

Heritage Infrastructure



AHRC IAA

Heritage Culture and Communities
Theme

Heritage Hub

Oral
History
Team

Film
Heritage
Strand

Heritage
for
Business

Heritage's Role within UH Research Strategy

Heritage - the presence of the past in the present

Place Agenda

Place seen crucial component of productivity, community and 'levelling up' agendas.

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

Heritage Hub pools the heritage expertise of staff across the University to support external collaborations with public, private, and third sector bodies.

External Income

The *Heritage Hub* hosted the £1.25M *Everyday Lives in War Centre* (ELIWC) AHRC funded Co-ordinating Centre for Community Research and Engagement to Commemorate the Centenary of the First World War.

The £450k *AHRC Impact Acceleration Account* (IAA) provides funding for impact activities across the Heritage, Cultures and Community research theme.

Heritage for Business generates discreet commercial revenues through the delivery of bespoke heritage projects

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

**University of
Hertfordshire** **UH**

Heritage Hub



Activities: rooted in community co-production and research

University of Hertfordshire **UH**
Heritage Hub



+ Film Heritage (about to launch)

Community co-production in oral history

5



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 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.



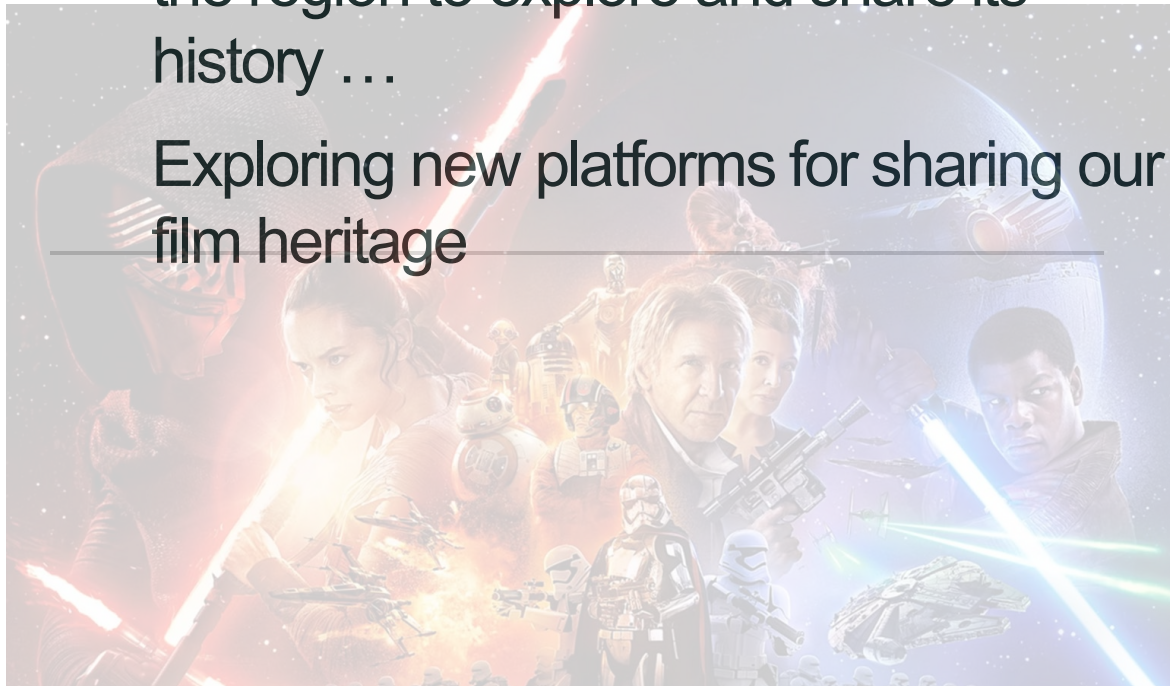
As this year's big moment at Westminster Abbey approaches, **Andrew Green** meets some of the choristers who sang at the coronation of Elizabeth II back in 1953

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 Roocroft MBE learned he'd been chosen from his choirmaster at Blackburn

Film and Heritage

Working with international film sector in the region to explore and share its history ...

Exploring new platforms for sharing our film heritage



THE ELSTREE PROJECT

- History of British TV from the 1960
- Stanley Kubrick's Shining
- Behind the Scenes operatives at Elstree
- Archived interviews with 65 Elstree veterans from Steven Spielberg to Barbara Windsor



Film and Heritage

Next Steps ...

- Scaling up our world leading research in the history and production of film, and media to become a centre for film heritage ...
- Capitalizing on government investment in the region to explore new ways of working with our community to understand and appreciate the region's history
- Training the next generation of museums and heritage professional through our Doctorate in Heritage programme



Heritage Cultures and Communities Research Theme



This research theme explores cultural heritage, and the way in which contemporary communities create identity and social cohesion (encompassing a variety of human endeavours). Researchers investigate how these themes are translated and mediated through narratives, images, performance and material cultures.

Key to this strand :

The Heritage Hub led by Prof Katrina Navickas & **New Film Heritage Strand** (led by Associate Professors Steven Adams & Sam George)

Other research groups and projects include:

Forum for Virtue and Understanding: Why Philosophy Matters with Bloomsbury publishing and the Royal Institute of Philosophy

In Pursuit of Luxury (IPOL) led by Dr Silvio Carta, Associate Professor in Research (School of Creative Arts)

Healers, Healing, and the Unofficial Medical Economy in England and Wales, 1834-1948 A 3-year ESRC funded project led by Prof Owen Davies (History).

Rediscovering World War 1 Theatre: Changing Perceptions of Wartime Era Entertainment (led by Andrew Maunder, Reader in Victorian Literature and Culture)

Open Graves, Open Minds Project (OGOM) gothic heritage and ethics in collaboration with The Sophie Lancaster Foundation (led by Sam George, Associate Professor in Research (Literature)


This Research Theme is led by Sam George (Associate Professor of Research) s.george@herts.ac.uk

Impact Accelerator Account & Heritage

Heritage co production:
one of four awards strands for
Impact ...


Building on a track record of
research and UH impact
through co-production ...

The story so far ...



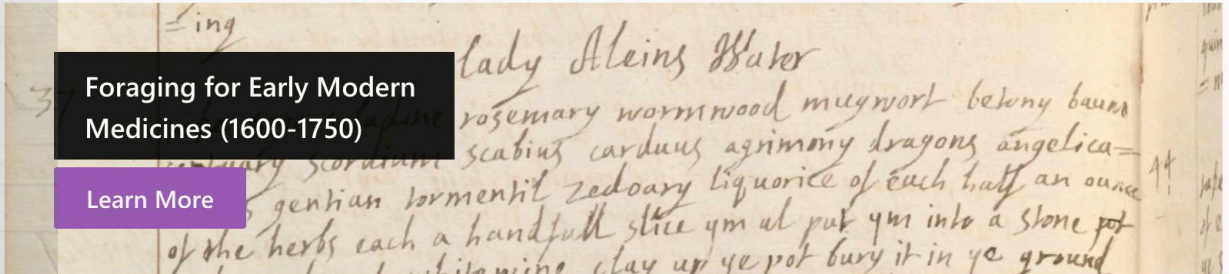
STOIC: Enriching workshop practices
of community writing groups

[Learn More](#)




Hearts and Heritage:
Archiving national memory

[Learn More](#)



Foraging for Early Modern
Medicines (1600-1750)

[Learn More](#)



Re-thinking housing
design in the UK

[Learn More](#)

4704 ppl/SqKM

3866 ppl/SqKM

Heritage for Business

Works with businesses to realise the added value their heritage can bring to their brand

Designs and delivers bespoke projects that mobilise key components of company heritage for competitive advantage

Combines provision of specialist expertise with execution through student employability generating 360° benefits



Group
Chronicle
YOUR VOICE | OUR BUSINESS 27.02.2015

Experts explore our heritage

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."



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."

The Coffee Historian – Impact Case Study



Industry Collaborations

Nespresso, Gruppo Cimbali, Ecocafe

Education and Engagement across the coffee sector

Extensive appearances at trade fairs and contributions to coffee industry publications

Public reach and media

Documented media reach in excess of 13 million during the census period.

