

<b>Institution: University of Leeds</b>
<b>Unit of Assessment: 29: English Language and Literature</b>
<p><b>a. Context</b></p> <p>The forms of impact produced by the School of English range from transforming public understanding of literature and culture to helping shape the policy of major organisations. Impact takes place across all our research groups. Researchers in English Language and in Theatre Studies have long worked with public, non-academic discourses and activities. Impact strengths have developed from new research groups such as the New Humanities and in areas such as Postcolonial and American which explicitly conjoin literature and culture. Impact is built on the School's long-standing connections with regional institutions and audiences and its international research collaborations; it is facilitated through the complementary University initiatives of Arts Engaged (AE; the Faculty project to support impact and innovation) and the Cultural and Creative Industries Exchange (CCIE; a HEIF-funded hub for commercial and creative relationships). In this context, we have developed impacts of an international and local nature with the <b>following main users and beneficiaries:</b></p> <p><i>Galleries, museums, libraries and theatres.</i> Our research helps to shape artistic and curatorial direction, and staff lectures enhance productions and public engagement with archives; key regional beneficiaries include Opera North, West Yorkshire Playhouse, Royal Northern College of Music, Northern Ballet, National Media Museum, Skipton Museum, Wordsworth Trust, Leeds City Museum and Leeds Art Gallery.</p> <p><i>Arts festivals, reading groups and the media.</i> Our research is used to inform and increase public debate at literary festivals (Ilkley, Scarborough, Runcorn, the Graham Greene International Festival, and Jewish Book Week), to create and support local reading groups, and in the local and national media.</p> <p><i>Third-sector institutions.</i> Our research in the New Humanities leads us to offer specific benefits for charities (local providers such as Mind the Gap [Bradford] and international organisations such as Amnesty) and includes assistance for refugees and the disabled.</p> <p><i>Public service providers.</i> Our research influences the practice and delivery of services of major beneficiaries such as the NHS, the BBC and the British Library.</p> <p><b>b. Approach to impact</b></p> <p>Our approach has entailed a progressive broadening and deepening of existing interactions with non-academic users and audiences, from earlier models of Knowledge Transfer (KT) followed by Knowledge Engagement (KE), to relationships of direct and explicit impact. Our KT potential was recognised within the University with 3 KT grants for development and externally with an AHRC KT fellowship from the first round (2009). As a result of its KT achievements the School created the role of Director of Impact (<b>Murray</b>; now <b>Huggan</b>) who worked to identify the range of impact-related activities already in play and to communicate and showcase impact through a series of workshops and staff consultations. In 2011 University impact investment of £850K established Arts Engaged, led by <b>Murray</b>; and in 2012 it appointed 5 Impact Fellows to embed a culture of collaboration with the creative and cultural industries, the media, government and other public and private organisations. The School enlisted one of these Fellows, <b>Boswell</b>, as its Impact Advisor, to support staff with bespoke advice and available internal and external funding. Via a Business Development Officer, CCIE helped broker key relationships (e.g. with Opera North, with CDA partners). All of our case studies have benefitted from AE/CCIE development, including funding, consultation, and identification of users. Based on this approach we have enabled staff to <b>engage with users, beneficiaries or audiences to achieve impact in the following ways:</b></p> <p><i>Stimulate understanding and discussion of literature and culture in society.</i> Public dissemination has been our most successful pathway to impact; and we have encouraged staff to deepen relationships with users. For example, <b>Lindley's</b> research on music in Shakespeare was first disseminated through a lecture at the Globe (where he holds a Wanamaker Fellowship), then used in an MHRA-funded conference to bring together composers, musicians, musicologists, theatre and literary critics with a view to creating a historically-informed production.</p>

*Explore and exploit our resource strengths to engage local audiences in new ways.* Institutional support has enabled us to bring our established collections to new, regional-based publics. Most significantly, Leeds University Poetry Centre (focused on the Brotherton Library's exceptional archives in English poetry 1950-1980 and its long-standing poetry activities, including the international quarterly *Stand*) has offered to the public its series of readings, Poetry@Leeds, master-classes, and workshops with schools.

*Highlight the value of major research developments in our subject for non-Arts organisations.* The developing School and Faculty agenda for interdisciplinarity has stimulated staff to research beyond our subject. We recognised that Medicine and Health was an impact opportunity emerging from our research strengths. **Ray's** work on psychoanalysis led to discussion and training groups for psychiatrists and psychoanalysts, while in Dr Sam Durrant's case study research on postcolonial trauma led to the establishment of bibliotherapy groups with refugee charities.

*Create impact from parallel engagement initiatives, such as research in practice; widening participation; collaborative partnerships.* Certain areas in the School, in particular Theatre Studies, lend themselves to engagement. Professor Jane Plastow's research has supported the use of theatre for development by charities in Uganda, Tanzania, and Kenya. With UK Government International Development funding she has trained African PGRs in the UK to run 'Africa days' in 65+ Leeds primary schools with the aim of challenging stereotypes in teaching and charity fundraising. In a new collaborative partnership with the Imperial War Museum (London), AHRC CDA (Oliver) has significantly added to the cataloguing of the IWM on war testimony and her research is being used for an IWM exhibition.

*Provide expert advice and consultation to inform and enrich cultural and institutional projects.* We have offered training to staff to extend media or research relationships. Building on our link with the BBC, two colleagues played substantial roles in BBC programmes. Based on his book *The Trials of Frances Howard* (1993), **Lindley** acted first in research capacity and was then asked to appear as 'expert' on *Who Do You Think You Are?* with Celia Imrie. As a result of her research on Alan Sillitoe and 1960s Britain, **Hargreaves** featured as an expert on *Time Shift: 1960 Year of the North*. **Johnson's** research on linguistics was used by forensic experts to train UK Government counter-terrorists and by barristers to analyse texts, a model that was adopted by US counterparts.

### **c. Strategy and plans for future**

The School's strategy was published in May 2013 by its Research and Innovation Committee (RIC) with **Boswell** as principal advisor. It is supported by the Faculty Impact Strategy launched by AE in December 2012, and to which AE Fellow **Boswell** was a key contributor. The Faculty vision is to create a world-leading impact environment by 2020. **The School is committed to realising the public potential of its research to bring this to fruition:**

- *We will expand from extant strengths in New Humanities and Postcolonial to produce a portfolio of greater impact types across all research groups.* Impact is now an integral item on RIC and research group leaders are required to plan impact in the context of group research strategy. All colleagues will continue to be asked to review their potential for impact in their Annual Academic Meetings and in research leave and funding applications.
- *Our Impact Advisor will, through AE/CCIE, increase bespoke advice for staff, including identifying key new partnerships, training workshops, and pump-priming.* Funding of planned impact activity is already underway: for example, for meetings between **R. Jones**, on Sheridan, theatre and community engagement in Stafford, with the local theatre and MP, and for **Prosser's** Ottoman transcultural outreach with interfaith charity Dialogue Society.
- *We will develop and deepen the impact potential of existing partnerships, particularly with a Northern identity, to become a hub for impact excellence in the region.* Based on previous staff impact achievements with Opera North, we are looking to benefit from Arts Council England's £2m Transforming Arts Fundraising grant for the DARE partnership (a collaboration between Opera North and the University). We also have plans to strengthen partnerships with other Northern beneficiaries, including the Yorkshire Film Archive.
- *We will extend our international impact strategy, focusing particularly on our connections in Africa and to refugee organisations.* With partners South African Holocaust and Genocide Foundation, and Beth Shalom Holocaust Centre, **Boswell** supported by AHRC follow-on impact

## Impact template (REF3a)

funding will be involved in creating an international exhibition, 'Coming to Terms with Nazism and Apartheid.' In an AHRC project on 'Sustainability in Comparative Perspective,' Plastow will work with communities in Uganda, using theatre to shape environmental futures. **Taylor** is seeking funding to extend her collaboration with Handspring Theatre Company (*War Horse*), encouraging, through puppetry, an experience of care in disadvantaged children.

- *We will build on strengths in the New Humanities (Medical and Environmental) and Language.*
  - In Medical Humanities, for example, **Barker's** success, following pump-priming funds, as Co-I on a £1.5 million 3-year AHRC Communities, Cultures, Health and Wellbeing grant, will allow her to work with *Hearth* (an Arts & Health organisation), a GP's surgery, and a public library. The project, which builds on **Murray's** case study, explores how arts-based narratives about health and wellbeing might be used to influence health policy and will engage with local councils and the NHS Clinical Commissioning Groups and Health & Wellbeing Boards. **Murray** has received AHRC Cultural Value funding to work with a number of Leeds-wide partners and the NHS Love Arts Festival on public perceptions of mental health.
  - In Environmental Humanities, the success of a HERA bid by **Huggan** based on his research on Contemporary Travel/Writing in the European High North will bring new, continent-wide ideas of the North to the Icelandic Tourist Board, the Leeds International Film Festival, *Verddevuottha* (a Norwegian-based Sami collective), and *Snowchange* (a Finnish-based environmental NGO). Dr David Higgins's research on romantic genius and his AHRC Creativity Network will generate impact activities through a second awarded CDA for the School for a project that will enable Wordsworth Trust outreach activities via *Cumbrian Communities*. In an AHRC ECR Fellowship 'Representing Postcolonial Disaster: Conflict, Consumption, Reconstruction,' **Carrigan** will conduct research at the Rachel Carson Centre with a view to informing post-disaster policy.
  - In Language we plan to invest in the potential of forensic linguistic research to influence and inform security and legal organisations' training and analysis techniques (**Johnson**).
- *We will promote further engagement of our resources, in particular the Leeds Poetry Centre.* With investment from the University's Alumni Campaign, we are developing funding applications for a writers-in-residence programme and projects with schools.
- *We will open up a new area of impact for the School based on one of our historic research strengths, namely editing.* Specific plans here include the AHRC research project *Digitisation, Victorian Lives and Letters*, led by **O'Gorman**, which in conjunction with the British Library and major holdings throughout the US will publicly disseminate archival materials with scholarly apparatus impossible to provide in real space. The project's ambitious impact consists of setting new international standards in the sustainable digital curation of manuscripts.

#### d. Relationship to case studies

Two case studies are by **Murray** and Professor Ananya Kabir, former DOIs whose impact has been helped by their leadership role. Three case studies benefitted from internal KT pump-priming: **Murray**, Kabir, Durrant, with Durrant's also developing from early identification and KT support.

The case studies by **Murray** and Durrant demonstrate the impact of our research on user groups at the interface between health and medico-social policy. **Murray's** and Professor Clive Upton's case studies exemplify our approach of transforming public engagement into impact. **Murray** illustrates how conference and media appearances led to relationships with external medical services organisations with a view to informing practice. Upton exemplifies the effect that research can have on the archives and practices of major public institutions such as the BBC and the British Library. Both case studies also show researchers acting in a consultant or expert role with external organisations, with Upton using Leeds resources, in the form of the Leeds Vernacular Archives, to inform nationwide audiences.

Kabir's case study exemplifies how parallel engagement initiatives, in particularly KT/KE, were transformed into impact; in this instance to support the creative practice of South Asian women artists and to inform the institutional presentation of their work. Both Kabir and Durrant illustrate the value of newly developed professional partnerships with arts organisations and third-sector groups. All our case studies have shaped the School's approach to impact by building on established research strengths and extant collaborations.