

Institution: Edge Hill University		
Unit of Assessment: 28 - History		
Title of case study: Enhancing British tourism through prison heritage and history research		
Period when the underpinning research was undertaken: 2003 - 2015		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	Role(s) (e.g. job title):	Period(s) employed by submitting HEI:
Professor Alyson Brown	Associate Head of Department	Since April 2003
Period when the claimed impact occurred: 2015-present		
Is this case study continued from a case study submitted in 2014? N		
<p>1. Summary of the impact</p> <p>Research on prisons and heritage by Professor Alyson Brown contributed to the Lincoln Castle Revealed Project, an exhibition at the Dartmoor Prison Museum, and to public and policy facing outputs. The Lincoln Castle Revealed Project, which opened in 2015, acted as a catalyst to reinvigorate Lincoln Castle and uphill area as a world-class tourist and educational attraction delivering an outstanding visitor experience. Between 1 April 2015, when the project launched, and October 2015 the Castle received 237,000 visitors and between 1 April and 16 July 2015 attained revenue of GBP1,200,000. Since the castle's opening it has played a key role in driving an increase in tourism to the city, with the visitor economy in total being worth over GBP216,000,000 in 2018. Similarly, her exhibition at the Dartmoor Prison Museum supported the reinvigoration of the museum following its reopening in July 2017. Wider public-facing work enhanced public awareness of prison history and heritage and the experience of incarcerated offenders. The research has led to regional economic development, wider public understanding of prison history and conditions, and furthered educational opportunities through exhibitions and public information.</p>		
<p>2. Underpinning research</p> <p>Alyson Brown is an expert in prison and criminal justice history as exemplified by her published research, specifically two monographs <i>English Society and the Prison</i> [6] and <i>Inter-War Penal Policy and Crime</i> [3]. These publications were widely reviewed and critically acclaimed. Her research has drawn extensively on criminological and sociological work, applying it to historical sources and contexts; for example, innovative work on prisoner autobiographies. Brown was prominent in demonstrating the value of prisoner autobiographies to examine prison cultures as well as the psychologically and physically damaging impact of the historical prison. She has made use of the extensive Home Office and Prison Commission records held at The National Archives, which have revealed rare and under-researched documents. Her use of the final notes left by one offender who then committed suicide led Brown to a case which had far-reaching implications. This case was taken up by the Howard League and used to underpin their ultimately successful campaign to abolish flogging as a penalty of the court. In 'The Sad Demise of z.D.H.38 Ernest Collins' [1] she was able not only to reconstruct the criminal career of an offender, but also to explore the weight of the prison experience which resulted in his tragic suicide.</p> <p>Brown's research on prison disturbances and riots, which had hitherto received little attention from historians, made an important contribution to the field. Her two monographs remain the only in-depth academic examinations of pre-WWII historical prison disturbances in England. <i>English Society and the Prison</i> [6] explores a period in prison history (c.1850-1920) that, until that point, had been relatively neglected compared to Foucauldian-led analyses of the eighteenth and early nineteenth centuries. That text built on the existing extensive work by McConville and also Radzinowcz and Hood, going beyond those meticulous, but administrative and policy led approaches, to a much closer focus on the lived experience of the prison (echoing Foucault's focus). The book effectively highlights the enduring distance between the officially stated achievements of prison systems of the time and their actual impact on those incarcerated within them. <i>English Society and the Prison</i> [6] raises issues that have resonance over time. For example, the high expectations placed on prison officials and officers operating within severe economic and regulatory constraints who then fall back on control mechanisms. The perspective of this book is also different in that it takes the premise that the prison has always been an</p>		

institution operating in, or bordering on, crisis with major issues relating to purpose, diversity and management unresolved.

Inter-War Penal Policy and Crime in England [3] shifts the chronological focus of Brown's interest in the English prison to a period that has been acclaimed as progressive and reformative. This text was the first in-depth examination of the largest and most widely known prison disturbance that occurred in England prior to the Second World War: the Dartmoor Prison riot of 1932. Brown was able to take advantage of the 75-year closure on the Dartmoor archive at TNA coming to an end to apply for records to be opened to the public. The micro-history approach of the book enables Brown to take an innovative, multi-perspective approach of one of the biggest media stories of 1932 and expose and problematise the simplistic narratives expounded in the contemporary press. Ultimately, Brown questioned the limitations of the reformative rhetoric of the period. Comparisons made between the Dartmoor Riot and the riot in Strangeways Prison in 1990 highlight the vulnerability of prisons to small-scale disturbances expanding exponentially within tense, constrained and minimal living conditions. The book was termed 'a great success', and in conjunction with *English Society and the Prison* [6], cemented 'Alyson Brown's status as our premier historian of the modern English prison' (Devereaux, review in *Journal of British Studies* 2014, vol.53 (4)). Her work on prison disturbances has been underpinned by two key rationales: the first was highlighted by Sykes (1958) in his early sociological analysis of the prison, who stated that power 'unexercised is seldom as visible as power that is challenged'; and the second is that the problem of maintaining discipline and order on a daily basis in prison is never far removed from the problem of disorder. These two broad rationales, her use of prisoner autobiographies as a source, and her collaborations with criminologist Dr Alana Barton, have contributed to extending the dialogue between historians, sociologists and criminologists. Belief in the importance of endeavouring to improve that dialogue is also evident in her work on the editorial board of the *Prison Service Journal*. Brown has co-edited five special historical editions of that open access professional and academic journal which promotes discussion about the prison service and the wider criminal justice system.

Her important collaborative articles on prison tourism and heritage, published in *Crime, Media, Culture* (2015) [2] and the *Prison Service Journal* (2012) [4], are among the first academic expositions of the history and development of prison museums in Britain. The former article broke new ground through analysis of the development of the history of prison tourism as well as the way in which dedicated websites promote such sites. Brown's interests also extend to exploring the activities that brought offenders to prison in the past and the concept of criminal mobility, making use of her large database comprising the criminal records of convicts in Dartmoor Prison in January 1932. This work was first published in 'Crime, Criminal Mobility and Serial Offenders' [5], which examined a subject little considered by historians: the geographical mobility of criminals and its impact on public consciousness. The article also highlighted the extent to which the criminal careers, even of those offenders perceived as the worst criminals, were marked more by recidivism than by violent offences. More recently, this work has focused on offenders, termed motor-bandits and gangsters, who were the cause of extensive media exaggeration and misrepresentation during the inter-war era resulting in heightened public concern. Aside from articles in the popular BBC *History Magazine* and *The Conversation*, the first major academic publication on this was included as a chapter in an edited collection *Fair and Unfair Trials* (Bloomsbury, 2020). Brown is also contracted to produce a monograph on this work (forthcoming Bloomsbury, 2022).

3. References to the research

1. Brown, A. 'The sad demise of z.D.H.38 Ernest Collins, suicide, informers and the debate on the abolition of flogging', *Cultural & Social History* 15, 1 (2018): 99-114.
<https://doi.org/10.1080/14780038.2018.1427355>
2. Barton, A and Brown, A. 'Show me the Prison! The Development of Prison Tourism in the UK', *Crime, Media, Culture* 11, 3 (2015): 237-258.
<https://doi.org/10.1177%2F1741659015592455>

3. Brown, A (2013) *Inter-war Penal Policy and Crime: The Dartmoor Convict Prison Riot 1932* (Palgrave).
4. Barton, A and Brown, A. 'Dark Tourism', in special edition of *The Prison Service Journal* 199 (Jan 2012): 44-9.
<https://www.crimeandjustice.org.uk/sites/crimeandjustice.org.uk/files/PSJ%20January%202012%20No.%20199.pdf>
5. Brown, A. 'Crime, Criminal Mobility and Serial Offenders in Early Twentieth-century Britain', *Contemporary British History* 25, 4 (2011): 551-568.
<https://doi.org/10.1080/13619462.2011.623863>
6. Brown, A. (2003) *English Society and the Prison: Time, Culture and Politics in the Development of the Modern Prison, 1850-1920* (Boydell).

Outputs 1, 2 and 5 are articles published in prominent peer-reviewed journals of excellent academic standing. Outputs 3 and 6 are monographs published with prominent and well-respected international publishers. Output 4 is an article in a peer reviewed and well-respected open access professional and academic journal.

4. Details of the impact

Background

In 2009 the Lincoln Castle Revealed Project (LCR) was first established to renovate the Norman Castle and Victorian Prison within, turning both into a high-class visitor and educational attraction. Lincolnshire City Council established an advisory panel consisting of three specialist academic advisors with the aim of winning Heritage Lottery Funding for the project. As a result of her expertise in prison history, Professor Brown was one of the three academics invited into the project. Other members included the Canon of Lincoln Cathedral, and Head of Buildings Archaeology at Oxford Archaeology. The advisory panel was central to the project, which obtained the first round of Heritage Lottery Funding awarded in March 2012. During 2013 and 2014 Professor Brown provided expert advice and support to the project focussing on the prison and exhibition content. The project and tourist attraction launched in April 2015 following GBP22,000,000 of investment made possible through the academic expertise and support provided. In a similar fashion, Brown's research has also been used to expand wider public knowledge and understanding of prison and criminal history, including work to develop an exhibition on the Dartmoor riot of 1932 at the Dartmoor Prison Museum. A presentation to the Home Office linked the response to some of the rioters to contemporary fears about the motor car as a criminal tool.

Provision of academic expertise to secure Heritage Lottery Funds

Due to her research expertise on the historical prison and criminal justice contexts, Professor Brown was invited in 2009 to join the Advisory Panel of the Lincoln Castle Revealed Project alongside Professor Christine Carpenter (Cambridge University) and Dr Judith Rowbotham (Nottingham Trent University). Brown's expertise was sought initially regarding enhancement of exhibitions on criminal justice in the women's prison, already open to the public. However, when in 2010 the Ministry of Justice announced the Georgian Crown Court on the site was not going to be vacated for the project, a major and expeditious restructure was necessary; this shifted the focus of the interpretation from justice to punishment and the Victorian men's prison on the site as a new heritage attraction. Brown's expertise on the prison and advice on the feasibility of the shift, in terms of the historical potential of the site, enabled this major change to be achieved successfully and GBP12,000,000 to be obtained from the HLF to bring it to fruition. As has been observed by the Tourism Development Manager of Lincolnshire County Council who had primary responsibility for the project, at that point, **'The whole £20 million project could have collapsed...but the speed with which you and the Advisory Panel were able to help us develop different themes was critical to getting the project back on track'** [A]. The securing

of this funding in 2012 was critical to the overall ability to launch the LCR in 2015 and in securing its status as a high-level historical visitor attraction.

Provision of technical and expert support in project development

As the project developed, Brown supported and advised the freelance researchers and consultants engaged on the project and had a major role in the ultimate exhibition content by embedding the interpretation in authentic local historical evidence and steering the researchers away from stereotypical and sensationalist narratives, hence relating punishment in Lincoln to local contexts while highlighting its place in national narratives of interest to both local and tourist visitors. As one of the researchers stated: **'Without your advice, we would have run the risk of telling a very different story which would have been full of myths and stereotypes about Victorian prisons. You were able to steer the interpretation away from these pitfalls. This meant that the stories that we told in the exhibition films, interpretation panels and other aspects of the site, including the pieces of theatre which were developed, were authentic and historically accurate'** [B]. The Tourism Development Manager [A], also confirmed that Brown advised on the case studies, exhibition text and film scripts, giving valuable insight on the varied local responses to the drive to take up what was called the separate system of prison discipline during the Victorian era. This was important as it highlighted the distinctiveness of the site in the face of the very strong narrative of national progress and implementation of the separate system and enhanced the way in which local and regional visitors could relate to the exhibitions.

Supporting the launch and ongoing vitality of the LCR project

The LCR project was opened in April 2015 and received 6000 visitors during the first two days and between 1 April and 16 July 2015 brought in revenue of GBP1,200,000. The project built a successful marketing strategy, which promoted not only the Castle site but also Lincoln and Lincolnshire nationally and internationally. It established the Castle site as a world-class tourist destination and has helped to make Lincoln financially sustainable. It brought together a range of major organisations to plan, fund and deliver this hugely significant heritage development, including the Historic Lincoln Partnership (the Cathedral, City and County Councils, English Heritage, Lincoln BIG and the University of Lincoln), the Heritage Lottery Fund, the Historic Lincoln Trust, Chaired by Lord Cormack, and Visit Lincoln. **'Brown in her capacity on the Advisory Panel worked with the LRC and the Historic Lincoln Trust to highlight historical narratives likely to be of greatest public interest to support promotional strategising.'** [A] The LCR attracted world-wide interest via extensive media coverage and social media. The project won numerous awards, including runner-up in the National Lottery Awards Heritage Category 2015 and winner of the British Guild of Travel Writers Outstanding UK Tourism project award 2015.

Since its opening in 2015 the Castle site has played a key role in driving an increase in tourism to the city of Lincoln, with visitor numbers and spend rising year on year. In 2018 GBP216,000,000 was generated for the local economy, a rise of 6% compared to 2017, following a similar rise the previous year. Whilst data does not break down the increase by attraction, it is fair to say the castle and its reinvigoration have played a key role in driving the increase of visitors to the region. [K]

Informing the development of other prison exhibits

More recently, Brown's research on the major prison riot in Dartmoor Prison in 1932 [3] has been used to underpin an exhibition on the riot at the Dartmoor Prison Museum. Brown was approached by the curator of the museum to collaborate on this. Her poster-based exhibition (four A1 sized posters) was integrated into an exhibition of related artefacts. This was timed to coincide with the reopening of the museum following renovation in 2017. Since then, the museum receives upwards of 35,000 visitors a year. Brown was instrumental in constructing an enhanced exhibition dedicated to the Dartmoor Prison Riot of 1932 at the Dartmoor Prison Museum based wholly on her research. The curator of the museum stated that due to Brown's material, visitors **'have gone away with a better understanding and therefore a more**

memorable visit to our museum' [C] and that the exhibition gave insight into the personal experiences of historically significant individuals.

Informing the public on important aspects of prison history

More generally, Brown's research has improved public understanding of the prison and its relationship with crime and political contexts. Listeners to Radio 4 have heard about her work through three programmes, *Rethinking Clink: History of Prison Reform* (22 August 2016), *Women's Hour* (4 August 2015) and *Making History* (5 June 2018), as well as Radio 3's, *The Egg Dealer* (Sept 2019). A feature (and online podcast) in the BBC *History* magazine, the biggest selling popular history magazine in Britain, 'Out & About: 19th-century prison reform' was published November 2013 and re-published in a crime & punishment special edition in November 2018, which included two further articles by Brown, including a timeline of 'Justice through the ages', since used on the History PGCE at Edge Hill University. Brown was also one of two academics discussing historical perspectives on current problems in British prisons in a further edition of *History* (November 2018). Because of her later work on Dartmoor convicts, she was invited through the History & Policy Network to give a session at the Home Office in 2017 and a blog in 2020. These publications and appearances in the media enabled her to reach a considerable public and professional audience, widening the understanding of prison history, riots and the part these play in our modern consciousness.

5. Sources to corroborate the impact

- A. Testimony (2 letters), Tourism Development Manager, Economy and Culture, Lincolnshire County Council.
- B. Testimony from Involve heritage, freelance consultant on Lincoln Castle Revealed Project.
- C. Communication from the curator of the Dartmoor Prison Museum, Devon, until 2019.
- D. Lincoln Castle Revealed Marketing and Engagement Report, November 2015
<http://woodhead-construction.co.uk/wp-content/uploads/sites/2/2018/01/Lincoln-Castle-Revealed-Marketing-Report-LR.pdf>
- E. Online link to History and Policy Network site about HO session
<http://www.historyandpolicy.org/seminars/seminar/home-office-series-2017>
- F. Lincoln Castle wins heritage project of the year award:
<https://www.lincolnshire.gov.uk/news/lincoln-castle-revealed-wins-heritage-project-of-the-year-award/130839.article>
- G. Lincolnshire Life <https://www.lincolnshirelife.co.uk/posts/view/lincoln-castle-revealed>
- H. Radio 4 *Rethinking Clink: History of Prison reform* (22 August 2016),
<http://www.bbc.co.uk/programmes/b066dq00>
- I. Radio 4, *Making History* (5 June 2018)
<http://www.bbc.co.uk/programmes/b07r26mk/broadcasts/upcoming>
- J. A feature in the BBC *History* Magazine, the biggest selling popular history magazine in Britain, entitled, 'Out & About: 19th-century prison reform' was published in November 2013 (with an accompanying podcast (<http://www.historyextra.com/podcasts>) and re-published in a crime & punishment special edition November 2018.
<https://www.historyextra.com/period/victorian/history-explorer-19th-century-prison-reform/>
- K. Lincoln city tourism data link and PDF <https://www.visitlincoln.com/blog/visitor-numbers-and-spend-increases-in-lincoln-during-2018>