

<b>Institution: Norwich University of the Arts</b>		
<b>Unit of Assessment: 32 Art and Design: History, Practice and Theory</b>		
<b>Title of case study: Public Engagement with the Norfolk Broads</b>		
<b>Period when the underpinning research was undertaken: 2016-2020</b>		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b>	<b>Role(s):</b>	<b>Period(s) employed by submitting HEI:</b>
Glyn Brewerton Neil Bousfield Suzie Hanna	Senior Lecturer in Illustration Senior Lecturer in Illustration Professor of Animation Education	20-04-2009 to date 03-01-2011 to date 01-07-1996 to date
<b>Period when the claimed impact occurred: 2017-2020</b>		
<b>Is this case study continued from a case study submitted in 2014? NO</b>		
<b>1. Summary of the impact</b>		
<p>Research that has enhanced public understanding of and engagement with the history and ecosystem of the Norfolk Broads and thereby improved access and the quality of experience of this unique and ecologically significant landscape. Research has also involved specific social groups to develop confidence and familiarity, to integrate learning, to support mental health and wellbeing by addressing 'nature deficit' and fostering 'eco-mindfulness', and by helping to integrate migrants and refugees by encountering/experiencing landscape through art practice. This research has also impacted on the education strategy of the Broads Authority Partnership.</p>		
<b>2. Underpinning research</b>		
<p>Norwich University of the Arts research to enhance public understanding and engagement with nature conservation and the area of the Broads National Park has been focused on our involvement with the Broads Authority Partnership <i>Water, Mills and Marshes</i> project, including NUA's <i>Mapping the Broads</i>, (Brewerton, Bousfield and Nencini) and research into digital interpretation of The Angles Way (Gledhill).</p> <p><i>Water, Mills and Marshes</i> is a £4.5 million programme of 38 projects that focuses on the people, communities and heritage of the Broads landscape, supported by Heritage Lottery Funding (G1).</p> <p>Glyn Brewerton's research combined visitor commentary, charting the flora and fauna of specific areas of the Broads landscape, aerial views and location drawing to develop interpretative maps of information and experience, to engage the public and enable their ability to see with a naturalist's level of observation and recording. This produced a number of artworks and a wallpaper design exhibited in 2020 (O1). Brewerton's research also resulted in a new identity and website design for the Wheatfen Nature Reserve in 2019 (O2).</p>		

Neil Bousfield's research was an investigation into how we attach ourselves to a landscape to create a sense of place and how an art practice can promote place attachment. He focused on two distinctive areas where Broadland meets the coast in a tension between freshwater and sea water landscapes. Bousfield's practice locates place through layering the experience of walking a route, information on old ordnance survey maps, drainage maps, aerial photographs, research into particular sites on the route and location sketches and drawings. He produced around 400 A3 drawings on the project and five engravings, which have been exhibited in a number of locations (O3).

Brewerton, Bousfield and Nencini delivered papers on their research for *Mapping the Broads* in an online research symposium. (O4)

NUA also contributed user experience design research to *Water, Mills and Marshes* by exploring the development of digital interpretation for the Angles Way long-distance footpath. This resulted in a prototype web application for walkers to use to interact with heritage sites, wildlife and the landscape, which was tested on a small group of users at a public event. (Gledhill) <http://nuacomputerscience.co.uk/examples/wmm2/index.html>

Another aspect of NUA research in this area is to raise awareness of the conservation work, publications and journals of the Norfolk naturalists Ted and Phyllis Ellis, and of the Wheatfen Nature Reserve. During his lifetime Ted Ellis was known as 'the people's naturalist'. This research goes back to 2011, with the publication of a memoir by Phyllis Ellis, co-edited and co-designed by Suzie Hanna, and continues with Brewerton's website redesign and NUA's involvement with a project digitising Ted Ellis' journals from the 1920s to 1986 ('Digital Ted'). Hanna's animation *Observations of the Sky* (2020) visualises an entry from Ted Ellis' journal in October 1923, read by his great-grandson (O5).

### 3. References to the research

O1: Glyn Brewerton, *Mapping the Broads* (2020). Output type L- Artefact. Output in NUA REF2 submission NUA-GB-01 <https://nua.repository.guildhe.ac.uk/id/eprint/17334/>

O2: Glyn Brewerton, *Wheatfen Nature Reserve* logo and website, design and content (2019). Output type – K Design. <https://www.wheatfen.org>

O3: Neil Bousfield, *Mapping the Broads* (2016-2018). Output type L- Artefact. <https://www.neilbousfield.com/research/mapping-the-broads/>

Prints from the series have been awarded a number of prizes, including 'Marshland', awarded Printmaker's Prize in *Night Light*, Bowes Museum 2018; 'Palimpsest Landscape', awarded the Rachel Reckitt Prize from the 81<sup>st</sup> Society of Wood Engravers, 2018-2019 touring exhibition

O4: Glyn Brewerton, Neil Bousfield & Peter Nencini conference papers at *New Perspectives on the Rural: Landscape, Community and Creativity*, hosted by Norwich University of the Arts, 16 December 2020. Output type E- Conference contribution. <https://vimeo.com/539127892> (Brewerton from 1:00:49, Bousfield from 2:38:10, Nencini from 2:58:00). Link available from the NUA research website: <https://www.nua.ac.uk/study-at-nua/research/our-research/research-events/>

O5: Suzie Hanna, *Observations of the Sky* (2020). Output type Q – Visual Media.

<https://vimeo.com/521451870/79729ed4bc>

G1: Brewerton, Bousfield & Nencini, *Mapping the Broads*, £31,600, Heritage Lottery Funding via Broads Authority, Grant Reference 77166. Landscape Partnership: LP-14-02720

#### 4. Details of the impact

Norwich University of the Arts research has increased public understanding of and engagement with the Norfolk Broads through dissemination in exhibitions, publishing, designs, websites, animation and coverage in the press.

The Broads National Park is Britain's largest protected wetland and is home to a quarter of the UK's rarest species. NUA has been involved in a number of projects within The Broads Landscape Partnership Scheme's *Water, Mills and Marshes* (W,M&M) programme since 2017.

In 2017 NUA designed the brand identity for *Water, Mills and Marshes* (Davie with Schooley), including the logo and website, which has formed the core of the project's identity. The design is present on all communications, publications and staff uniforms, as well as on the programme's digital platforms. Since 2017 the *Water, Mills and Marshes* website has had 12,450 views and the Twitter account averages 20-22,000 impressions each month. @Broads\_LPS (S1)

NUA research has primarily focused on two of W,M&M's six programme themes: Exploring the Landscape – encouraging people out into the landscape and addressing the disconnection between local people and their landscape; Interpreting the Landscape - increasing information and interpretative material about the area's history and special qualities.

Brewerton's, Bousfield's and Nencini's research and project outputs on the *Mapping the Broads* project created physical and intellectual pathways into the landscape for visitors, engaging them with the Broads National Park through a series of alternative visual narratives. Their creative exploration developed mapping, illustration and creative printmaking as innovative ways to represent multiple layers of data and information (physical, ecological, historical, cultural) and as techniques for experiencing and making sense of the world. Their work 'created new routes for visitors to discover layers of information not accessible through traditional interpretative approaches.' (S2)

Brewerton's, Bousfield's and Nencini's research outputs were exhibited in *Mapping the Broads: Community and Creativity* at the EAST Gallery<sup>NUA</sup> from 28 January to 15 March 2020. Visitor numbers for the exhibition were 1346, with an additional 187 people attending three related events and 32 attending a school's workshop (NUA HEBCI Return 2019-20). The exhibition was covered by local media: <https://www.edp24.co.uk/things-to-do/nua-mapping-the-broads-exhibition-opens-in-norwich-1509518>

Brewerton's, Bousfield's and Nencini further disseminated their research in an online Research symposium, hosted by NUA on 16 December 2020, which registered 114 delegates.

Brewerton's and Bousfield's research also had a significant impact on understanding, learning and participation of schools and local communities. In 2019 Brewerton led the *Reconnecting with*

*Nature* project with a group of 24 Year 8 students from Acle Academy, which is located on the edge of the Broads National Park. The project increased awareness and understanding of the physical, cultural and environmental landscapes of the Broads and demonstrated the value of using creative practice to connect schoolchildren with other curriculum subjects, including science, environmental studies and history. 'For some students, we also saw an improvement in their overall attitude to learning and achievement in school. Some of the students, who had previously shown little enthusiasm or interest for art, have gone on to choose Art and Design as a GCSE chosen subject of study.' (S4) The project produced a book of the students' work and a film that recorded their experience, both exhibited as part of the *Mapping the Broads: Creativity and Community* exhibition. (S7)

Neil Bousfield's work with under-represented communities through the Herring House Trust (individuals recovering from substance abuse) and English+Norwich (1 participants of 9 different nationalities who are asylum seekers, refugees and other migrants), increased the diversity of the audiences that typically engage with National Parks in the UK. More importantly, the workshops allowed for people from difficult circumstances to express themselves creatively, which benefitted their understanding of the local landscape and positively impacted their own mental health and wellbeing. 'At Breydon Water I took a camera, as I was not too confident about drawing...I went on to do a photography course because of this and love to go out with my camera and capture local wildlife', 'I did not realise I could get out in nature so easily and it was...in walking distance from my home...Since the project I always carry a notebook around so if I see anything I can just get my notebook out and draw'. (S5) Lauren Henery of English+ states that: 'the opportunity to spend time learning from an experienced teacher communicated to participants that they are valued and worth investing in.' (S6)

From November 2018, Jamie Gledhill led a pilot project, as part of the 'Gateways to the Broads' scheme, to produce an interactive experience for a section of the Angles Way. The project was designed to utilise an off-network system of solar-powered WiFi access points to deliver digital content to mobile browsers. Gledhill and the team developed a prototype web application that was tested with 28 users over two days as part of the *Water, Mills and Marshes* stand at the Royal Norfolk Show in 2019. Although the project did not progress to the next stage of development it raised awareness of the Broads and has informed the development of an off-season tourism infrastructure planned for Halvergate Marshes in 2022. (S1)

Further impact of NUA research in this area has been to promote the work of the Norfolk naturalists Ted and Phyllis Ellis, and their home, the Wheatfen Nature Reserve, a designated site of Special Scientific Interest, now run by the Ted Ellis Trust. *From Osborne House to Wheatfen Broad: Memoirs of Phyllis Ellis* (2011) was shortlisted for the East Anglian Book awards in 2012 and has sold 1075 copies. (S8) Hanna's animation *Observations of the Sky* was exhibited as part of the Ravingingham Sculpture Trail summer exhibition in 2020, which received over 5,000 visitors. (S10)

Brewerton's research was prominent in his redesign of the logo and website of the Wheatfen Nature Reserve in 2019, which had nearly 8,000 visitors from its launch in July 2019 to July 2020, with over 28,000 page views in that period. (S9)

**Impact on the Broads Authority**

The research has influenced the Broads Authority to incorporate arts focused education into its interpretative and public engagement projects. Andrew Farrell, Programme Manager of *Water, Mills and Marshes* has stated: 'Working with NUA in the delivery of the 'Mapping the Broads' project has taught the Broads Authority the importance of taking a more holistic approach to educational engagement and how we can integrate creative practices with the traditional sciences of engineering, ecology, and hydrology. If it were not for these links, we would be in a more difficult position of communicating the impacts of climate change and other environmental issues with the various audiences of the Broads, and the increasingly diverse communities that make up Norfolk, Suffolk and East Anglia.' (S2)

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

- S1: Supporting Statement 1 from the Programme Manager of *Water, Mills and Marshes*
- S2: Supporting Statement 2 from the Programme Manager of *Water, Mills and Marshes*
- S3: <https://watermillsandmarshes.org.uk/acle-high-school-exhibit-work-at-nuas-east-gallery/>  
(accessed 27 March 2020)
- S4: Supporting Statement from The Principal, Acle Academy
- S5: Supporting Statement from the Herring House Trust
- S6: Supporting Statement from English+ Norwich
- S7: Reconnecting with Nature project film: <https://vimeo.com/481699942/7e1ccfed53>
- S8: Sales figures for 'From Osborne House to Wheatfen Broad: Memoirs of Phyllis Ellis' from Wheatfen Books
- S9: Wheatfen website statistics from the warden of the Wheatfen Nature Reserve
- S10: <https://waveneyvalleysculpturetrail.files.wordpress.com/2020/08/trail-guide-2020-v24.pdf>  
(accessed 27 March 2020)