

<p>Institution: Liverpool John Moores University</p>
<p>Unit of Assessment: 30 (History)</p>
<p>Context: The unit has a long-standing commitment to raising historical awareness beyond the academy, within both public and private sectors and with a wider general public (a natural development given the civic university aspirations of LJMU, which is also a signatory to the National Co-ordinating Centre's Manifesto for Public Engagement). Particular features have been the use of historical analysis and insight to address issues of ethical and effective business practice and strategy; social marginalisation, discrimination and inequality; and communal identities and negative stereotyping. This is combined with a strong focus and commitment to engagement and collaboration with institutions and communities on Merseyside, as well as notable national and transnational research-informed public engagement activity.</p> <p>The types of organisation collaborating with the UOA to ensure that our research has impact, and the nature of the impact that has occurred, includes: the co-operative movement (enhancing the understanding of its members); cultural organisations, especially museums (influencing the presentation and conservation of heritage by curators and user groups); private-sector advertising agencies (informing advertising practice and strategy); trade unions and political interest groups (influencing public perceptions of these organisations); government departments and bodies (contributing to policy formation).</p>
<p>b. Approach to impact</p> <p>The UoA seeks to maximise the impact and reach of its research through a number of approaches:</p> <ol style="list-style-type: none"> <p><i>Using historical analysis and insight to address issues of ethical and effective business practice and strategy</i></p> <p>Clampin and White work on the advertising strategies of the British merchant marine (through content analysis of shipping posters and other marketing ephemera, as well as research in business records) in a project entitled 'Visual Voyages'. It provides an example of collaboration with a local institution in the public sector, the Merseyside Maritime Museum/National Museums Liverpool (MMM/NML). 'Visual Voyages' has also involved work with Fox Kalomaski Crossing, the advertising agency for Fred Olsen Cruise Lines, which will write a complementary commentary to the historical narrative, thus informing contemporary advertising practice and strategy. Meanwhile, Clampin's presentation at the History of Advertising Trust Trustees Day (Sept 2013) was attended by senior members of the advertising industry.</p> <p><i>Using historical analysis and insight to address issues of social marginalisation, discrimination and inequality</i></p> <p>Davies's work on Liverpool labour reshapes popular perceptions of Liverpool's history and the role of trade unions, highlighting the latter's role in addressing issues of poverty and inequality and countering anti-trade union attitudes which have become pervasive since the 1980s. Notable here was the series of public events which Davies organised to commemorate the centenary of the 1911 transport strike, accompanied by media coverage (e.g. BBCTV North West's 'Inside Out', Nov 2011). This raised public awareness, particularly of the shootings of strikers in Liverpool. Arising from these activities was the erection of a plaque at one the shooting sites on Vauxhall Road (Aug 2012), and the establishment of the Prendergast and Sutcliffe Memorial Lecture in Labour History (from Sept 2013), open to the public and aimed specifically at the labour/trade union movement, while Davies's talk to the Rail, Maritime and Transport Workers union (RMT at the People's History Museum in Manchester (12 Nov 2011) was filmed for use by members in future educational programmes. Collaborative links were also strengthened: all the events were organised by a sub-committee of the North-West Trades Union Congress (TUC) (composed of members of trade unions, heritage representatives, academics, and legal practitioners), which also advised on the labour element to the new Museum of Liverpool, and produced a pamphlet, 'Near to Revolution: 1911 and the Liverpool General Transport Strike', (North-West TUC, 2011) (5,000 copies printed and distributed).</p> <p><i>Using historical examples to address issues of communal identity and perception.</i></p> <p>Our interest in social marginalisation and discrimination is extended in Vickers's work on</p>

homosexuality in the armed forces during World War Two, raising public awareness of the role of gay and lesbian people in resistance to Nazism and combatting homophobic stereotypes and assumptions. Her role as consultant and interviewee on 'Cleaning out the Camp' (BBC Radio 4, March 2008; <http://www.bbc.co.uk/programmes/b007r04g>), led to the producers contacting the Ministry of Defence, followed by the Armed Forces Joint Equality and Training Centre issuing an apology to LGBT service personnel who had lost their jobs prior to 1999. Subsequently, Vickers spoke at a MoD conference in Whitehall (July 2012), addressing contemporary military policy towards diversity in a historical context. Building upon research in the unit on communal and ethnic identities and the wider dissemination of that research in the media (e.g. Benbough-Jackson, 'Histories of Wales: Moving In, Moving Out', Radio Wales, 19 Feb 2012), McDonough organised LJMU's National Identity Lecture and Masterclass series (open to the public), including such speakers as Dame Janet Suzman, who spoke on her personal reflection of what it meant to be white and South African in the apartheid and post-apartheid eras. Suzman's lecture was subsequently viewed over 1200 times on YouTube (<http://www.youtube.com/watch?v=lvhzyfKoes>). Critical assessment of the construction of images of both 'self' and 'other' is also inherent in Clampin and White's research on shipping posters, and will inform how those histories are presented by MMM to the wider public (both in a planned exhibition and on the National Museums Liverpool website).

4. *Engagement and collaboration with institutions and communities on Merseyside*

The UoA collaborates closely with local communities and institutions (for example, in the work of Davies; Clampin/White). In particular, research expertise has been deployed in partnership with the local museum sector. 'Visual Voyages' allowed White and Clampin exclusive access to MMM's shipping poster collection, employing content analysis techniques and resulting in a database which serves as both a research and cataloguing tool for MMM curators in the construction of future exhibitions and/or educational out-reach programmes. The involvement of LJMU's historians in the Historic Society of Lancashire & Cheshire (HSLC) (as both members and in executive roles) is indicative generally of our approach to academic-public partnership. HSLC, with an individual membership of 300+, reaches both academics and an informed public with its principal objective, dating from 1848, being 'the education of the public by promoting the study of any aspects of the history and archaeology of the area covered by the Palatine Counties of Lancashire and Cheshire and successor local authorities' (http://www.hslc.org.uk/text_page.php?section=45&type=text). White served as HSLC president from 2010-13, overseeing the society's public engagement activities: its annual programme of talks and visits to heritage sites, its newsletter, its journal and its education, publishing and research grants. Former council member, Davies, also addressed HSLC on the labour unrest of 1911 (Nov 2011), attended by 50+.

5. *National and trans-national research-informed public engagement activity*

Matthews-Jones is managing editor of the *Journal of Victorian Culture Online* blog, attracting 7000-10000 hits per month. In considering the representation of the Victorians in contemporary society, *JVC Online* was highlighted by Jane Winters in a recent paper at the Institute of Historical Research as an exemplar of how academics use digital platforms to reach a wider audience. In a notable example of contributing to the formulation of heritage policy, O' Brien was a member of the Irish National Consultation Panel for *Cultural Heritage and Global Change: A New Challenge for Europe 2012*. Such panels exist for all EU member states and drive the strategic research agenda for the EU's cultural heritage programme. The Irish panel's most recent project identified key projects (both national and transnational) to be funded as part of Horizon 2020. O' Brien also sits on Dublin City Council's Cultural Heritage Working Group which helped develop Dublin's heritage plan for 2013-17.

6. *Appropriate Resourcing*

Impact activities have been supported through targeted use of university funding and through the generation of external income. White and Clampin received £3k from MMM to undertake research in archives both in the UK and the US; this was matched by funding from LJMU's Research & Innovation Services in 2010. The Merseyside at War 1914-1918 website project, which will create a community website collecting memories and material related to the conflict (see below), also achieved £5k of seed-corn funding (Merseyside Lord Lieutenantcy Special Fund Committee of the

Duchy of Lancaster Benevolent Fund). The unit also makes full use of LJMU's communications and publicity infrastructure to project its research beyond the academy, working closely with the Publicity and Publications Officer in the placing of research stories in the local and national media – e.g. publicity given to the Elder Dempster shipping line archive project in the *Liverpool Echo* (<http://www.liverpoolecho.co.uk/news/liverpool-news/heritage-lottery-fund-bid-online-3320052>).

c. Strategy and plans

Impact strategy is developed at departmental, School and University levels. The development of external partnerships is monitored both within the unit and at School level, with Research & Innovation Services providing advice and guidance. The university's Research & Scholarship Strategy for 2012-17 places a strong emphasis on the maximisation of public engagement of research to ensure wider impacts. Our strategy focusses upon:

- (i) **The consolidation and extension of external collaborations outside academia for both research dissemination and the capture of funding streams.** Additional to Clampin and White's work with MMM on Visual Voyages (culminating in an exhibition of posters and advertising ephemera planned for Spring 2014), new linkages with other maritime museums will be facilitated by the intended tour of the exhibition. Planned HLF bids – on Elder Dempster and on Merseyside labour – will strengthen existing linkages with MMM and the trade union movement, whilst an HLF bid to extend the 'Merseyside at War' website will establish new working relationships with Liverpool City Council. The award of over £12k from AHRC (from Sept 2013) will underpin McDonough's and Benbough-Jackson's role as advisers, for the North West area, on the BBC's 'World War One at Home' project to provide a 'bottom up', people's history of the conflict with wide dissemination and participation beyond the academy. Matthews-Jones, through her work on vicarages, will collaborate with the Victorian Society (leading to articles for this public history organisation) and Save our Parsonages (involving talks at vicarages, advising on the history of heritage, and aiding this body's conservation strategy). Vickers, meanwhile, is beginning work with the AIDS/HIV charity, Sahir House.
- (ii) **Raising the profile of impact activities with enhanced monitoring and coordination of this engagement beyond the academy.** Our new research centre – *Perspectives: Research Centre for Modern and Contemporary History*, planned to open by Sept 2014 - will enable us to accomplish this in a more systematic way, making it easier to monitor, manage and develop our relations with bodies and individuals external to the unit and the university. As exemplified by the Co-op case-study, the impact of activities will be more rigorously monitored, focussing upon the extent to which projects have changed public understanding. New appointments – at subject leader and junior lecturer level – in Jan 2014 will be made with an eye to the interaction of scholarly and public engagement activities. A factor in McDonough's and White's elevation to a Professorship and Webster's Readership was their strong external engagement with non-academic partners.
- (iii) **Investment in development of open-access resources**, particularly in the digitisation and presentation of archive material, raising historical and heritage awareness beyond the academy. This strategy is explicit in the further development of the Merseyside at War website (<http://www.ljmu.ac.uk/merseyside-at-war/>), the Elder Dempster Lines Heritage Archive Project (collecting oral histories and written recollections of ex-seafarers and placing them on an open-access website), and, in the Merseyside labour project (collecting and disseminating oral histories).

d. Relationship to case studies

Both case studies are exemplars of the unit's outward-facing strategy, emphasising our commitment to the maximisation of research impact beyond academia. The Co-op Group case is an example of working with business organisations, and how historical insights and analysis informs contemporary corporate cultures and strategies. Sophie Scholl emphasises our work with lobby/political organisations (in this case, Unite Against Fascism) to change public perceptions, as well as our use of the media to challenge stereotypes and disseminate research findings to a wider audience.