your intervention, especially recently for a project with Air Liquide [and] a workplace project we are working on in La Défense.'* [5.5] [5.6]

4.3. Shaped the planning, development, methodology and success of community heritage projects in Buckinghamshire

Chance's research on social and health value of landscapes for industry underpinned partnerships with public institutions:

- Wycombe Museum in a bid to the National Heritage Lottery Fund, 2016 – 2018 which *'helped to shape the ongoing development and planning at the Museum... [Chance's] involvement made us see that we could prioritise research in a new way and that involving the local community would be mutually beneficial. Our joint work on the bid...provided a framework for other bids we have submitted since 2018.'* [5.7]
- The Chilterns Conservation Board (CCB) in the £2.8 million National Heritage Lottery-funded project 'Chalk, Cherries and Chairs' from 2018. This five-year scheme aims to connect local people to the wildlife and cultural heritage of the Central Chilterns. Chance is member of CCB Advisory Board, partnership Steering Group and creator and leader of the community social history project 'Woodlanders Lives and Landscapes'. *'Collaboration with the University was an invaluable part of the HLF bid...which was clearly recognised by the HLF mentor and grant officer...[Chance] ... Working with the University challenged us ... in developing robust partnership agreements and budgets. It contributed to a review of GDPR policy... gave credibility to the CCB and the bid, opening conversations with other establishments such as local museums. It enabled the CCB to reach out to new audiences...gave us access to many other key local historians which benefited other projects in the bid.* [5.8] The 'Woodlanders' project has informed the methodology and archiving methods adopted by Amersham Museum's volunteering programme [5.9] and other community and local history groups including a U3A group. [5.10] Local communities are more engaged and aware about caring for the future of their heritage. [5.10] Community groups have benefited from the project in learning about effective research methods and data collection. *'The information and standards set for the research have helped me improve my ability to order my research*

and record sources accurately. The training in oral history ... has increased my confidence in talking to family members and ensuring I capture their stories accurately. These new skills are also of benefit to the research I undertake for Amersham Museum and also in my role within our local U3A where I am leading an archiving project.' [5.10]

4.4 Improved volunteers' resilience, wellbeing, motivation and skills during the Covid-19 pandemic

Despite of, and as a result of Covid-19, 34 volunteers are active in researching and creating outputs for the 'Woodlanders' project. Volunteers have developed new skills, a sense of belonging, and more motivation and resilience. [5.10]

'Helped keep me sane when I could not leave home for months! The zoom meetings reminded me there are other people in the world!'

'It has helped me keep structure and interest during lockdown and furlough. I have been very grateful for it.'

'It has given me a new approach to some of my genealogical research, which I have been involved in for a long time.'

'It has improved my archival research skills a great deal.'

'It has helped me get a feel for being part of a historical research project, which has helped me build confidence in applying research skills to a career environment.' [5.10]

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

5.1 Testimonial Jenifer White, National Landscape Adviser, National Specialist Services at Historic England

5.2 Testimonial Annabel Downes, Chair of FOLAR (Friends of the Landscape Institute Archive, University of Reading)

5.3 The Gardens Trust blog 9 November 2019 <https://thegardenstrust.blog/2019/11/09/spheres-of-influence/#more-142593>

5.4 New York Botanical Garden blog 'Plant Talk' <https://www.nybg.org/blogs/plant-talk/2018/01/from-the-library/the-factory-in-a-garden/>

5.5 Testimonial by email from Patrick Maruéjols, Director, Haigo, Paris

5.6 'Workers of the World Unite in Green Spaces' Financial Times 11 May 2018 <https://www.ft.com/content/420860f6-4ec1-11e8-ac41-759eee1efb74>

5.7 Testimonial Catherine Grigg, Curator, High Wycombe Museum

5.8 Testimonial Jacky Akam, Partnership Leader, Chalk Cherries and Chairs

5.9 Testimonial Emily Toettcher, Curator Amersham Museum

5.10 Volunteer Feedback Survey Woodlanders Lives and Landscapes and volunteer testimonials.

- Testimonial Jane Barker, volunteer, Woodlanders Lives and Landscapes
- Testimonial Alan Kell, leader of 'Our Living Village', and volunteer, Woodlanders Lives and Landscapes

- Testimonial Madalyn Roker, 'Penn Street Archive and Historical Society' and volunteer, Woodlanders Lives and Landscapes