



**CENTRE FOR NATIONAL
PARKS & PROTECTED AREAS**

Newsletter

Issue 7, Summer 2023

Dear all,

Welcome to the latest issue of the Centre for National Parks and Protected Areas (CNPPA) newsletter which highlights recent publications, conferences, media and research work of colleagues. We also celebrate award success for Rob and Harriet Fraser and recognition for Juliet Klottrupp.

As Lois Mansfield noted in our last newsletter I have stepped in as Interim Director of CNPPA as we review our progress and goals, and continue to establish an Advisory Board. My thanks to Lois for all her work over the last four years in shaping and steering CNPPA, we wish her every success with her new venture.

Helen Manns

Interim Director, CNPPA

Director, Institute of Science and Environment

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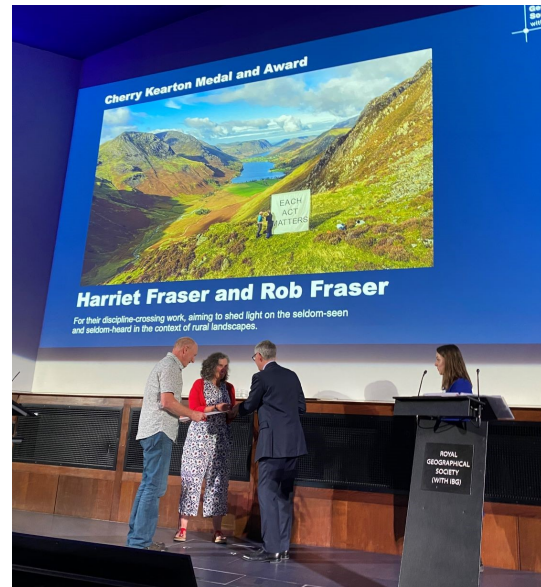
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Prestigious Medal and Award for PLACE Collective founders

Environmental research artists Rob Fraser and Harriet Fraser, whose work through their collaborative practice 'somewhere-nowhere' focuses on the nature and culture of rural regions, were [awarded one of the Royal Geographical Society's most prestigious medals](#).

They were presented with the Cherry Kearton Medal and Award at this year's ceremony in London in recognition for their 'discipline-crossing work, shedding light on the seldom-seen and seldom-heard in the context of rural landscapes.'

'This is an enormous surprise for us, and a wonderful affirmation of the value of arts perspectives in cross- and trans-disciplinary work. We have so many people to thank for supporting us on our journey, and we are now more fired up than ever to continue working within collaborative teams in the field of Geography.'



The pair founded the PLACE Collective here at Centre for National Parks and Protected Areas (CNPPA) in 2021 and Harriet Fraser is a PhD student in the University of Cumbria's Geography Department.

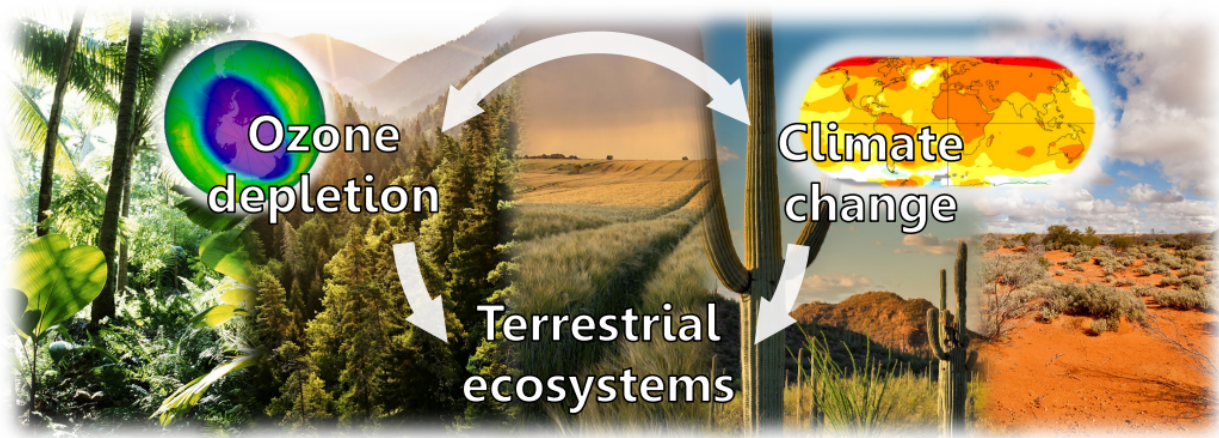
Image: Harriet Fraser and Rob Fraser receive their award at the Royal Geographical Society, London.

Ozone Depletion, UV Radiation and Climate

New International Report

Dr T Matthew Robson, Senior Lecturer in Forestry and Woodland Ecology at University of Cumbria, has contributed to the quadrennial assessment report [Environmental Effects of Stratospheric Ozone Depletion, UV Radiation, and Interactions with Climate Change](#).

The report involves a comprehensive assessment of the interactive effects of climate change, ozone depletion and UV radiation in eight key areas of global importance and is presented to the parties of the Montreal Protocol by the Ozone Secretariat of the United Nations Environment Programme (UNEP). Its aim is to monitor the impact of the [Montreal Protocol on Substances that Deplete the Ozone Layer](#) on climate change, and the latest report contains sections on Covid 19 and microplastics in the environment.



The UNEP Environmental Effects Assessment Panel have produced [Questions and Answers about the Effects of Ozone Depletion, UV Radiation, and Climate on Humans and the Environment](#) for the public, of which Dr Robson is a contributing author.

First 'Tourism Innovation Summit' takes place in Cumbria



University of Cumbria's tourism and visitor economy team hosted its first ever industry conference focused on the theme of innovation at the Castle Green Hotel in Kendal in May. This event was supported by Cumbria Innovations Platform and Cumbria Tourism.

Simon Calder, renowned travel expert, gave the keynote speech.

The Tourism Innovation Summit was well attended by industry representatives with more than 60 organisations signing up to find out more about the latest research focused on addressing the challenges for managing tourism in Cumbria.

The conference provided a unique opportunity to share best practice and showcase research taking place at University of Cumbria. Topics included mapping the patterns of tourism across Cumbria, using game mechanics to engage customers, and new approaches to market segmentation. The team hope to build on this success and continue to support this important sector of the Cumbrian economy.

Image: Simon Calder, Travel Expert & Keynote Speaker

Professor of Practice's recent work on upland issues

[Previously](#), we reported on economic modelling and analysis completed at University of Cumbria forecasting a major fall in upland farm income under new agri-environment payment schemes. The research, by our Professor of Practice Julia Aglionby, informed a Government policy change which increased the planned payments for upland low-input grassland by over 50%, bringing them in line with lowland payments. Professor Aglionby spoke on Radio 4's [Farming Today](#) programme on 19th and 27th May, latterly about this issue.

On 6th June, Julia Aglionby chaired a session and spoke at a major policy conference, [Future Countryside](#), in Hertfordshire, posing the question: 'What has to change so the countryside can thrive economically and environmentally?'. Public opinion research conducted by ORB International for the event indicated that 'Britons are highly proud of the British countryside, 2nd only to the NHS'. [The data and report can be accessed here](#).

Julia also appeared on ITV's Border News on two occasions recently, speaking about rural mental health and the uplands respectively.



Partnership work with The National Trust

This spring University of Cumbria has been working in partnership with the National Trust on knowledge exchange activities relating to the literary connections of various sites within Cumbria, as well as to enhance the learning experience of University of Cumbria's literature students.



In April, Dr Penny Bradshaw – Associate Professor of English Literature and theme lead for Cultural Landscapes at Centre for National Parks & Protected Areas – recorded a podcast on Wordsworth and Windermere as part of a [poetry stones project at the National Trust's Fell Foot lakeshore park](#). The podcast will be

released by the National Trust later this summer.

In May Penny then gave a public lecture at Wordsworth House in Cockermouth on 'Place and Poetic Identity: An Introduction to the Lake Poets'.

Our *MA Literature, Romanticism*, and the Lake District students engage in work experience visit days at a literary heritage site and this year a group of students chose [Allan Bank](#) in Grasmere as their work experience venue. This was once the home of the Wordsworth family and later became the home of Canon Hardwicke Rawnsley, co-founder of the National Trust. For two days our students worked alongside National Trust colleagues at this historic house before going on to develop projects based on their experiences.

Image: Dr Penny Bradshaw with engraver, Pip Hall, and Nigel Thompson (of Nigel Thompson Media)

Watershed, Ullswater - Gathering perspectives on place and landscape change

After being awarded [UKRI](#)-funding through the 'Enhancing Research Culture' fund, the Watershed project, led by PhD candidate Harriet Fraser, with University of Cumbria's Dr Jamie McPhie as Principal Investigator, is underway in the Ullswater Valley.

Watershed is using a variety of artistic processes to inspire conversations about land use, nature and culture, bringing divergent voices together in an ongoing dialogue about landscape care and change in the Ullswater valley.

Building on initial research through conversations with local residents and land management organisations, the project's first community gathering was held at the end of March: with 'Land' at the centre of things, a group of 20 people who live and work in the area discussed the issues and ambitions that matter most to them.

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Watershed Exhibition 18th - 21st July 2023, Glenridding, Cumbria

Throughout June, five artists - a cellist, a film-maker, a photographer, a poet and an illustrator - will be spending time in the valley, learning from local

residents, and working with the local primary school. The artists' work will be shared in an exhibition in Glenridding Village Hall, 18th-21st of July 2023.

More information about the Watershed project, an upcoming guided walk and the exhibition available here: <https://theplacecollective.org/watershed/>

Tourism Research in Cumbria Gains International Recognition

This year's Council for Hospitality Management Education (CHME) conference took place at NHL Stenden University of Applied Sciences in Leeuwarden with the theme of 'Game changers in the hospitality industry and education'.

Dr Demos Parapanos of University of Cumbria attended to present his most recent paper on 'Hotel visitors motives to use gamified applications' and as a nominee for the CHME Rising Star in Hospitality Award.

There was considerable interest in this research, and the opportunity to share best practice in a prestigious international community of hospitality educators raised awareness of work of our visitor economy team based at University of Cumbria's Ambleside campus.

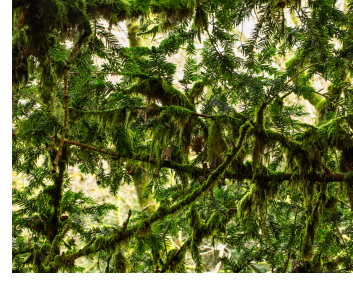


Separately, Dr Parapanos received an award for Best Conference Presentation at the 17th International Conference on Tourism Development, Policy and Planning in Barcelona, June 2023, for his presentation on Geographic Mapping of Tourism in Rural Areas: A Case Study of Cumbria, UK.

Image: Dr Demos Parapanos in Stenden.

Beauty in the Lake District: Implications for Conservation

PhD Research



Images: temperate rainforest at Backbarrow/Haverthwaite, Cumbria. © Neil Windett

Neil Windett, doctoral researcher, is concluding his work on perceptions of beauty in the Lake District National Park. Research participants ranked photographs of the landscape in terms of beauty and were interviewed by about this. Neil's analysis will explore cultural and historic factors influencing perceptions of beauty.

Neil explained: 'The most interesting preliminary finding is a significant difference in perception of what is beautiful between those people working in 'eco-centric' conservation organisations and 'human-centric' conservation organisations'.

'There was a preference for cultural landscapes and for perceived 'traditional' farmed uplands among the participants associated with the human-centric organisations. These preferences were largely shared with interested parties from hill farming, outdoor activity and tourism organisations. However, participants associated with eco-centric organisations, or in eco-centric roles elsewhere, described beauty in terms of an abundance of nature, wildness, messy nature and less visible human alteration.'

'Commonalities were a preference for iconic Lake District scenes, including craggy mountains and lakes. Water generally featured in participants' preferred photos, as did trees, although the type of treescape varied, while bogs and wetlands were rarely featured.'

Neil's thesis, anticipated in winter 2023, may be informative for a shared vision for landscape management in a national park, especially where multiple conservation organisations are involved.

Our Research Theme Lead appointed to Board of Trustees at The Armitt

In May of this year Dr Penny Bradshaw – Associate Professor of English Literature and theme lead for Cultural Landscapes research theme within CNPPA – was invited to join the Board of Trustees at [The Armitt](#), an archive library and museum which first opened in 1912 and which is based on the University of Cumbria's Ambleside campus.

Dr Bradshaw commented: 'I already work closely with The Armitt and our students on the MA Literature, Romanticism, and the Lake District regularly access this unique and



Image: MA students working on archive material at The Armitt. Photo credit: The Armitt

valuable archive. I am thrilled to have been invited to join the Board of Trustees and look forward to using this role to develop this important partnership further'.

Moss of Many Layers

Continuing engagement with peat restoration

The Natural Environment Research Council (NERC)-funded Moss of Many Layers project is continuing to make an impression. In May, members of the trans-disciplinary team presented at an event in Manchester celebrating work done through the NERC Programme 'Art based public engagement with climate change'. Cumbria University scientist Professor Simon Carr, Emma Austin from Natural England, and the PLACE Collective's Rob Fraser shared their reflections on this project, centred on Bolton Fell Moss National Nature Reserve in north Cumbria.



Images: Moss of Many Layers at NERC event.

Meanwhile, the film produced by Honorary Research Fellow Juliet Klottrup and now featuring in the COP26 Peat Pavillion, was highly commended in the Stroud International Climate Film Festival, and has been selected to show at The International Film Festival Ekotopfilm in Slovakia. Running since 1974, this festival celebrates new technologies, science, research, environment and ecology.

More on Moss of Many Layers here: <https://theplacecollective.org/moss-of-many-layers/>

Our Vision is to be a national and international centre of excellence for transdisciplinary study and research into national parks and protected areas, that addresses complex local and global challenges, and develops innovative practices to enhance landscapes and communities.

Our External Objectives are:

- To grow our understanding of ecological, social and economic processes and change.
- To encourage dialogue within and between all communities.
- To create a safe space for addressing the contested issues.
- To provide an inspiring programme of lectures and conferences for all.
- To work in partnership with local communities to support knowledge sharing and transformative sustainable business practices that contribute to thriving communities, biodiversity and climate action.
- To use art and literature as catalysts for conversations, critical thinking, engagement and communication.

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