APP32034: Creative encounters in the Wills Tobacco Archive: exploring public and cultural health through interdisciplinary collaboration

Check application

Status: PENDING CHECKS

Application

Application reference
APP32034
Application name
Creative encounters in the Wills Tobacco Archive: exploring public and cultural health through interdisciplinary collaboration
Applicant
Alice Malpass
Organisation
University of Bristol
Application status
Submitted

Application status:
Submitted

Creative encounters in the Wills Tobacco Archive: exploring public and cultural health through interdisciplinary collaboration

1. Details

Summary

CONTEXT AND CHALLENGE

W.D & H.O Wills was formed in Bristol in 1786 - the first British company to mass-produce cigarettes. The Wills Collection of Tobacco Antiquities at the M-Shed Museum in Bristol offers a plethora of under-explored packaging materials, photographs and objects from 200 years of Wills (and Imperial Tobacco) company records. Tobacco is one of a number of difficult elements in Bristol's past and its relationship to itself as a contemporary city. Calls for a reconciliation process to address the city's links to colonial violence[1] are reflected in the decision to display the toppled statue of Colston as part of an exhibition about protest at the M-Shed in 2024. Can the Wills collection help us creatively reimagine both our public and cultural health as a city? We are curious if creative approaches can be a bridge between public and cultural health and how our perspectives (creative writing, history, anthropology, curating, public health) will influence *what* we see in the archive and *how* we see it. We address two interrelated challenges:

- Heritage narratives are often implemented in ways that are exclusionary, colonising and contested[2]. Heritage can support human connection. If not adequately managed, it can perpetuate dis-connection within a community. Increasing public awareness of the diverse meanings which heritage conveys is paramount.
- Smoking rates in Bristol are significantly higher than in England. 16.9% of Bristol's population smoke compared to an England average of 13%. Hartcliffe in Bristol, home to Wills' head office in the 1970s, has smoking rates of 31.2%[3]. Could these patterns be a cultural legacy of the presence of Wills in Bristol?

Mirroring Bristol's cultural legacies, First Nations people are twice as likely to smoke as non-Indigenous people[4]. Indigenous scholars argue that a better understanding of First Nation ceremonial uses of tobacco is essential to public health efforts to lowering smoking rates in those communities [4]. Bristol Integrated Care priorities for equitable health are to reduce tobacco harm, recognise historical injustices and utilise community assets. Recognising *how* historical harms can become part of public health strategies are, we believe, yet to be found. What can we learn from Indigenous scholars' public health efforts?

AIMS AND OBJECTIVES

To **build** a sustainable, equitable, interdisciplinary network that fosters collaboration between creatives and curators in tackling public and cultural health priorities in Bristol. Our objectives are to:

- **innovative** methodological ways of working in archives that involves co-learning.

- **identify** how the Wills collection can assist Bristol in understanding its colonial and contemporary relationship with tobacco.

- **engage** different communities and knowledge-systems through interdisciplinary workshops and public engagement events.

POTENTIAL APPLICATIONS:

Together we will, **generate** new knowledge, new methodological resources, **co-produce** audio-drama content inspired by the archive, develop an **ethics of representation** for a future application and work with public health partners on **realising their strategic priorities**.

1. https://bristolblackhumanities.blogs.bristol.ac.uk/members/ (https://bristolblackhumanities.blogs.bristol.ac.uk/members/)

2. Otele O. Bristol, slavery and the politics of representation. *Social Semiotics.2012*

3. Bristol Council Joint Strategic Needs Assessment Health/Wellbeing.2022/23

4. Waa A and **Henderson**. Foundation for a smoke-free world and healthy Indigenous futures. *Tobacco Control.*2019

Start date

September 2024

Duration

12 months

2. Core team

Name	Role	Organisation
Alice Malpass	Project lead	University of Bristol
Barbara Caddick	Project co lead (UK)	University of Bristol
██████████	██████████	University of Bristol
██████████	██████████	2BUProductions
████████	██████████	Black Hills Center for American Indian Health
██████████	██████████	M Shed Museum
██████████	██████████	University of Oxford

3. Discipline classification – primary

Application question

Please provide the primary research area of your proposal.

You must select only **one** of these research disciplines.

This information will be used for the purposes of processing your proposal and in the selection of appropriate assessors. The research disciplines are:

- archaeology
- area studies
- classics
- cultural and museum studies
- dance
- design
- development studies
- drama and theatre studies
- education
- history
- human geography

- information and communication technologies
- languages and literature
- law and legal studies
- library and information studies
- linguistics
- media
- music
- philosophy
- political science and international studies
- social anthropology
- theology, divinity and religion
- visual arts

cultural and museum studies

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4. Discipline classification – secondary

Application question

Please describe, using keywords, the research area of your proposal and where relevant the approach, time, or geographical area.

This will further help with the selection of appropriate assessors.

The Wills Collection company records (circa 1786-1988) concerns the Wills company based in Bristol with trading links in the Global South. The approach is interdisciplinary, combining social anthropology, history, cultural museum studies, public health, indigenous epistemologies, creative writing and narrative approaches.

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5. Vision

Application question

What are you hoping to achieve with your proposed work?

Explain how your proposed work:

- is of excellent quality and importance within or beyond the fields or areas
- has the potential to advance current understanding, or generate new knowledge, thinking or discovery within or beyond the field or area
- is timely given current trends, context, and needs
- impacts world-leading research, society, the economy, or the environment

Within the Vision section we also expect you to:

- identify the potential direct or indirect benefits and who the beneficiaries might be

Within this section you can also demonstrate elements of your responses in visual form if relevant.

You must:

- use images sparingly and only to convey important information that cannot easily be put into words
- insert each new image onto a new line
- provide a descriptive legend for each image immediately underneath it (this counts towards your word limit)

Files must be:

- in JPEG, JPG, JPE, JFI, JIF, JFIF, PNG, GIF, BMP or WEBP format
- be smaller than 5MB

[REDACTED]

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6. Approach

Application question

How are you going to deliver your proposed work?

Explain how you have designed your approach so that it:

- is effective and appropriate to achieve your objectives
- is feasible, and comprehensively identifies any risks to delivery and how they will be managed
- uses a clearly written and transparent methodology (if applicable)
- summarises the previous work and describes how this will be built upon and progressed (if applicable)
- will maximise translation of outputs into outcomes and impacts
- describes how your, and if applicable your team's, research environment (in terms of the place and relevance to the project) will contribute to the success of the work

Within this section you can also demonstrate elements of your responses in visual form if relevant.

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7. Applicant and team capability to deliver

Application question

Why are you the right individual or team to successfully deliver the proposed work?

Evidence of how you, and if relevant your team, have:

- the relevant experience (appropriate to career stage) to deliver the proposed work
- the right balance of skills and expertise to cover the proposed work
- the appropriate leadership and management skills to deliver the work and your approach to develop others
- contributed to developing a positive research environment and wider community

The word count for this section is 1,500 words: 1,000 words to be used for R4RI modules and, if necessary, a further 500 words for Additions.

Use the Résumé for Research and Innovation (R4RI) format to showcase the range of relevant skills you and, if relevant, your team (project and project co-leads, researchers, technicians, specialists, partners and so on) have and how this will help deliver the proposed work. You can include individuals' specific achievements but only choose past contributions that best evidence their ability to deliver this work.

Complete this section using the R4RI module headings listed. Use each heading once and include a response for the whole team, see the UKRI guidance on R4RI (https://www.ukri.org/apply-for-funding/before-you-apply/resume-for-research-and-innovation-r4ri-guidance/#:~:text=UKRI%20committed%20to%20adopting%20a,UKRI%20throughout%202022%20and%202023.). You should consider how to balance your answer, and emphasise where appropriate the key skills each team member brings:

- contributions to the generation of new ideas, tools, methodologies, or knowledge
- the development of others and maintenance of effective working relationships
- contributions to the wider research and innovation community
- contributions to broader research or innovation users and audiences and towards wider societal benefit

As a minimum, all named members of the Leadership Team should be discussed within this section of the form.

If references or citations are deemed appropriate, these should be included within the section's word limit. We would advise you not to include hyperlinks, as assessors are not obliged to access the information they lead to or consider it in their assessment of your application. If you are linking to web resources, to maintain the information's integrity, include persistent identifiers (such as digital object identifiers) where possible. You must not include links to web resources to extend your application.

Additions

Provide any further details relevant to your application. This section is optional and can be up to 500 words. You should not use it to describe additional skills, experiences, or outputs, but you can use it to describe any factors that provide context for the rest of your R4RI (for example, details of career breaks if you wish to disclose them).

Complete this as a narrative. Do not format it like a CV.

UK Research and Innovation (UKRI) has introduced new role types for funding opportunities being run on the new UKRI Funding Service. For full details, see Eligibility as an individual (https://www.ukri.org/publications/roles-in-funding-applications/).

Within this section you can also demonstrate elements of your responses in visual form if relevant.

You must:

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Files must be

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8. Project partners

Project partner	Contact	Direct contribution	Indirect contribution
Diversity Artists Network (DAN) Bristol, United Kingdom	██████████ ████		████████████
M-Shed Museum Bristol, United Kingdom	██████████ ████		████████████
Bristol City Council Bristol, United Kingdom	██████████ ████		████████████

9. Project partners: letters (or emails) of support

Application question

Upload a single PDF containing the letters or emails of support from each partner you named in the Project Partner section.

Enter the words 'attachment supplied' in the text box, or if you do not have any project partners enter N/A. Each letter or email you provide should:

- confirm the partner's commitment to the project
- clearly explain the value, relevance, and possible benefits of the work to them
- describe any additional value that they bring to the project
- be no more than two sides of A4 per partner

Save letters or emails of support from each partner in a single PDF no bigger than 8MB.

Ensure you have prior agreement from project partners so that, if you are offered funding, they will support your project as indicated in the contributions template.

For audit purposes, UKRI requires formal collaboration agreements to be put in place if an award is made.

Do not provide letters of support from host and project co-leads' research organisations.

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10. Ethics and responsible research and innovation (RRI)

Application question

What are the ethical or RRI implications and issues relating to the proposed work? If you do not think that the proposed work raises any ethical or RRI issues, explain why.

If you do not think that the proposed work raises any ethical or RRI issues, explain why.

Demonstrate that you have identified and evaluated:

- the relevant ethical or responsible research and innovation considerations
- how you will manage these considerations

If you are collecting or using data, identify:

- any legal and ethical considerations of collecting, releasing or storing the data including consent, confidentiality, anonymisation, security and other ethical considerations and, in particular, strategies to not preclude further re-use of data

- formal information standards with which your study will comply

Within this section you can also demonstrate elements of your responses in visual form if relevant.

You must:

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Files must be

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- be smaller than 5MB
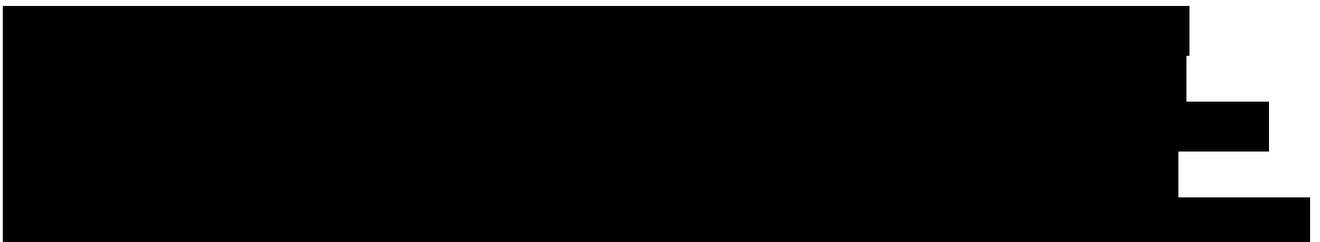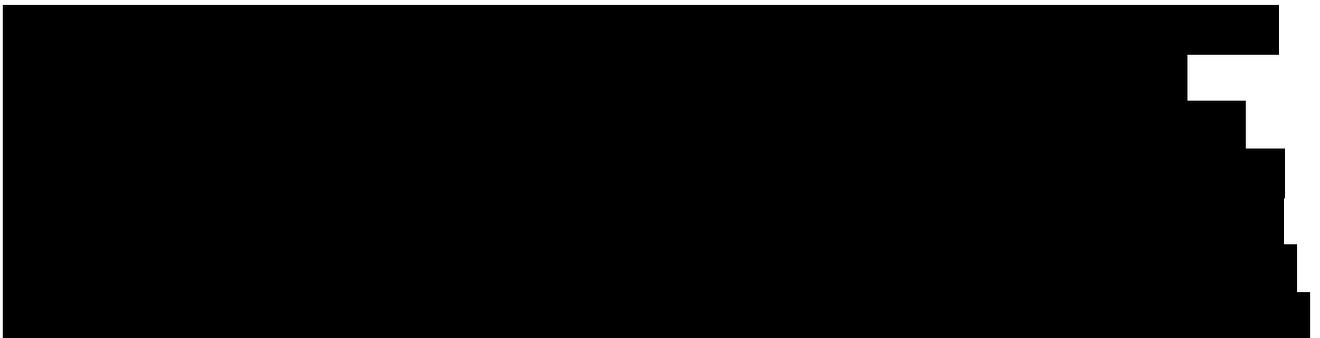
11. Resources and Cost

Total full economic costs (fEC)

£100,000

Total contribution from applying organisation(s)

£20,000.00
Total funding applied for
£80,000.00

Directly allocated

Cost categories
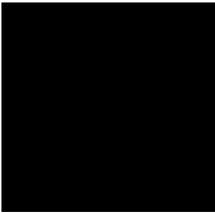
Category	Applied for
Staff	███████
Estates	
Other	

Staff breakdown

No staff for this category

Directly incurred

Cost categories

Category	Applied for
Staff	███████
Equipment	
Travel and subsistence	
Other	
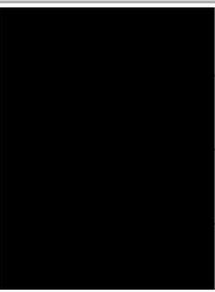
Staff breakdown

Name	Role	%FTE
████████	████████	████
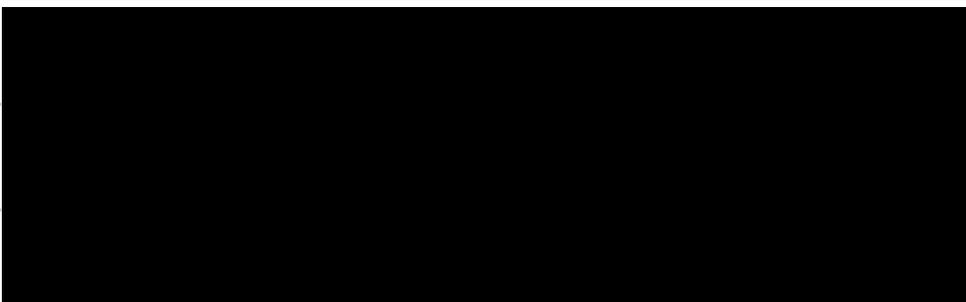
Name	Role	%FTE
███████████████████████████		
Barbara Caddick	Project co-lead (UK)	████
Alice Malpass	Project lead	

Indirect

Cost categories

Category	Applied for
Indirect costs	██████

Staff breakdown

No staff for this category

Exceptions

Cost categories

Category	Applied for
Staff	-
Equipment	-
Travel and subsistence	-
Other	-

Staff breakdown

No staff for this category

███████████████████████ ████████████████████████
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Justification of resources

SALARY:

<u>Alice Malpass</u> – ████████████████████████████████
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<u>Barbara Caddick</u> – ██████████████████████████████
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