



Presented By:
Inês-Hermione
Mulford (project
lead) and Kevin
Frediani (curator)

**FEB-MAY
2024**

SPRING REPORT





PROJECT OVERVIEW

The university of Dundee Botanic Garden is actively exploring new ways of facilitating public engagement through outdoor education, through on site workshops and through facilitating art and science exhibitions and events aligned to the Green Gallery. This project aimed to explore how a focused programme of art and nature engagement could raise the profile and viability of the Botanic Garden through fostering collaboration.



SPOTLIGHT

4

Events

103

Hours
Volunteered

114

Attendees

WHAT WAS DELIVERED?

4 “SPOTLIGHT” workshops shinning a light on nearby nature, was a tailor-made seasonal program for the Dundee Botanic Gardens. Each month “spot-lit” a species, collaborating with specialists of those species; scientists, naturalists, and artists, in the creation of out-reach projects for the public.

1.Skylark Workshop - Linked with the Riverside Nature Park, whole day event tailored towards adults

2.Lichen Trail - Linked with the Dundee Naturalist Society and the British Lichen Society, new permanent trail created and 2 guided walks with lichen experts, aimed at all ages

3.Migrating Songbirds - Linked with the RSPB, aimed at New Scots families in discussions of migration

4.Swifts - Linked with the RSPB, aimed at New Scots families



WHY IT WAS NEEDED

Environmental education, a vital component of efforts to solve environmental problems, must stay relevant to the needs and interests of the community and yet constantly adapt to the rapidly changing social and technological landscape. A challenging but essential area of the garden focus in the face of climate change and biodiversity loss. SPOTLIGHT was a series of workshops that built awareness of nearby nature to attendees.

By physically opening doors to local scientific organisations and centres, and engaging people with their local green spaces. The local community gained a better understanding of what green spaces are available and the work that is being done on their doorsteps. Thus being exposed to new ways of engaging with the environment

"THE WORKSHOP WAS DESIGNED TO BE INCLUSIVE WITH NO PRIOR SKILLS REQUIRED, WITH LOTS OF DISCUSSION THROUGHOUT PROVIDING A PRODUCTIVE AND CREATIVE ENVIRONMENT. I HOPE THAT THERE ARE MANY MORE SCIENCE ART EVENTS!" – ARTIST



**"THANK YOU VERY MUCH FOR THESE TYPES OF ACTIVITIES. THE BEST THING IS I NEVER KNOW WE CAN DO LOTS OF THINGS WITH JUST ART AND BIRDS."
– 8 YEAR OLD PARTICIPANT**

AS PART OF OUR ONGOING ARRIVALS AND DEPARTURES PROJECT, WE ENGAGED IN MEANINGFUL CONVERSATIONS ABOUT THE REASONS BEHIND OUR WILDLIFE'S MIGRATIONS, DRAWING PARALLELS TO OUR OWN JOURNEYS.

BY PARTNERING WITH THE ART AND NATURE COLLECTIVE, WE WERE HONOURED TO HAVE FELICITY INKPEN GUIDE EACH PARTICIPANT IN CRAFTING A MULTI-MEDIA MASTERPIECE... CREATIVITY TRULY FLOURISHED!

- HOPE BUSAK RSPB

"THANK YOU HOPE & FELICITY - EXCELLENT FACILITATION & A VERY ENJOYABLE MORNING BRINGING TOGETHER NATURE & ART - GREAT FOR FAMILIES TO SPEND TIME TOGETHER. MAGIC!"

- PARENT

"WAS AMAZED BY THE DIVERSE PERSONAL AND INDIVIDUAL RESPONSES... ONE PARTICIPANT FOCUSED ON NESTING AND FAMILY, ANOTHER THE SWOOPING DANCING FLIGHT OF THE SKYLARK AND ANOTHER DEVELOPED AN ARTWORK WHICH WAS A MEMORIAL OF WORDS AND IMAGE FOR A FRIEND WHO HAD DIED. ONE YOUNG PARTICIPANT CREATED AN IMAGE AND WORDS ABOUT CLIMATE CHANGE - UPPERMOST IN HER MIND. HERS WAS A UNIQUE AND EXCEPTIONAL RESPONSE. - SHE HAD CUT THE FLYING SKYLARK IN HALF. IT WAS SUCH A STRONG AND MOVING IMAGE REFLECTING THE DAMAGE TO NATURE AND BIODIVERSITY FROM CLIMATE CHANGE."

-LINDA KOSCIWICZ





REACHING OUR PARTICIPANTS

We chose to target different communities across different workshops. In doing this we used a variety of means to reach our audiences. The organisations we collaborated with had their regular platforms and following already however the aim of the workshops was to reach people who may not normally participate.

50% OF OUR ATTENDEES FOUND OUR WORKSHOPS THROUGH SITES LIKE EVENTBRITE

Means used include:

- Social Media, such as Facebook and Instagram were used to reach a younger generation.
- Flyers and posters within the Botanics, Bus Stops, cafes etc reached an audience not necessarily on social media.
- RSPB and ScrapAntics found families through their New Scots groups, many of who did not know the Botanic Garden was there for them to access as a green space.
- Advertising through Eventbrite and Dundee City Council website reached a wider group of people beyond the usual Botanic sites.

"I ENJOYED HAVING PEOPLE FROM ALL PORTIONS OF SOCIETY, AND WORKING TOGETHER HELPED TO MAKE BONDS AND CONVERSATION/CONNECTION." **- PARTICIPANT**

AREAS REACHED



....AND FIFE, PERTH, KINROSS, AND EVEN EDINBURGH

WHAT WAS VALUED?

"WHAT A GREAT EXPERIENCE! I LOVED LEARNING FROM THE COMBINED EXPERIENCE OF MARGARET AS A LICHEN EXPERT AND INES MULFORD, THE ARTIST WHO IS OBVIOUSLY VERY KNOWLEDGEABLE ABOUT LICHENS AND WHERE TO FIND THEM. THE COMBINATION OF A SCIENTIST AND ARTIST LEADING THE TRAIL TOGETHER - WORKED EXTREMELY WELL. I'LL BE BACK FOR MORE!!" - PARTICIPANT

100%

...across all the workshops, 100% of attendees would like to see more events with and science and art collaborations. All, including children, felt more connected to the world around them.

100%

...of the workshop artists and partnered organisations.

100%

...Would seek out green spaces by themselves or want to return to the Dundee Botanic Garden.



"THANK YOU VERY MUCH FOR THESE TYPES OF ACTIVITIES. THE BEST THING IS I NEVER KNOW WE CAN DO LOTS OF THINGS WITH JUST ART AND BIRDS." – 8 YEAR OLD PARTICIPANT



Alongside the educational benefits, participants gave feedback on how the workshops gave them:

COMMUNITY

Feeling a sense of Community through the workshops; “meeting poeple” coming out as one of the recurrent highlights.

EQUALITY, DIVERSITY, & INCLUSION

Participants enjoyed engaging with different types of people from all backgrounds, and that there was no stigma against having no previous background in the natural sciences OR art.

FAMILY TIME

The opportunity to spend time and learn as a family, feeling more connected not only to the world around them but to each other as well.





BARRIERS TO ATTENDEES

Three main barriers were identified from potential attendees:

- Entry fees into gardens
- Cost of workshops that included lunch
- Travel

All three exclude members of the public who may have limited finances. It would make sense to seek further outside funding to provide lunch and free entry to make accessible for all.

FUNDING SUMMARY

£6485.60

From the Friends
of the Botanics

£3160

In-Kind from the
Botanic Garden

£1940

In-Kind from Partnered
Organisations and Artists



WHAT WE ACHIEVED SNAPSHOT

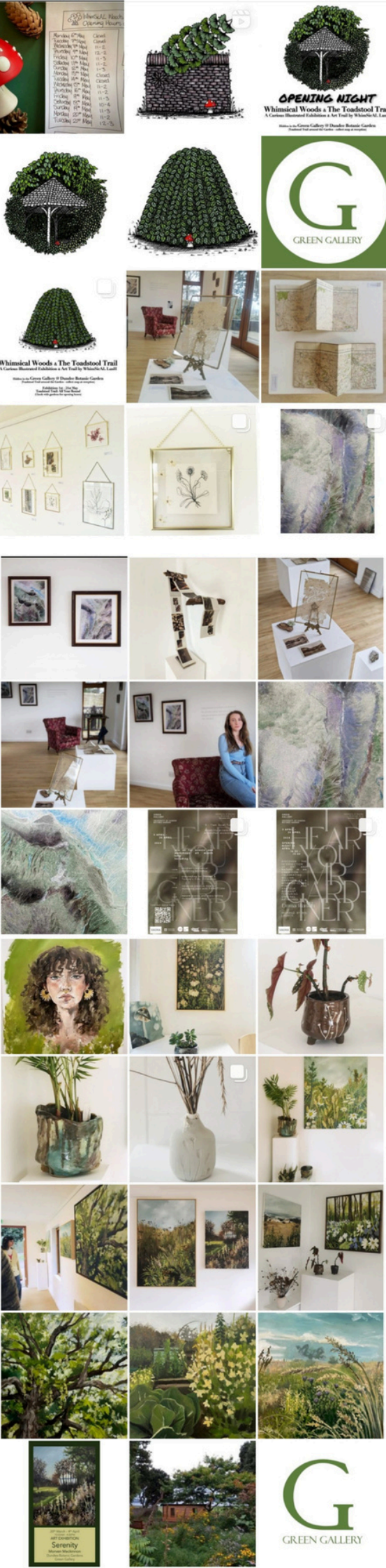


BEYOND SPOTLIGHT



- Green Gallery management, marketing and publicity, including artist liaison, meetings and exhibition planning with all 17 exhibitors for 2024.
- Graphic design work
- Digital marketing drive for the Botanic Garden, Green Gallery and events.
- Liaison with Resident Artists and external art events
- Growing the Art and Nature Collective as a Community Interest Company and main collaborator with the Botanic Garden in a mutual advantageous relationship.





GREEN GALLERY

- Management and liaison with exhibiting artists in exhibition plans, curation, bookings and opening events.
- Graphic design work; branding of the Green Gallery creation of a recognisable logo and font
- Marketing and publicity, circulation of posters and physical advertising material as well as digital marketing across Dundee-wide social media platforms.
- Set up, manage, and curate an instagram account purely for the Green Gallery, benefits of which include
 - professionalism, an online presence as a Gallery
 - an online portfolio of all exhibitions that take place at the Gallery
 - another platform to advertise the exhibitions and artists
 - another platform to advertise the Botanic Garden



DIGITAL MARKETING

Alongside SPOTLIGHT and the management of the Green Gallery, a major Digital Marketing drive was undertaken to advertise the events but also the goings-on at the Garden as a whole tto keep engagement constant.

Since February there has been a:

50%

...increase in followers of the instagram

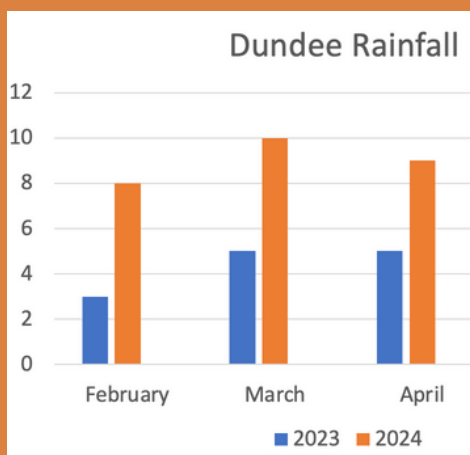
50%

...of workshop participants/attendees found the workshop through instagram

AVERAGE FOOTFALL INCREASED IN MARCH AND APRIL 2024 COMPARED TO 2023...

...despite:

- the Gardens being shut more days due to unprecedented high winds compared to 2023
- there being more than double the amount of wet days in comparison to 2023, see below for days of rainfall...



FOOTFALL SHOULD CONTINUE TO RISE AS REACH INCREASES





THE ART AND NATURE COLLECTIVE

COMMUNITY INTEREST COMPANY

Collaborations of art and science, This is a mutually advantageous relationships which provides artists with professional opportunities, increases the organisations reach by making science and complex notions more accessible, and thus helps aid the understanding of complex notions to the public.

through collaboration with Botanic Garden we were able to offer

- Workshops
 - alongside which we are able to offer training for those who have not run workshops before. Giving them the opportunity to shadow the workshop process from inception, planning with the scientific organisation and execution, to the debrief, providing them with the skills and experience to run their own workshops in the future
- Collaborations and learning opportunities with partnered organisations
- Exhibition opportunities
 - seasonal exhibitions at the Green Gallery focusing on nearby-nature
- Affordable Craft Fair
 - the Collective is organising a Craft Fair alongside Plant Power day with the James Hutton Institute. This pilot could lay the foundation for more in the future. This has the potential of bringing revenue and footfall to the Garden.

Since collaborating with the Dundee Botanic Garden in January there has been:

325%

increase in
members

9

new partnered
organisations

WE BELIEVE THAT COLLABORATION LIES AT THE CORE OF EVERY SUCCESSFUL ENDEAVOUR. A HEARTFELT THANK YOU TO EVERYONE WHO HAS BEEN INVOLVED IN THE FIRST PART OF THIS PROJECT.

THANK YOU



University
of Dundee



ArtMovesFife



British Lichen Society



Tayside &
Fife

