

Institution: The University of Huddersfield
Unit of Assessment: 34 Art and Design: History, Practice and Theory
<p>a. Context</p> <p><i>Overview:</i> The UoA is located in the School of Art, Design and Architecture and coordinated through the School's Creative Interdisciplinary Research Centre (CIRC). CIRC's long-term guiding policy has two key aims. The first is to address critical and international challenges and opportunities for research through interdisciplinary activity. The second is to develop related strategies that maximise the potential for impact. As a result, the impact of the School's research is demonstrated through contributions to public and cultural community engagement, social wellbeing and the creative economy. Public engagement takes place in national and international arenas via exhibitions, designs, commissions, conferences, symposia and successfully competing for awards in the public domain. Cultural impact revolves around both historical and theoretical subjects and occurs through exhibitions, commercial publishing and related symposia, talks and book launches. Social wellbeing impact is achieved through user-centred design, knowledge-transfer projects, consultancy, commissions and collaborations with healthcare providers. Impact on the creative economy is made possible by engagement and collaboration with local authority galleries and museums, national and international art institutions, design and media companies, public service sectors and manufacturing industries. Impact is thus generated in various arenas that reflect the School's two Research Forums: Contemporary Art and Design to Improve Life. These, in turn, reflect the School's strengths, resources and departmental structure.</p> <p><i>Examples of impact – Contemporary Art Research Forum:</i> Coles has made the trans-disciplinary nature of art, design and architecture accessible to a broad readership. Since his appointment in 2011 he has built on earlier published work by producing two volumes, 'Transdisciplinary Studio' and 'EP1', both published by Sternberg Press, Berlin. EP1 was launched at the ICA, London, and Basel Art Fair 2013 and reviewed by the New York Times, the Financial Times, the Times Literary Supplement, Corridor8, Art Monthly and Domus. EP1 represents a new, accessible, discursive platform for CIRC in international publishing. The School has made various creative and cultural contributions during the impact period. Townsley's Till Rolls won the Juried Press Award at the 7th International Arte Laguna Prize, Venice (2013), which attracted over 12,000 visitors. Swindells (with Dutton) was long-listed for the Northern Art Prize in 2011. Swindells and Barber's £20,000 public art commission for Leicestershire County Council at Snibston Discovery Museum was seen by around 9,000 visitors and led to an open studio event during September 2011's Miners Gala, which attracted more than 1,200 visitors. For 2012's Maximum Exposure Swindells and Barber created a 13-metre inflatable sculpture that was used by 470 members of the public during Yeovil's Art Week Festival. Some 10,000 visitors saw Ward's major exhibition at the Shanghai Sculpture Park. Ward also featured in 2011's National Life Stories Project for the British Library Archive.</p> <p><i>Examples of impact – Design to Improve Life Research Forum:</i> Pitts' research on the energy efficiency of buildings has facilitated knowledge transfer and strategic planning in the wider construction industry. A collation of best practice, this work formed the basis of 'Energy Efficiency and Conservation in the UK: Missed Opportunities and Future Possibilities', a chapter in UK Energy Policy and the End of Market Fundamentalism, published by OUP in 2011. The Network for Comfort and Energy Use in Buildings has validated this research. Swann's work has drawn international attention to the importance of effective design in healthcare. His award-winning design for a 21st-century nursing bag was a response to the need to reduce the transmission of MRSA in the community in the absence of international standards for such tools. His ABC Syringe, which turns dark red after use to warn it might be contaminated, addressed the issue of unsterilised second-hand syringes. Unver's research with Paxman Coolers on the development of a scalp cap cooling system to prevent hair loss during chemotherapy exemplifies how research and School investment in precision technology are able to improve patient experience. Sinha's DEFRA-funded consultancy work for Oakdene Hollins, a firm specialising in sustainable products and processes, resulted in a Clothing Roadmap chain to show how the global nature of textile waste management affects landfill and the supply of second-hand clothes in Africa.</p>

b. Approach to impact

Overview: The School's overarching approach to impact is to sustain a research ethos and environment ideally equipped to respond to HEFCE and BIS strategies for growth and excellence in research. To this end, CIRC operates a mentoring scheme to support all staff to engage with relevant external agencies. In addition, significant capital investment ensures currency of technical resource in the development of new external partnerships.

Identifying and supporting impact: The School's Professors and Readers Group provides leadership and mentoring, monitors grant proposals and identifies effective pathways to impact. It meets monthly to appraise the development of projects, allowing scope for impact to be identified at the earliest opportunity and other academics within CIRC to contribute where appropriate. Focusing impact development within CIRC enables discussion and capacity building from within to nurture 'impact projects' through the formation of smaller collaborative units. Examples of the success of this approach include Barber and **Swindells** contribution to the 'Sleeping Bag Project' for the homeless, which was shortlisted for the 2011 Times Higher Education Award for Outstanding Contribution to the Community, and **Almond** and Wigley's Fashion and Obesity research. Additional funds and research leave are provided where specific projects are identified as having clear potential for targeting and benefiting end-users. Impact Development Funds also support staff to develop external partnerships or events leading to impact.

Developing strategic partners: The School recognises impact can take the form of products, systems, services or positive processes and that developing mutually beneficial relationships with strategic partners is vital to realising all of these. This is fully reflected in our Research Strategy, a key part of which is a constantly evolving Enterprise Strategy that focuses on the commercial potential to meet multidisciplinary research themes and global 'grand challenges'. The Enterprise Strategy encourages both academic-led research that engages with a specific user-community and non-academic research whose results may lead to commercial exploitation. Through strategic planning, the School identifies issues that affect all researchers, so enabling optimum use of existing strengths and presenting opportunities for growth. With Huddersfield among the 10 top mainstream English universities in DLHE employment statistics, many of our alumni now hold influential positions in the cultural industries, allowing further valuable networking opportunities and the establishing of new relationships. Specific infrastructural support for developing strategic partnerships is provided through School and University Research Funds.

c. Strategy and plans

Overview: All School staff are encouraged to recognise the potential for impact in their research. The School's Research Strategy includes a straightforward description of impact in practice-led and traditional theoretical approaches to research in art, design and architecture. CIRC delivers training and staff development on engagement with impact via workshops, internal seminars and events on measuring and articulating the ways in which academic research can generate impact. This has transformed how the different School disciplines engage with impact and identified how resources and support can be used to best effect. One example of the success of this approach is the recent collation of all textile precision technology and machinery into one composite Textile Research Lab, which has furthered the School's research and development programme with the Weavers Company. Another is 'Measuring Public Engagement in Art and Design', a symposium the School hosted at the ICA, London, in May 2013, which addressed how public-centered impact relates to wider national and international agendas in both spread and depth. The published proceedings now underpin a strategy for public engagement.

Impact statement: The School recognises that impact arises from a shared effort to contribute to society and that research excellence equally contributes to the academic community. We therefore focus on cross-disciplinary teamwork to use the artist-designer-architect's capacity to visualise and give form to concept while understanding national and global 'grand challenges'. We seek to make full use of our capacity to shape user understanding and cultural leadership, which results in products, systems, services or positive processes. We appreciate that the journey to impact is iterative and potentially non-linear and that it necessitates close working partnerships towards production, implementation, communication and distribution.

Impact template (REF3a)

CIRC's Impact Strategic Plan is centred on six key aims: (1) to **invest in research** that is sustainable, resilient and innovative in the pursuit of impact; (2) to **build resource** by investing to ensure excellent research is carried out; (3) to **promote greater collaboration** between partners and network organisations to increase efficiency and innovation; (4) to **develop appropriate business models** with non-academic partners in the pursuit of sustainable long-standing impact; (5) to **effectively disseminate excellent research** and related impact through non-academic platforms; and (6) to **share knowledge and skills** for the benefit of civil society by encouraging maximum engagement by research leaders.

d. Relationship to case studies

Overview: The case studies emerged from specific areas of activity identified during the 2008 review of the School's Research Strategy. Both are the result of recent research and yet to reach full maturity. They reflect a particular focus on public-centred exhibitions and user-centred design.

Summary of case studies – Contemporary Art: **Swindells** and McAra managed a MoU partnership between Huddersfield Art Gallery and the School to provide eight exhibitions of international significance that improved the cultural vitality of Kirklees. The ROTOR programme has introduced new audiences to contemporary art and design, as encouraged by successive Arts Council policies for enhancing public engagement. As well as raising awareness, inspiring curiosity and providing cultural enrichment, ROTOR has functioned as a vehicle for research into how the impact of such programmes can be captured and measured. As such, it serves as a model partnership for local authority and university sectors in offering cultural leadership, measuring engagement and providing cost-effective public services. In 2012 ROTOR generated over 14,000 attendances, delivering a programme in a manner accessible and attractive to a wide range of audiences.

Summary of case studies – Design to Improve Life: **Swann's** research provides an example of user-centered design to improve the quality of healthcare. **Swann's** nursing bag reduces the transmission of MRSA in community nursing. **Swann** used multi-centre service evaluations, link analysis of medical procedures, microbiological analysis of bags used in practice and design focus groups with stakeholders to optimise performance requirements. The resulting design has prompted healthcare commissioners to introduce new hygiene standards for community care, with a commitment to issue the bag to every community nurse across the NHS Yorkshire & Humber region. EPSRC and NHS East Riding of Yorkshire sponsored the project. **Swann's** ABC Syringe turns dark red after use, warning doctors and patients it may be contaminated. In India at least 2.5bn injections a year are unsafe as a result of the use of unsterilised second-hand syringes (IPEN Study Group, WHO). Globally, according to WHO, unsafe syringes account for over 30% of hepatitis A and B cases and 5% of HIV cases.

How the case studies reflect our Research Strategy: The case studies demonstrate the diversity of impact emerging through CIRC's two Research Forums. They provide evidence of CIRC's ambition to contribute to civil society by developing and measuring art, design and architecture's capacity to improve lives – a goal further developed in our Research and Enterprise Strategy for 2014-2019.

Contemporary Art Research Forum: Our public engagement strategy is not only to develop impact but also to research ways of assessing it in a cohesive and comprehensible way, particularly where outputs are not easily measurable. We aim for consistency and accuracy across different types of individual output in the arts and to articulate the reach and significance of our research accessibly and meaningfully. Our aim with ROTOR is to provide interpretation suitable for all in developing new audiences and inspiring new practitioners to sustain the UK's cultural industries.

Design to Improve Life Research Forum: **Swann's** nursing bag prioritised patient safety and experience and practitioner productivity. The nursing bag and ABC Syringe contribute knowledge to a research field that is underdeveloped. **Swann's** designs acknowledge a paradigm shift in global healthcare treatment – i.e. the move from hospital to community care – and the importance of effective design in underpinning this change.