

Bee Springwood & the Eastern Tree Training and Therapy

Bee Springwood's "Eastern Tree Training and Therapy" has evolved from an independent practice into Norwich's local hub for art therapists - providing studio space and meeting rooms for a wide range of clients and specialists. Now, Bee has moved on to being an artist, where she has the opportunity to include more of the insights of Culture Change and Permaculture to her artistic practice.

With a strong emphasis on sustainability, Bee's practice "The Eastern Tree Training and Therapy" has gained real momentum across Norwich. Bee saw this as the perfect opportunity to sell the business to friends and follow her aspiration to become a full-time artist. With the freedom of being a bit more political on environmental issues, Bee started to focus more on her Permaculture training, trying to raise awareness and engaging other practitioners in the region.

When she first received an invitation by Culture Change to attend the conference at Covent Garden, she was not very convinced about the potential benefits, as she thought she had a quite established business profile and was in no real need to get either additional business support or training on environmental sustainability.

"Then, I received an outstanding response from Julie's Bicycle, giving me an individual 'free coaching session' about how to improve my LinkedIn profile. This did definitely exceed my expectations and the support was really useful."

It's hard for Bee to define one specific thing that she learned at Culture Change. It was more the overall range and mission of the programme that inspired and encouraged her.

"It's very reassuring to sense the major mission of Culture Change and to realise that environmental sustainability is not a no-go for creative businesses. It gives legitimacy on the subject and also inspired me personally to continue with Permaculture and develop new ideas in my artistic practice. Now that I am shifting into a new role as an artist, I feel I can get a bit more political on environmental issues and defend the greater mission."

Bee hopes to attend a few more events of Culture Change, and hopefully meet more businesses and opportunities from across Norwich and the region which share or complement her approach.



Bee Springwood
(i) Panel of reversible tree. (Part of group installation by Pomegranate artists).
(ii) Gathering the threads...a story of my mother, me, and sewing. (Installation for performance piece)