

## The Willow Community Project

The Willow Community Project was developed within the Music strand of *StreetLife York* (led by Professor Rachel Cowgill, School of ACT) as a KE/research project focused on a lost venue - a Cantonese restaurant-cum-nightclub in York's Coney Street which closed in 2015.

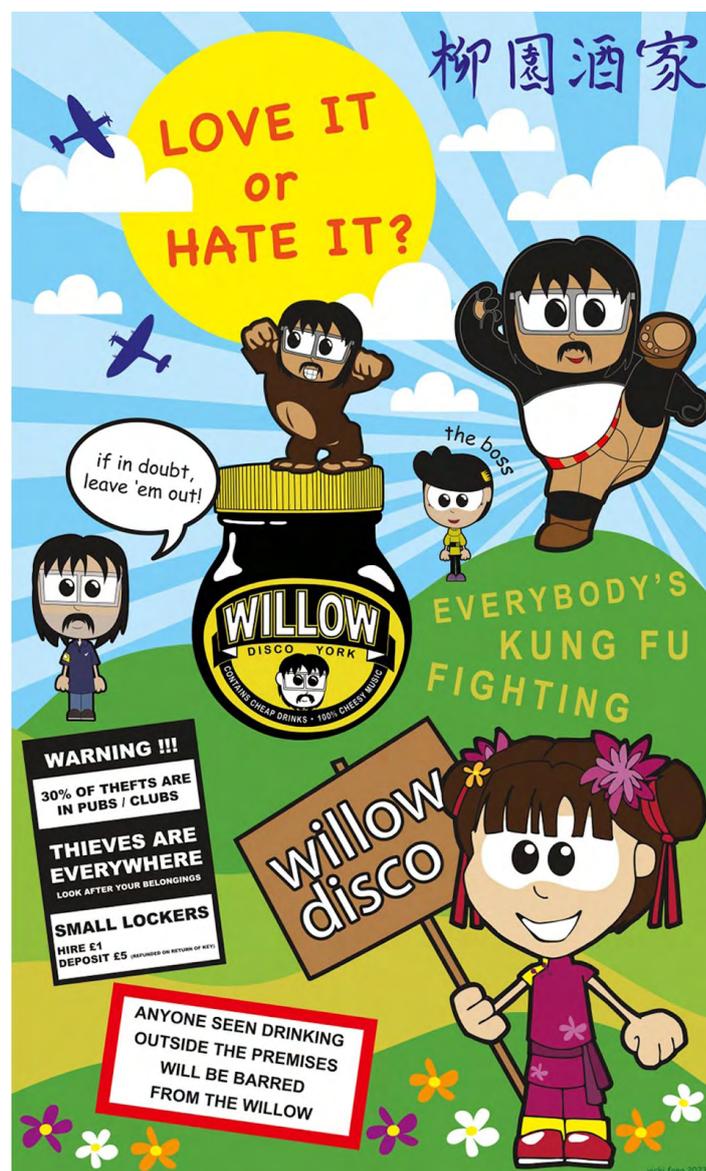
Though it elicits mixed opinions, the Willow brings up vivid memories among its past customers. Working with the *Institute for the Public Understanding of the Past*, the StreetLife team held Willow Community Meets and conducted oral-history interviews with former Willow customers and employees. Perspectives from across the 1990s to the 2010s were collected and these were often supplemented with objects, playlists and memorabilia. The project also scoured the archives to find text-based and photographic records of the venue's origins as a 1930s cafe, then as a Cantonese restaurant with live music and DJ from 1973, and as a nightclub from 2008. Highlights included the student newspapers featuring near-constant advertising and student-authored recommendations. The Willow acquired cult status thanks to the 'students and regulars only' door policy, the 'cheesy' music and the house-party atmosphere leading to easy conversation and music that was never too loud to talk over.

Several outputs have arisen from this project - firstly, the Willow Community Digital Archive, in collaboration with *Greenstone* at the University of Waikato, the AHRC-funded *InterMusE* project (led from York by Rachel Cowgill) and *ThomFong*, a strategy design consultancy firm. The collaboration explores an innovative approach to viewing archive material that utilises research expertise and user-experience design. Vicki Fong, daughter of the owners of the Willow and co-founder and Director of ThomFong, designed the iconic graphic identity, which includes the Willow girl and famous 'Love it or Hate it?' images many recall when remembering the venue.

Another outcome is the Willow exhibition "Love it or Hate it? The Willow Legacy," curated by Andy

Egerton, at the StreetLife hub. The exhibition is a collection of artwork and music inspired by the Willow's energy and legacy, featuring *photography* by *Ceri Oakes*, art by *Peter Roman*, and illustrations by *Vicki Fong*.

The Willow is an ideal example of how preserving the memories and artefacts of a community can inspire others to reflect on their values and ties to a city that played a role in their lives. The interactive archive will be made available to the public via the StreetLife website this summer and ultimately will join *York Explore's* digital collections.



# Climate Change and its Relationship with Food

Five years ago Professor Sarah Bridle, Chair in Food, Climate and Society, Department of Environment & Geography was working in astrophysics, mapping the dark matter of the universe, when she was inspired to make a dramatic career change. She shifted her focus back to Earth - in particular climate change and its relationship with food.

According to research, food systems are responsible for a third of global anthropogenic greenhouse gas (GHG) emissions. Nat Food 2, 198-209 (2021). The global food system accounts for nearly one third of all greenhouse gas emissions, from clearing the land for agriculture to raising and feeding livestock, fertiliser, manure, processing, transportation and more. The food system alone is projected to cause 2°C of temperature rise by the end of the century. Even if we stop burning fossil fuels, the food system will have to change.

On average each person causes 6 kilos of emissions per day because of the food we eat. But the food system is complex. Different foods have dramatically different emissions. Emissions from a large latte are ten times more than a regular cup of coffee.

The emissions of a tikka masala can be reduced by more than 90% by substituting lamb with chickpeas. A baked potato cooked in the microwave, rather than oven, can reduce emissions from the equivalent of 2138 gCO<sub>2</sub> to 76 gCO<sub>2</sub>.

It's hard to make sustainable decisions without the full picture, which is why Professor Bridle focuses on analysing, calculating and communicating the environmental impacts of different food choices. Some of the findings of her work can be seen in her latest book Food and Climate Change Without the Hot Air.

Sarah is very focussed on sharing her work and raising awareness with the general public through a wide range of public engagement activities. In 2018 she founded Take A Bite Out of Climate Change, bringing together researchers from across the UK, including those working in the Fix Our Food group at the University of York, to create resources aimed at schools and the wider public. In April, seven Yorkshire schools piloted a classroom activity developed to get children creating planet friendly pizzas.

By 2030 we need to halve our emissions. Changing the way we eat will make a difference. Sarah believes giving people access to accurate information about the impact of their dietary choices is the start of making that happen!

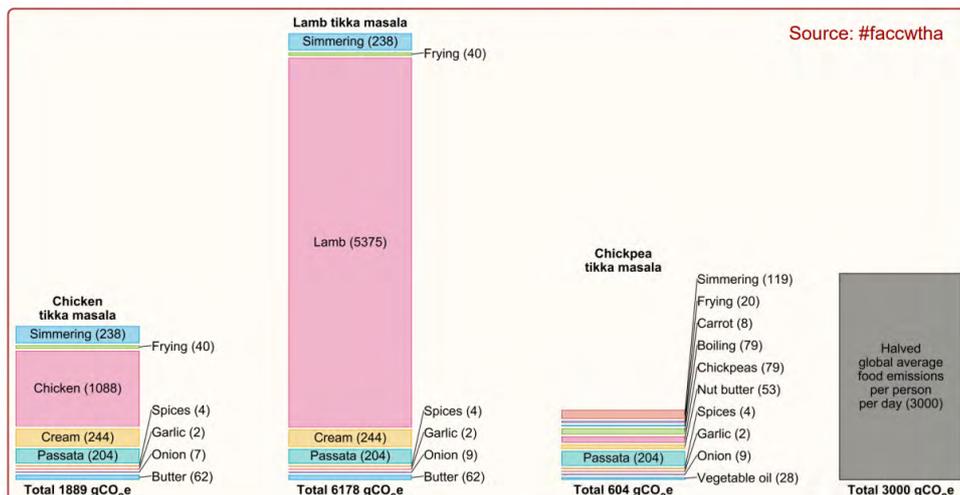
Which causes the most climate change?



Chicken tikka masala

Lamb tikka masala

Chickpea tikka masala



# What is the Building Industrial Engagement and Income Programme (BIEI)?

As one of the University's Transformational Initiatives, the Building Industrial Engagement and Income Programme (BIEI) aims to expand the scale and effectiveness of our interactions with industry.

In time this will help generate new pathways for the impact of our research and create new streams of income. Our ambition for effective industrial engagement with sustainable, long-term, strategic partners will increase the impact our world leading research has on economic prosperity and provide wider benefits to society, culture and the environment. The ambitious ten-year programme is being managed by the Research, Innovation and Knowledge Exchange Directorate (RIKE) although the delivery of the programme will be across the whole institution.

Throughout 2023, we have engaged and consulted

with all the faculties to identify potential new areas of industrial partnership and engagement. These opportunities are across a range of growth areas including contract research, commercialisation, CPD, facilities and equipment hire and collaborative research.

The initiative will also build on and develop the infrastructure, processes and procedures required to support the institution in developing and maintaining relationships with business. This will include establishing new costing and pricing policies, supporting the implementation of an institution wide CRM system, developing new marketing and communications materials, training and resources and improved business development support.

[Find out more about the BIEI programme](#)

## Engaging regional small and medium-sized enterprises (SMEs) to support wellbeing and skills policy

The University of York is working in partnership with North Yorkshire County Council to better understand the needs and support requirements for small businesses in the region around skills and wellbeing.

*Enterprise Works* were approached by the School for Business and Society as they wished to interview senior staff from businesses in rural locations, who employ 10-50 staff to understand:

- the support services they currently use and how valuable they are
- what services they would find valuable in future
- their mental health and wellbeing needs
- their awareness of existing support services

Enterprise Works carried out a SME mapping exercise to identify businesses who met the School for Business and Society's criteria for taking part in this piece of research. The Business Engagement Officers then proactively engaged eligible SMEs through a variety of marketing tactics and secured their engagement with the project.

***"A big thank you to the Enterprise Works team for all your help in identifying a sample for us, for our research. We have now completed all of our interviews. A fantastic outcome!"***

*Dr Bob Townley, School for Business & Society*



This valuable feedback from SMEs will be used to continue to provide relevant and effective business support, enabling businesses all over the region to be more sustainable, improve their staff wellbeing and staff retention.

Enterprise Works is dedicated to helping SMEs innovate, grow and achieve their full potential and works closely with business support organisations from across the region, including the York & North Yorkshire Local Enterprise Partnership. If you would like to find out more about this project or if you would like to talk to us about our capability engaging regional SMEs then please contact [enterprise-works@york.ac.uk](mailto:enterprise-works@york.ac.uk)

# Creating Impact from Software (Software accelerator)

**On campus in York on  
Wednesday 12 July to Thursday 13 July 2023**



- Are you looking for ways to create impact from the tools developed in your research?
- Are you wanting to ensure your software is used by as many users as possible?
- Are you planning to make your software open source?
- Have you explored the idea of commercialising software developed in your research?

The University of York is offering a two-day 'accelerator' programme to help researchers who have produced software / algorithms as part of their research projects and would like to explore how their

software gets adopted (both for-profit and not-for-profit) and creates impact.

This in-person practical event will be facilitated and led by Dave Jarman, Associate Professor of Innovation and Entrepreneurship at the University of Bristol, alongside support from:

- Scott Wilson, Senior Data Analytics Developer & Open source expert
- Dr Tim Watkin, Partner, Chartered (UK) and European Patent Attorney
- Dr Luke Souter, Commercialisation Executive at the University of York

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## Day One Wednesday 12 July

- Understanding the audiences for your ideas - Who benefits from your software?
- Developing robust value propositions - Why will they want to use it?
- Specialist IP guidance - How do you ensure companies don't take your ideas?

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## Day Two Thursday 13 July

- Testing and validating the value - Beginning to test ideas from day 1
- Developing a sustainable model of impact
- Feedback on emerging ideas and 1-2-1 guidance

[Use the sign-up link here to register](#)

For more information contact [commercialisation-team@york.ac.uk](mailto:commercialisation-team@york.ac.uk)

