

<p>Institution: University of Sheffield</p> <p>Unit of assessment: 17A - Geography, Environmental Studies and Archaeology: Archaeology</p> <p>a. Context</p> <p>Since its inception the Department of Archaeology has actively enriched local and international culture, and political and social life through our individual and joint research. Our research benefits heritage management and conservation organisations, commercial companies, third sector and voluntary community organisations, and students in schools, colleges and HE establishments. We reach these beneficiaries through a variety of means: partnership and co-produced research projects, media engagement, public lectures and events, CPD courses, exhibitions, published books and articles, and web-based resources. These activities generate cultural, social, political and economic impact.</p> <p><i>Cultural impact</i> is achieved through our collaborations with museums and exhibitions, and the wide non-academic audience who enjoy TV and radio programmes and ‘popular’ publications, resulting in a substantial contribution to the public understanding of archaeological research and scholarship. <i>Social impact</i> is generated by working with communities and archaeological societies to increase awareness of our local heritage. We bring our skills, knowledge and experience to the management of local and regional heritage groups creating long-term benefits through an enhanced sense of engagement, community cohesion and respect for the local environment. We enhance the quality of education by engaging with local schools and colleges and providing learning resources for all educational levels. <i>Political impact</i> is achieved through research which informs strategies for the protection, management and interpretation of archaeological sites, artefacts, and landscapes. <i>Economic impact</i> is generated by collaboration with not-for-profit organisations and commercial companies to exploit knowledge exchange opportunities. Our research contributes directly to the attractiveness and commercial health of heritage organisations - through increased visitor footfall and the publicity generated by our work (e.g. Creswell Crags, Shepherd Wheel) and through media companies and publishers.</p> <p>b. Approach to impact</p> <p>Staff and resources within the Department, Faculty and University support our pathways to impact. The Departmental External Engagement Coordinator (DEEC, extending and replacing the role of our Outreach Officer) coordinates the Department’s approach to impact, promoting opportunities for engagement to staff and external partners, and liaising with Faculty and University personnel and committees. The DEEC works closely with the Departmental Director of Research and Innovation (DDRI), Departmental Research Committee, and Directors of Teaching and Publicity, and is supported by a senior departmental administrator. Support for external engagement is embedded in administrative and technical team job descriptions, and is considered in academic promotions. At Faculty level our impact activities are supported by the Faculty Director for External Relations and the Faculty’s Arts Enterprise Project Officer. The University’s Impact and Knowledge Exchange strategy places knowledge exchange at the heart of our mission. Faculties and departments deliver the strategy with support from Research and Innovation Services, and particularly their dedicated support for partnerships and engagement.</p> <p>We develop impact as an integral part of our research and disseminate it through public engagement activities. We build relationships with user communities through long-standing partnerships, the strategic development of new partnerships, and by responding to unforeseen opportunities. Our external engagement activities are funded from a wide range of sources. As well as funding from the Department of Trade and Industry, the EU, AHRC, JISC, NERC, Leverhulme Trust, the British Academy, Business Link, Heritage Lottery Fund (HLF), English Heritage, local government, national parks and learned societies, we have secured Higher Education Infrastructure Fund (HEIF) funding for partnership projects with social enterprises in Sheffield, regional museums, national heritage organisations, and local arts groups.</p> <p>Evidence of our approach to impact can be summarised within six key areas:</p> <p>1. Policy and political engagement. Long-standing relationships with user communities include the appointment of staff to regional, national and international heritage management organisations. We enable this through, for example, staff engaging in strategic roles in developing policy (e.g. the development of national frameworks and policy by the English Heritage (EH) funded Sheffield Dendrochronology Laboratory, in the Department until 2012), and staff contributions to national guidelines on best practice (in dendrochronology, geoarchaeology, metals and glass, the national</p>

research framework for Palaeolithic Archaeology, and regional reviews of zooarchaeological evidence). We also actively advise on projects; for example an academic member of staff serves as a Trustee on Creswell Heritage Trust and engages in policy making, enabling us to expedite impact from the cave art discoveries, leading to the short-listing of Creswell Crags as a World Heritage Site, and achieving economic impact for the Trust and the region (e.g. increased visitor numbers leading to increased income of >£50K since 2008, see REF3b case study). More locally, staff have been actively involved in community campaigns contributing to the preservation (Wincobank Hill, Sheffield), conservation (Shepherd Wheel, Sheffield, with a £500,000 HLF grant), and renovation (Sheffield Manor) of nationally important archaeological monuments.

2. Collaborations with national and international museums, heritage centres and galleries:

We collaborate with curators, managers, and events' organisers on funding applications, the development of infrastructure, displays, exhibitions, booklets and pamphlets. For instance, our research at Creswell Crags, Manor Lodge and Stonehenge contributed directly to the resources for new visitor centres and on-site exhibitions. Our partnership with Barnsley Museums involved staff and students participating in the creation of a new museum – Experience Barnsley. Internationally, Halstead's research underpins, and he is a collaborator on, a project to build an archaeological park at Paliambela, Makedonia, Greece. The project has been approved by the central Archaeological Council of the Greek Ministry of Culture and is supported by local and regional government as a candidate for EU regional funding. Staff also contribute to museum and heritage governance: for example, as a member of the Research Framework Council of Cologne, Carroll advises archaeological services, museums and state governments in Cologne and Nordrhein-Westfalen.

3. Media engagement (TV, radio, magazine and newspapers): We liaise with publishers, radio and television production companies, and inform and contribute to programmes. We have a vibrant and extended media profile: BBC/Channel 4/National Geographic programmes on the Stonehenge landscape (Albarella, Chan, Parker Pearson, Viner), *Time Team* (Doonan, Hadley, Johnston, Parker Pearson, Pettitt), BBC4 *How the Celts Saved Civilisation* and advisor for BBC Northern Ireland (Moreland), BBC R4 *In Our Time* (Bennet, Sherratt), BBC4 *Ceramics: How They Work* (Jackson), and S4C's *Corff Cymru / The Welsh Body* (six-part series co-presented by Hemer), *Naked Scientists* web podcast (Jackson). Our research has featured in national and international media, including BBC news, Wall Street Journal, National Geographic Magazine, Daily Telegraph, Guardian, Yorkshire Post, and local newspapers.

4. Public engagement and education: We use public engagement and educational opportunities to share the benefits of our research. We regularly contribute to public engagement events in our region, nationally and internationally - including the University's 'Festival of the Mind', a collaboration with the creative community in Sheffield. During the Festival, we led public lectures, street art performances, audio-trails, and the production of a new play with Point Blank Theatre Company. We work closely with local schools (Junior and Senior) and adult learning organisations (e.g. Workers' Educational Association, University of the Third Age); staff and students give talks, demonstrations and hands-on practical sessions, and school pupils attend events organised during field projects both in the UK and internationally (e.g. Brodsworth, South Yorkshire, and Paliambela, Makedonia, Greece). The short-listing for a National Enterprise Educator's Award of Doonan's programme of excavations and experimental archaeology with Heeley City Farm illustrates the esteem in which these educational activities are held nationally.

5. Collaborating with community partners: Our staff have worked with community partners (in specialist clubs/groups or charities) on many research and engagement projects. Recent field projects in North Wales, South Yorkshire, Derbyshire and Greater Manchester were organised collaboratively with local community groups and conservation agencies and included successful applications for HLF funding (e.g. with the Hunter Archaeological Society and Castleton Historical Society). Drawing on this expertise, the Department now leads a cross-Faculty project (Researching Community Heritage), funded under the AHRC's Connected Communities programme, that connects academics with community heritage groups. This project has resulted in 16 successful applications to the HLF's 'All Our Stories' programme, including heritage projects with a homeless charity and faith groups.

6. Professional development, consultancy and collaboration with commercial partners: The Department delivers continuing professional development (CPD) courses for archaeologists in industry, local government and higher education. Over three years our osteology CPD courses

attracted over 250 participants from Europe, North America and Australia, representing all sectors of archaeology. Human osteology courses have attracted specialists from outside the discipline, such as physiotherapists, paramedics and biochemists. Our staff collaborated with commercial archaeological units and other partners on externally funded projects throughout the UK and internationally e.g. upland landscape surveys for national conservation agencies in North Wales and Derbyshire with ArcHeritage, a Sheffield-based company, and a collaboration with a Greek farmers' organisation to help them market primitive glume wheat, the cultivation of which has just re-started after 60-80 years.

c. Strategy and plans

The Department's strategy was developed in tandem with Faculty and University strategies. It was drafted by the Departmental External Engagement Coordinator (DEEC) and External Engagement Committee, and was discussed and approved by the Departmental Research Committee. It will be reviewed annually and integrated into the Department's strategic plan. Support will be provided by the DEEC and members of the administrative team, and (at Faculty and University level) by the Faculty Director of External Relations, and the University's Research and Innovation, and Public Engagement teams. Our strategic priorities for maximising impact during the next five years are to:

- Create new and develop existing links between public engagement and research in ways that maximise opportunities for impact. We will address and monitor impact directly through our External Engagement and Research Committees. Impact will be a key element in staff research support meetings, where each academic meets with the DDRI to develop their research plans, and as part of the annual SRDS (staff review) meetings. Pathways to impact will be part of the internal review of all grant applications.
- Maintain a flexible and responsive approach to developing pathways to impact alongside the cultivation of relationships with our existing partners. We will increase our share of University funding streams for engagement and knowledge exchange, contribute to more public events that reach national and international audiences, and establish new processes to evaluate impact more effectively.
- Strengthen and extend our impact in three key areas: (1) policy and economic impact within the archaeological and heritage profession nationally and internationally through CPD courses and collaborative research projects; (2) cultural and social impact by developing our use of digital technologies (both media and platforms) to engage new audiences in our research; (3) advance the University's civic agenda by leading co-produced heritage projects in Sheffield and the wider region. We will integrate these projects into undergraduate and postgraduate courses so that research and engagement are further embedded in the curriculum.
- Extend researchers' involvement in impact throughout the Department, particularly early career researchers (ECR) and doctoral students. We will make stronger use of Faculty resources to support this, including the Practical Public Engagement course, which provides training in public engagement for postgraduate research (PGR) students, and courses offered by the University's Enterprise Centre. We will support PGR students and ECRs in running public events and short courses and working alongside academics in community-led projects.

d. Relationship to case studies

The case studies illustrate several of our approaches to impact: engagement with communities (Archaeology in the City (AiC)), public knowledge exchange events and media (AiC, Creswell), engagement with museums and heritage centres (all three case studies), and policy and political engagement (Creswell, Stonehenge). The case studies were informed by our engagement strategy and in turn helped to enrich and develop it. The highly successful Stonehenge project taught us how to capitalise on high-level media interest and about the cultural benefits of actively promoting research outcomes. Creswell illustrated the need for a flexible strategy that supports unanticipated impact pathways: for example, the research consolidated the bid for World Heritage status for the site, informed heritage protection strategies, and contributed to international events such as the Royal Society's *Many Hands* exhibition. AiC brought the Department together with our local communities more effectively to co-produce research and engagement projects in Sheffield. Through these experiences we have been able to reach economically and socially deprived communities in the city, particularly young people. It has also led to new teaching and learning strategies, with greater student participation in community-based projects. These diverse examples showcase a wide range of impact through varied modes of engagement.