Institution: University of Manchester
Unit of Assessment: 30 (History)

a. Context

The main non-academic user groups, beneficiaries or audiences for the unit's research range from NGOs, schools, media (television, radio), to campaigning groups, museums, libraries, heritage organisations, and local authorities. Our work with **NGOs** seeks to influence policy debate and practice relating to human well-being; that with **schools** informs the content of education at both primary and secondary levels. Our practices of advising **media** companies and addressing **campaigning groups** aim to illuminate and challenge cultural values and social assumptions. Our engagement with public audiences through television and radio appearances seeks to enrich and expand the lives, imaginations and sensibilities of individuals and groups. Our work with **museums, libraries, heritage organisations, charities and local authorities** aims to extend the range and improve the quality of evidence, argument and expression to enhance public understanding of history. These types of impact have a close relationship to our research activities and research groups and are informed by our commitment to social responsibility. In framing research proposals we involve users outside academia, in the UK and internationally. We aim to demonstrate to them both the value of historical perspectives for understanding contemporary developments and the intrinsic importance of history as part of cultural capital. The type of impact we make varies according to the focus of the research group concerned. Thus, that of our Medievalists and Early Modernists relates mainly to preserving, conserving and presenting cultural heritage, and to developing stimuli to tourism, whereas the impact of our Modernists, particularly those engaged in research on war, population displacement, and humanitarianism, relates more closely to informing practice and policy in relation to social needs. The research of colleagues across the unit contributes to influencing the design and delivery of curriculum and syllabi in schools, as well as more widely to enhancing public understanding of human wellbeing.

b. Approach to impact

Organisationally, impact is fostered by a named senior lead and an institutional contact management system that includes the University press office. At School level impact strategy is developed by the External Relations Director who promotes partnerships with external individuals and organisations. All internal research funds have impact strands. The UoM requires colleagues to report on impact in regular Research Profiling Exercises and in annual professional development reviews, and knowledge transfer is recognised as a formal promotion criterion. Within the unit the research co-ordinator promotes awareness of pathways to impact and the availability of AHRC Follow-On grants (Gatrell holds one, 2012-13), and our Research Clusters foster discussion of impact and encourage dialogue with our non-academic users. This is always reciprocal. In the case of **NGOs** it involves research and development partnerships. Thus Taithe and Gatrell research the history of humanitarianism in conjunction with the Overseas Development Institute and NGOs such as Médecins Sans Frontières while also acting as expert advisers and contributing to professional development. Fuller is on the steering board of ODI's Global History of Modern Humanitarianism Action Project. Pierce has acted as an expert witness, based on his research on social division in West Africa, in political asylum cases in the U.S. (one) and U.K. (six). In **schools**, we pursue impact through contributions to staff development and school syllabus enhancement. Thus Jones M and Christ made contributions based on their research on the history of heroes and printing respectively, to teachers' professional development courses organised by the Prince's Teaching Institute (November 2008; March 2013). Our approach to impacting on the **media** involves both consultancy and appearances as 'talking heads'. Examples include Strange, 'The Thrill Electric' (Channel 4, Girls into Science, February – August 2011), drawing on her research on puberty and adolescence 1870-1900, and a BBC 4 Timeteam programme on rail enthusiasm (February 2013) deploying her research into working-class fathers; Wildman, 'The High Street' (BBC TV, Autumn 2010) using her research on the history of shopping and 'Who Do You Think You Are?' and 'Turn Back Time: the Family' (BBC TV, August 2012), drawing on her research on the history of the family; Mort, 'Heir Hunters' (BBC TV, January 2010) and 'Nightwaves' (BBC Radio 3, June 2010), drew on his research on London's sexual geography. Ghosh was adviser to Paul Rapley of Teachers TV on the representation of the British Empire in current Indian school curricula for his production 'Teaching Empire: How do they do it in India?', based on her work on

the cultural history of the empire in India. Our approach to influencing **campaigning groups** involves the presentation of research at their events, for example Wildman gave public lectures for LGBT History Month with Manchester Libraries, 'Sexuality in 1950s Britain' in February 2012, and for International Women's Day with Manchester Libraries: 'Women, Shopping and Citizenship in Manchester Between the Wars' in March 2011, both based on her research on the history of gender and sexuality.

We make an extensive contribution to augmenting public understanding in relation to **heritage** in two main ways: **(a)** through organisational involvement with local authorities, charities and museums in the shaping of heritage events; **(b)** through public lectures and popular publications, including use of the internet. **Examples of (a)** include: (1) Barker's successful role as Chair of the Manchester Histories Festival (which has led to the appointment of a permanent full-time director), and her membership of Manchester City Council's Histories Steering Committee on the presentation and promotion of the history of Manchester (2010-present). The Manchester Histories Festival 2012 attracted 5,000 people to Manchester Town Hall in one day and ran over 10 days at a variety of locations across the city, drawing in a diverse audience including school children and community groups. The City Council's satisfaction with the effects on tourism and heritage has led to plans for further festivals, the next in 2014. (2) Handley's use of her research on early modern sleeping habits (initiated at UoM as a Simon Research Fellow 2007-9) to design and deliver tours of a seventeenth-century National Trust property, Ham House, in August 2011 and September 2012: visitor numbers for these events were 546,847 and c.700. (3) Carden-Coyne's role as a Consultant and Advisor to the Wellcome Trust's 'War and Medicine' exhibition (2009) which attracted 33,200 visitors to London and 36,000 to Dresden. Drawing on her research on disability and the body in the First World War she contributed to the exhibition catalogue, 2000 copies of which were published in English and German. (4) Strange's consultancy for People's History Museum, 'Death', Special Exhibition, 2010, drew on her research on working-class cultures of death. She was also a member of the content team for the Manchester Museum special exhibition 'Breed: The British and their Dogs', October 2012 to April 2013. The research base for her contribution stems from an AHRC-funded project on which she is CI. (5) L Brown's consultancy with English Heritage (£10,000 in 2009) on the economic, social and cultural links to Atlantic slavery in two of their properties (Marble Hill House and Northington Grange) based on his research on the racial politics of slavery and migration. **Examples of (b)** include: (1) Barker's talks based on her ESRC-funded research on the experiences of family life and the use of space to three local history organisations (Salford, Liverpool, and Lancashire and Cheshire) followed by a popular publication discussing the experiences of one Liverpool business family in the journal of a local history society, and a day conference on historical sources and family historians at the Lancashire Record Office. The project website and its data have been publicised by talks to four local family history societies, as well as at the Lancashire Family History and Heraldry Society Annual Conference. The website received over 4,447 visitors by July 2013 and featured in the magazines 'Who Do You Think You Are?' and 'Local History' and on popular local and family history websites and forums such as Manchester Confidential, Genealogists Forum, british-genealogy.com, rootschat.com, Cyndi's List and anglo-celtic-connections.com. (2) Oldfield's public lecture: 'Medieval tourism: pilgrimage and classical curiosities', delivered to the Friends of the Manchester Centre for Regional History (January, 2012) which led to a linked article, 'Medieval Tourism' for *BBC History Magazine* 2012. Another of our approaches to impact involves consultancies with **libraries and archives**. Examples include (1) Ghosh's participation in a major collaborative digitisation programme of early printed Bengali books (1778-1914) organised by the AHRC and the British Library and also part funded by TATA and the Government of India, which proposes to make available on-line to the general public (as well as to scholars), a huge collection of previously neglected Bengali printed works in scattered local archives and libraries in Bengal. (2) In August 2010 Zheng discovered the UK's first, and possibly only, set of the extremely rare 'Twenty Views of the Qianlong Emperor's European Palaces', estimated to be worth millions, which had been hidden in the John Rylands' Library for more than a century. This example of the Rylands' incunabula is now on permanent on-line public display.

c. Strategy and plans

We identify social responsibility as one of the main goals of our research in keeping with the UoM's public mission. Our aim is that our research should resonate throughout society. We want History staff to act as leading proponents of public engagement, valued for our knowledge and expertise in particular branches of history, for responding to the wider community, and for contributing to the formation of public attitudes, values and understanding. The unit aims to ensure that a significant proportion of its research consistently achieves impact in terms of both breadth and depth.

To achieve **breadth** we will (a) exploit opportunities to spread the benefits of our research from the local and regional to wider audiences, via popular publication, media and the internet; (b) capitalise on our existing relationships with users such as NGOs, charities and local authorities such that our research influences their policy and practice and brings indirect benefits to the populations whose needs they address. To achieve **depth**, that is the significance of the impact, we will (c) look for further opportunities to involve specific groups, such as schools, museums and community groups, in historical projects that have the potential to alter outlooks and approaches to life. With regard to both reach and significance we will (d) develop follow-up methodologies so that we can both assess our impact and extend its reach and significance.

We have appointed Michael Wood (TV history presenter and author of popular history books) to a fractional post from 2013 to augment our awareness of media potential. The four year UoM Beacon for Public Engagement programme (2008-12) has embedded key public engagement networks and infrastructure e.g. engagement@manchester (www.manchester.ac.uk/engagement) and policy@manchester (www.manchester.ac.uk/policy): these enable researchers to share resources, strategies and activities for engaging professionally with the public and public policy respectively. They are underpinned by professional development programmes directed particularly at ECRs through the University's Research Development Framework. We plan to continue to make use of these opportunities and to take a leading part in high level activities supported by the UoM to communicate the outcomes of our research. They include Manchester Histories Festival, from 2013 an independent charity that has already generated grant income of £150k. We also plan to continue to make use of the University's cultural assets that provide historians with spaces in which to bring our research to the public, such as Manchester Museum, John Rylands Library Deansgate and the Ahmed Iqbal Ullah Race Relations Resource Centre, the latter directed by Brown L. from 2013.

d. Relationship to case studies

The case studies illustrate the unit's strategy of developing research of the highest academic standard to make a difference in society and to impact on public attitudes, values and understanding. In relation to **NGOs**, 'Using History to Improve Humanitarianism and Emergency Medicine' addresses NGO congresses, contributes to the professional formation of NGO workers, and works with practitioners and international charities to influence the policy and practice of humanitarian organizations nationally and internationally. 'Refugees in Modern History' has worked with the ODI to produce a 'History of Humanitarianism' timeline that has been disseminated online and which informs the work of NGOs and international agencies in relief and development work. In relation to **schools**, 'Refugees in Modern History' has produced a teaching pack for 11-14 year olds that has been incorporated into the Key Stage 3 curriculum and a teachers' resource pack, as well as public exhibitions, teaching sessions and a teachers' workshop. 'Mapping the Impact of Immigration in Greater Manchester' has likewise developed a teaching pack, workshops, related exhibitions and a website. It also engages with **community groups** through liaison with a community history project exploring the impact of the 1981 riots on Manchester's Caribbean Community. In terms of **media and heritage**, 'History of British Exploration' takes forward our goal of enhancing public understanding of historical issues, through engagement with television producers, museum curators, school teachers, and wider audiences, through consultancy, public lectures and a theatrical production.