

**University of  
Hertfordshire UH**

# Culture and Heritage Workshop: Creating Impact from Humanities Research

Federation University, Australia  
28 November 2023

# Team

3



**Jonathan Morris**  
Director,  
Research Culture &  
Environment



**Katrina Navickas**  
Director,  
UH Heritage Hub



**Sam George**  
Leader,  
Film Heritage Strand



**Steven Adams**  
Associate Dean,  
Research & Enterprise,  
School of Creative Arts



**Rowland Hughes**  
Head of  
Humanities Research

# Introduction

Professor Jonathan Morris

Director, Research Culture and  
Environment



# University of Hertfordshire

5



University located 2 campuses in Hatfield

18 miles/30 kms north of London

Awarded university status 1992

University of Hertfordshire in the top 25% of UK universities for research impact – REF2021

Highest rise in impact ranking of all UK universities – top of 'post-'92' universities

# Heritage and the University Mission

6

The University is the only Higher Education Institution in the county

Anchor institution supporting business development, regional collaboration and community engagement

*Heritage, Cultures and Communities*  
Research Theme facilitates place-making within and across Hertfordshire's diverse and transient populations

## Heritage

the presence of the past in the present



# The Heritage Hub

Professor Katrina Navickas  
Director, UH Heritage Hub





**Founded in 2010, the Heritage Hub co-ordinates researchers across the University with local communities and heritage organisations in the region**

**<https://www.herts.ac.uk/heritage-hub>**

**University of  
Hertfordshire** **UH**  
Heritage Hub





# Heritage Hub activities: rooted in community co-production and research



## Heritage Degrees

study for a range of degrees in heritage at the University of Hertfordshire...

[Read more about heritage degrees](#)



## Project funding opportunities

Collaborate with us to find new opportunities to explore heritage...

[Read more about funding](#)



## News

Our news and events...

[Read more about news](#)



## Oral History Team

Oral History Team - a dynamic service for and by community heritage...

[Read more about oral history team](#)



## About us

Learn more about our group and the support and skills we offer...

[Read more about about us](#)



## Film Heritage

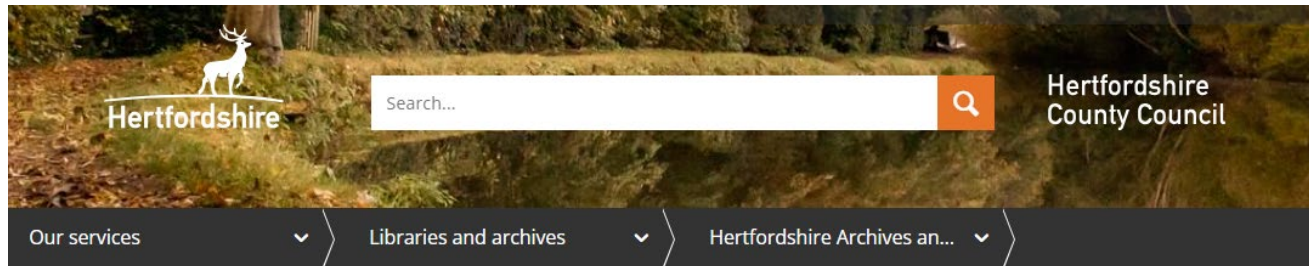
the new Film Heritage strand celebrates the crucial history of the film industry in Hertfordshire...

[Read more about film heritage](#)



# Knowledge Exchange and co-production with the heritage and culture sector in the region

10



## Hertfordshire Archives and Local Studies

Search the archive catalogue, search for your Hertfordshire ancestors and local history, buy books and maps, and visit the archives in Hertford.

## Hertfordshire Cultural Exchange Partnership

### Our Mission



**Hertfordshire Cultural Education Partnership (HCEP)** aims to ensure all young people living and learning in Hertfordshire are accessing a varied and rewarding cultural life.

Supported by Royal Opera House Bridge, and led by the University of Hertfordshire, HCEP brings together partners who aspire to **improve the lives of Hertfordshire's children and young people through access to high quality arts and culture.**

The International  
**Garden Cities**  
Institute

HOME

ABOUT US

RE

### About Us

What is a garden city? Beautiful parks and gardens and leafy avenues are important but the social and financial model is also key to Garden Cities' success. Find out more about the extra public services, community investment and key principles behind Letchworth Garden City's enduring popularity.

**hcep**

# Oral History Team



Funding

News

Oral History Archive

› [Oral History Team](#)

› [Starting Again](#)

› [Full-Circle](#)

› [SAMS Roots](#)

› [Stevenage Football Club](#)

› [History of the University of Hertfordshire](#)

› [Hatfield Aerodrome](#)

## Oral History Archive

### Welcome to the University of Hertfordshire Oral History Digital Archive

The archive is a repository of audio and video interviews recorded during research projects conducted by the University and local groups. The archive includes histories of the Hatfield Aerodrome and of the University of Hertfordshire; a number of 'oral histories in a day' projects including interviews with the staff, players and fans of Stevenage Football Club; and archives stored for local groups including the St Albans Masorti Synagogue.

The original files are stored at the university, while this web site provides public access to those recordings that the interviewees have agreed to make freely available. The archive was constructed with the support of an award from the University of Hertfordshire Charitable Trust to commemorate the University's 60th anniversary in 2012.



# UH Oral History Team projects – some examples

12

## Society of Radiographers

The Oral History Team joined up with H4B to develop a project in which significant figures in the organisation's more recent history were invited to record their memories as a collaborative exercise. A team of interviewers, including five of the university's student radiographers, was trained to carry out the project interviews. These were recorded at the Society of Radiographers headquarters in London SE1, alongside the Thames, in June 2019. It was a day that was about far more than interviews, however, as those present mingled, reminisced together and studied a range of artefacts recalling the history of the Society.



## Coronation Choristers



As this year's big moment at Westminster Abbey approaches, **Andrew Green** meets some of the choristers who sang at the coronation of Elizabeth II back in 1953

Their narratives form one magical dimension in the University of Hertfordshire's current 'Choristers of the Coronation' oral history project. Such choristers, who had no expectation of a coronation call-up, were selected in a variety of ways. Stanley Rookcroft MBE learned he'd been chosen from his schoolmaster at Blackburn.

<https://www.classical-music.com/news/1953-coronation-choristers-celebrate-70th-anniversary>

# Film Heritage

Dr Sam George

Leader, Film Heritage Strand





# From Hollywood to Hertfordshire

14

The Film and TV industry around Hertfordshire has been an important part of the region's history for over a century

The Hammer Horror classics and the first three *Star Wars* and *Indiana Jones* films were all filmed at Elstree Studios, founded in 1925.

'The Making of Harry Potter' is a walk-through exhibition and studio tour in Leavesden, Hertfordshire, owned by Warner Bros.

Hertfordshire is still home to a growing Film and TV sector; it has attracted over £3.7 billion of new private sector investment in the past 12 months. In Hertfordshire location filming is worth £20 million to the local economy annually.

We might think of this as 'Hollywood in Hertfordshire'



# Film Heritage: moving through history

15

Our new Film Heritage Strand will contribute to the promotion of Hertfordshire as a site for film industry and heritage and promote our expertise in film and TV to the region's world-leading hub of film and TV studios.

It will build on the connections made by the Heritage Hub through the Herts, Camera Action project delivered in partnership with Visit Herts, and the Hertfordshire Growth Hub

The working lives of those who were involved in the industry, its buildings, and not least the archive of Film and TV programmes makes the region, its people and culture, a rich source of heritage.



# Film Heritage Strand Development

16

**Phase One** focussed on Heritage and Placemaking in Hertfordshire: A Spotlight on Film: Heritage and Placemaking in Hertfordshire was a networking event built around UH research

**Phase Two** will be a public launch and research showcase, together with bespoke events at Heritage Cinemas in Hertfordshire, including *The Odyssey* in St Albans

**Key projects** include Tony Shaw's research into the History of Film and Howard Berry's research into Elstree's Heritage, building links between History and Creative Arts.



# Heritage for Business

Professor Jonathan Morris

Leader, Heritage for Business





# Heritage for Business Strand

***Heritage for Business (H4B)* generates commercial revenues through the delivery of bespoke heritage projects**

The H4B team works with businesses to realise the added value their heritage can bring to their brand in areas such as:

- advertising and communications
- brand and product development
- business strategy,
- corporate social responsibility
- staff engagement

Bespoke projects can range from heritage videos and business histories to design solutions and heritage events  
Combining our specialist expertise with execution through student employability activities generates 360° benefits

18

Group

Chronicle

YOUR VOICE | OUR BUSINESS

27.02.2015

Experts explore our heritage



Academics from the University of Hertfordshire enjoying the conference on business heritage

Academics and industry experts joined Communications and Archivist Partners at the Heritage Centre at a two-day conference, where they explored possible collaborations between the Partnership and academia.

"A university collaboration of this kind allows us to dip into the strengths of academic research," says Judy Faraday, Manager, Heritage Services.

Professors and students from the University of Hertfordshire and the University of Central Lancashire including branding and business heritage experts, discussed how researching the business's past added value and context to the present day.

For example, they explored how to go about summing up what it means to be a Partner.

**PARTNERS BUY INTO THE BUSINESS'S VALUES BECAUSE THEY UNDERSTAND THE HISTORICAL CONTEXT**

— Professor Jonathan Morris, University of Hertfordshire

"Partners clearly buy into the business values because they understand the historical context," says Professor Jonathan Morris.

"The video created by Partners [for Partnership Day], reciting Spedan's famous speech in Leckford Watergardens shows that Partners have internalised Principal One. It's a true example of a business mobilising its heritage."

The group looked at examples of how other companies have used their heritage to tell their brand story.

"Exploring our past helps us tell our story to both Partners, helping bolster Partner identity, but also to our customers, who look to buy into our heritage, too," says Judy. "For example, we supplied fabric that was reworked for the 150-years celebrations."

YOUR LEADERS

A view from the Group Director's Team



Andrew Moys, Director of Communications says:

"I visited the University of Hertfordshire for the first time last year to give a talk about the importance of our heritage to the business, and the relationship between the Heritage Centre and the university is mutually beneficial.

"There's so much you can look at in our archives and working with academics will help us digest the material. They can help us explore our history in a way we haven't been able to as they offer a different viewpoint and can contextualise the information, for example, looking at Partnership-owned fabrics and understanding the design history that surrounds their creation.

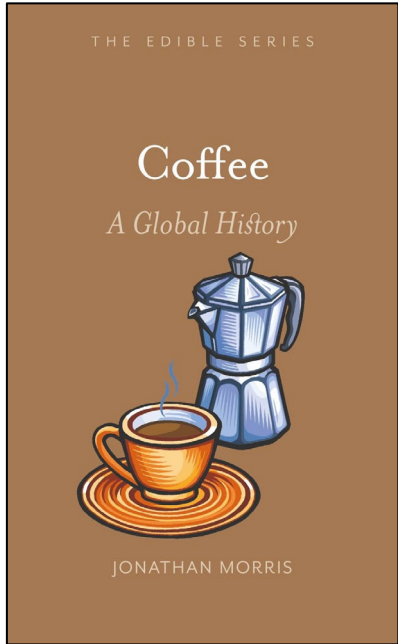
"The Heritage Centre has opened up our history in a way that Partners couldn't access before but it's not just about our history; it's about bringing it to life.

"Storytelling is a powerful engagement tool both for educating Partners, giving them a better understanding of the business's past, but also for our customer marketing strategy, as it helps us sell the brand."



# The Coffee Historian – Impact Case Study

19



**Direct Industry Collaborations** Nespresso, Gruppo Cimbali, Ecocafe, Barista Hustle

**Educational Content for the Coffee Industry** *A History of Coffee Podcast Series*, sponsored Rancilio

**Public Engagement** International media reach >13 million; *ABC Late Night Live* with Phillip Adams

**Advocacy:** Consortium for the Protection of Traditional Italian Espresso

# Heritage Doctorate and Impact Acceleration

Dr Steven Adams

Associate Dean, Research and  
Enterprise, School of Creative Arts



# Doctorate in Heritage (DHer)

21



<https://www.herts.ac.uk/courses/research/doctorate-in-heritage>

- Aimed at Gallery, Library, Museums and Archives (GLAM) professionals to undertake research to make a contribution to knowledge and their profession
- Applicants are typically mid-career with substantial professional experiences (all are part-time to accommodate full-time jobs) and are recruited from UK and internationally
- Focus on research training through bespoke on-line workshops and symposia, supervisory team meetings, emphasis on peer learning
- Final submission comprises a dissertation + a portfolio



# Impact Accelerator Account (IAA)

22

- £450,000 awarded in 2022 by the Arts and Humanities Research Council to make a step change in research to unlock further Impact; open to all academic staff working in the arts and humanities
- IAA Comprises 4 streams: *Early Stage*, *Open Impact*, *Heritage and Art-Science Co-Production* and *Knowledge Exchange* awards
- *Co-Production Heritage Award*: working with non-HEI external partners and the UH Heritage Hub to co-produce research: cultural strategy, governance, delivery.
  - Examples include: Harris Tweed, to promote recycling and carbon reduction; memorial sites during the pandemic; the legacy of British theatre, Gothic Tourism, foraging and early medicines.
- Springboard onto other projects: c £150k awarded for *Design Accelerators*: further AHRC funding for specific projects
- IAA symposium held annually to share projects and encourage next level collaboration



*'Recycle, reuse, re-purpose excess textile waste at Harris Tweed Hebrides' – an IAA Knowledge Exchange project funded at £15K.*

# Heritage and Research Strategy

Dr Rowland Hughes

Head of Humanities Research





# Strategic goals and benefits of Heritage

24

## Building community

- “We are engaged as a Civic University in our region, supporting schools, colleges and students. We will share our knowledge, culture, research and resources with businesses, the professions and the wider community.”

Strategic emphasis on business development, regional collaboration and community engagement

Fostering a sense of identity emerging from the institution's history

Alignment with UK Industrial Strategy – importance of place

UH as an ‘anchor institution’ for improving productivity within the region

Key factor in establishing social and cultural impact of Arts and Humanities research

Potential for cross-over into Heritage Science



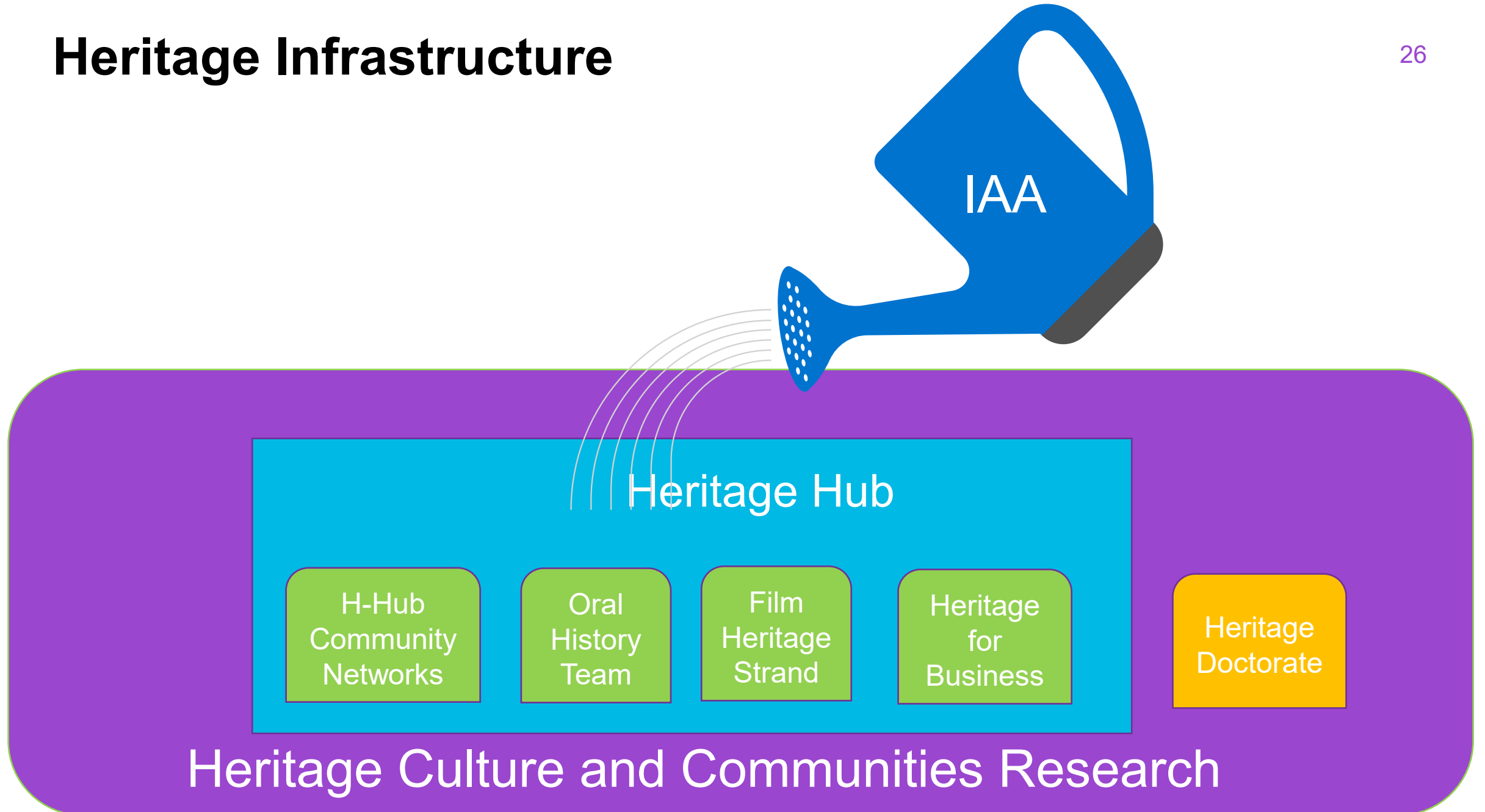
# Summary

Professor Jonathan Morris



# Heritage Infrastructure

26



# Thank You Any Questions?

Contact:

[iaa@herts.ac.uk](mailto:iaa@herts.ac.uk)