

Institution: University of Bath

Unit of Assessment: D27 Area Studies

a. Context

The D27 Area Studies Unit of Assessment at the University of Bath is an area of research excellence of global significance, based within the Department of Politics, Languages, and International Studies (PoLIS), in the Faculty of Humanities and Social Sciences. Our distinctive approach combines 'deep' area expertise with the use of 'broad' social scientific tools, and is informed by substantial cultural and linguistic expertise. We have **global reach** across Europe (France, Germany, Italy, Russia, Spain, the Western Balkans, and the UK), Latin America (Argentina, Brazil, and Paraguay), and Asia-Pacific (Afghanistan, Australia, China, Pakistan, and New Zealand). Unit members have successfully co-produced research with a **broad spectrum of end-users** such as with USAID to enhance democratic participation in Paraguay (Lambert) and with the German delegation to the Organisation for the Prohibition of Chemical Weapons (Kelle), shaping chemical weapons strategy. Our work has impacted upon:

1. Cultural life: working with the media (Bull, Mondon, White), digital platforms and technologies (Diamond), and conserving and presenting cultural heritage (Clarke, Diamond).
2. Policy making: working with NGOs and civil society (Bull, Diamond, Gardini, Lambert), political parties, law enforcement agencies, parliament, governments (Allum, Blühdorn, Galbreath, Hyde-Price, Lees), and the international community (Gardini, Kelle, Lambert).
3. Civil Society: through our country- and culture-specific work and our interventions in processes of commemoration, memorialisation and reconciliation (Bull, Clarke, Diamond).
4. Education: advising research foundations, political parties, publishers, literary groups, and Higher Education Establishments, in the UK and abroad (Blühdorn, Gardini, Goodbody).

b. Approach to impact

The University seeks to maximise 'the application and impact of our research' alongside a focus on 'excellence' in all of our research activities. The University has a long history of research that tackles real-world problems and the Unit has been central to this. We aim to maximise Impact, engage with stakeholders, and reach constituencies of interest. We are assisted by wider developments within the University such as investment in knowledge exchange (KE) and public engagement activities. Unit members have won a number of the University's KE Champion Awards, including Allum (£2,197 and £2,823 for seminars on the Italian mafia), Bull (£2,435 for a seminar on 'paths towards assimilating a violent past in Spain and Northern Ireland'), Galbreath (£472 for the High Commissioner on National Minorities 10 years on'), Milner (£600 for 'Fathers in the workplace'), and Diamond (£10,064 for 'Experiencing War – France's Dark Years'). In addition, the University Research Development and Support Office (RDSO) hosts an 'Impact Gateway' which sets out (in a single location) resources and guidance on how to achieve Impact. Enterprise and Knowledge Exploitation (a dedicated team of knowledge and technology transfer professionals based in RDSO) work with researchers to ensure IP is evaluated and protected.

The Unit has developed a 'toolkit' for Impact, including building in early engagement with stakeholders and end-users; greater use of end-user seminars; the development of social network strategies; and embedding funding streams for achieving and measuring Impact into research proposals. We support Unit members in developing the Impact toolkit through training in public engagement and knowledge transfer; peer review of grant applications including assessment of 'pathways to impact' statements and impact plans; and grant-writing and dedicated Impact workshops, focusing on early career researchers and postgraduate students. Unit members are encouraged to engage in a variety of strategies to ensure Impact, including:

Impact template (REF3a)

1) Undertaking research in partnership with end-users. This kind of research is included in workload models and for career progression it is valued as highly as external funding awards. Partners of international significance include USAID (Lambert), the German delegation to the Organisation for the Prohibition of Chemical Weapons (Kelle), the European Commission, the UK Foreign and Commonwealth Office, the Organisation for Security and Co-operation in Europe (Galbreath), the Italian anti-Mafia Prosecution Bureau (Allum), Australian Labor Party and Green Party of Aotearoa New Zealand (Lees), the SPD, Die Grünen, Friedrich Ebert Stiftung, Heinrich Böll Stiftung (Blühdorn), the BBC (Allum, Bull, Diamond, Lees), Tigerlillyfilms, Gardener and Gibson Productions, Storm Consultancy (Diamond), the Italian Association of the Victims of Terrorism (Bull), and Polish migrant associations (White).

(2) Consultancy and Advisory Services. Unit members are encouraged to take on advisory roles and secondments in the knowledge that these activities generate mutually beneficial partnerships that have the potential both to strengthen the quality of the research and tackle questions that are relevant to the stakeholder. With internal support, where appropriate from Enterprise and Knowledge Exploitation, Unit members have engaged in consultancy and advisory roles with a variety of organisations including multinational companies (Gardini with Jardine, Lloyd and Thompson), government departments (Galbreath with the UK Foreign and Commonwealth Office), and international and national institutions (Galbreath with the Organisation for Security and Co-operation in Europe, Kelle with the Organisation for the Prohibition of Chemical Weapons), as well as various government agencies in, for instance, the UK (Galbreath), Holland and Canada (Thomas).

(3) Showcasing our research and expertise to stakeholders. Unit members are incentivised to showcase their research in meetings, workshops, and contributions to non-academic conferences (e.g. Ministry of Defence). Diamond, Galbreath, Lees, and Kelle have successfully attracted non-academic visitors to Bath. All have benefitted from the University-wide KE forum, which encourages knowledge exchange activities and shares best practice. In 2013, the KE post for this Unit of Assessment was folded into the work of the Director of Research in PoLIS, with the aim of mainstreaming KE activities into the research portfolio.

(4) Undertaking public engagement. The University is a signatory of the Public Engagement Manifesto and staff participation in public engagement activities is encouraged. A Faculty-funded marketing team work with the University Press Office to generate publicity and raise awareness of our research. We have provided news features and more substantial interviews on the BBC (Radio 4s Thinking Allowed, and The World Tonight), BBC World Service, BBC Radio Wiltshire, BBC Radio Bristol), Australia's ABC Radio, Italian RAI Radio 3, Lithuanian Public Radio, several German radio stations, Radio Jamaica, Radio Klara in Belgium, and well as headlines and background briefings in the Independent, The Guardian, The Economist, New Statesman, le Temps, and Tertio Millennion Adveniente. Many Unit members also write blogs, have websites or mobilise social media to increase engagement. Examples include Bull on Italian politics and elections (Interviews for Radio Jamaica, Radio Klara, etc.); Diamond on the Second World War (Consultancies for documentaries for radio and television, www.fleeinghitler.org, see case study); Mondon on the extreme right (Blog – www.extremism.hypotheses.org and online articles: the Independent, The Guardian, Open Democracy, (g) Thomas on religion and politics (citations in The Economist, le Temps, Tertio Millennion Adveniente); and (h) White on Polish migration to the UK (<http://www.bath.ac.uk/polis/networks/polish-migration/>); (i) Blühdorn on ecology and democracy (<http://www.eurozine.com/articles/2011-07-11-bluhdorn-en.html>);).

c. Strategy and plans

Our Impact strategy is to engage civil society and interact with policy makers at all levels to shape public debates, perceptions, and policy making. Our plans are based on 6 elements:

(1) We will continue to recognise the importance of achieving and recording Impact and ensure that Impact-related activities (e.g., consultancies, advisory roles, and public engagement) are recognised in terms of workload and career progression. We will also encourage Unit members to

Impact template (REF3a)

adopt a more systematic approach to Impact data collection. We have made significant progress in identifying areas of Impact and we will evidence it more systematically.

(2) We will build a broad portfolio of Impact-related research funding from user-groups, industry and other stakeholders and continue to make resources (e.g., administration, funding, physical resources) available to support these activities. This will also include working to lever and exploit the insights brought by our country intelligence resources as in the case of Cutts and Lees, who are beginning to develop CPD courses for private sector investors.

(3) We will continue to ensure that research grants that have a clear Impact plan are highly valued and recognised within the University and that internal peer-review of all grants includes feedback to improve Impact plans and Pathways to Impact.

(4) We will continue to evaluate the potential for Impact of research as selection criteria in the appointment of new Unit members. As existing staff retire or move on and are replaced this will further re-orient our research profile towards Impact.

(5) We will ensure that all Unit members are trained in Impact and made aware of the resources that are available to support Impact. New Unit members will be mentored in Impact and the Unit has identified certain researchers, notably case study writers, to act as Impact Ambassadors to help others develop their Impact profile (Allum, Bull, Diamond, and Gardini).

(6) We will support Unit members who wish to spend extended periods working with specific stakeholders. The Unit's submissions to the University sabbatical scheme will include these types of sabbaticals, along the lines of Kelle's placement at the Office of Strategy and Policy at the Organisation for the Prohibition of Chemical Weapons in The Hague.

d. Relationship to case studies

The four Impact case studies illustrate the diversity of our Impact on cultural life, policy making, civil society, and education and show how we have disseminated best practice across the Unit.

Understanding and Coping with the Legacy of Terrorism describes Impact on cultural life and civil society and illustrates how we mobilise KE funding and engage community groups from different countries. Building on this, we now encourage colleagues to use their country intelligence to bring together different national contexts for knowledge co-production.

Enhancing Public Engagement with History: France and the Second World War demonstrates impact upon cultural life, civil society, and education and shows how our research impacts through public engagement. The website's success has inspired us to provide Unit members with more support and training in public engagement and social media.

The Neapolitan Mafia at Home and Abroad shows how we mobilise KE support to organise workshops with key stakeholders. It reflects our focus on the needs of practitioners and policy makers in the field by leveraging our expertise in languages and country intelligence.

Influencing diplomatic debate, investment decisions and challenging views on Latin America demonstrates Impact upon policy making and education and has informed our communications strategy leading to the development of a staff directory of expertise for consultancy.