

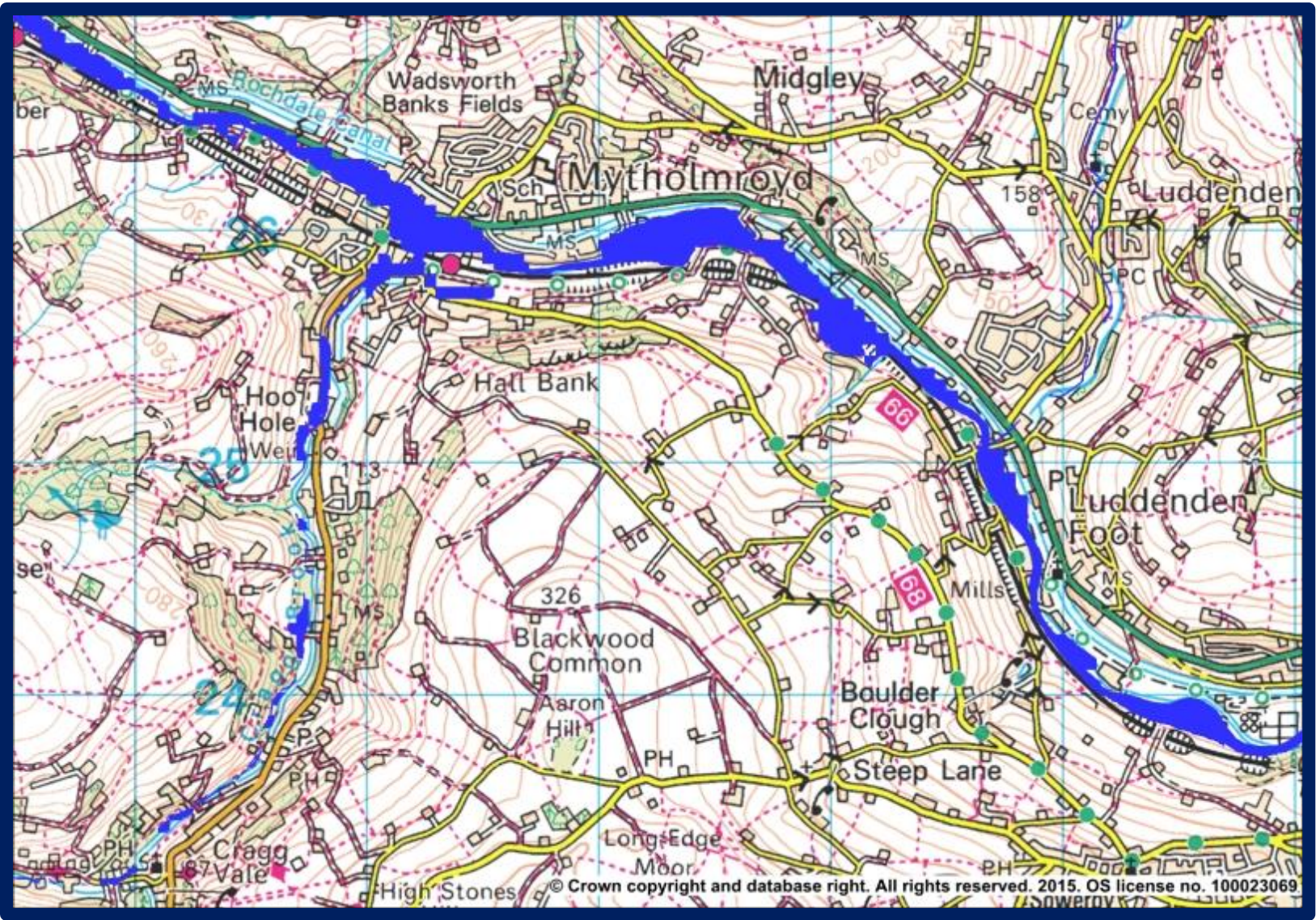
Found voice: Visual art as a novel data source to elicit cultural ecosystem services

Rosalind Bark and Paula Sutherland

Valuing Nature Annual Conference
18 & 19 October 2017
Edinburgh



Place attachment and cultural ecosystem services



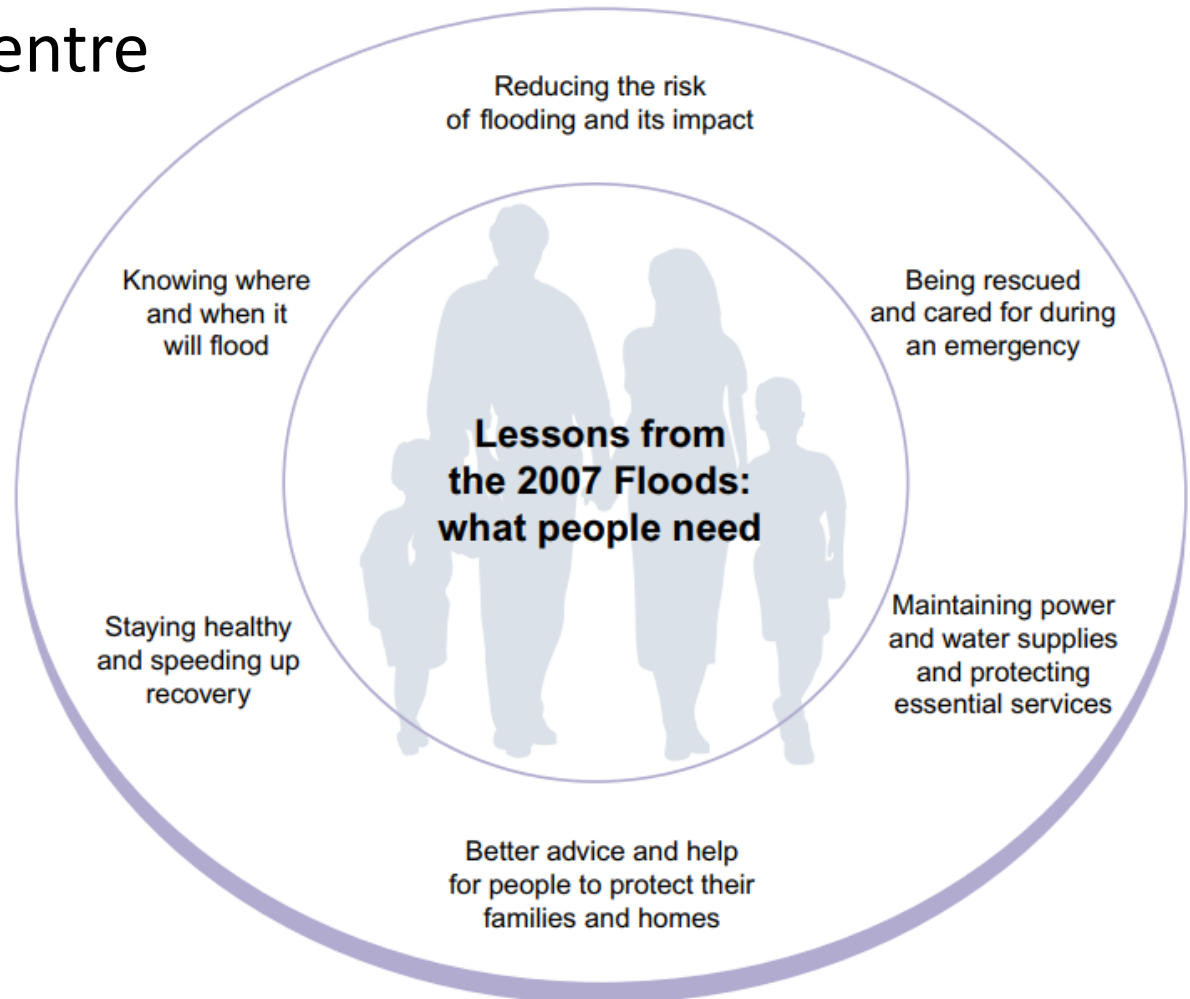
NFM 'reintroduction' to the catchment

- Values people place on rivers and catchments
- Understanding place attachment
- Methods typically follows qualitative, quantitative and mapping approaches



Pitt Review, 2008

People are at the centre



Calder

Paula Sutherland and Geoff Brokate

5 stories from Mytholmroyd residents

- The community coming together in adversity
- Transformative impact of the flood
- Personal challenges faced by individuals attempting to make positive changes in its aftermath.

Secondary data source for research



<https://vimeo.com/162076350>



“First it was the messengers with their tears of mizzle, then a moor gallop and the sound of a horn. Veins of water cascade from moor to valley where canal and river are wed. Down it came. It was kelching, hossing, henting, bothering, siling, teaming, raining. It was raining.”

Method



Coding

- Transcribed
- Cultural benefits (Chan et al., 2012)

Codes

Sub-codes

Combined codes

Visuals uncoded

Table 1: CES benefit codes and descriptors, number of phrases coded using Chan et al., (2012) cultural benefit framework

Core code	# of codes	Descriptors	# of codes
Aspiration	6	--	--
Activity	35	Acceptance	3
		Celebrate	1
		Clear up	10
		Emergency response	5
		Memory	4
		Patrol	2
		Preparedness	4
		Thanks	6
Aesthetic	14	Audio	8
		Visual	6
Employment	13	Volunteer	13
Existence/bequest	5	--	--
Identity	20	Community	13
		Humanity	7
Inspiration	9	Loss	1
Knowledge	5		--
Material	5	Loss	5
Option	2	--	--
Place/heritage	11	--	--
Social capital and cohesion	13	Overseas	1
Spiritual	26	Helpless	1
		Loss	8
		Resilience	3
		Touched	5
		Unease	9
Time	5	--	--

Discourses

- Action
- Reconciliation
- Retreat

Motivation for, and potentially direction to, flood risk preparedness and communication, including displacement?



Found voice



Environmental economics, health sciences, mental health, peace studies

Calder as testimony vs other elicitation methods

Advantages

- Not led
- Tell their own story in their own way
- Multiple authors

Disadvantages

- Less control
- About the river or floods?
- Not always filmed in places of importance
- Generalisable?
- How to find?

Other

- Poignant
- Haunting
- Emotional
- Foster and indeed provoke “empathetic engagement” of the wider public

Artist-researcher collaboration



Outside the academic bubble

- One of six research inquiries
- Interview
- Film runs
- Writing process
 - “somatic mapping”
 - give something back
 - avoid sensationalising

Closer to community
Trust
Commitment
Connection to a nearby place
Emplacement
Willingness to work in community

**THANK
YOU**

