

Institution: University of Salford

Unit of assessment: D35 Music, Drama, Dance and Performing Arts

A: Context: Research impact in Music, Drama, Dance and Performing Arts at the University of Salford is concerned with developing opportunities for participatory engagement with music and the performing arts for, and in partnership with, people, communities and organisations. Research impact is generated through an emphasis on practice based research and its application in a range of original, novel and inclusive media and venues, with an emphasis on the formation of cultural and social expression. Research impact is realised through facilitating close connections between people, communities and organisations and the traditionally elitist disciplines of composition and performance. Salford Music Research Centre (SMRC) and Performance Research Centre (PRC) researchers actively engage with music as a Knowledge Exchange activity and collaborate widely with groups and organisations to reach different audiences. The main non-academic user groups, beneficiaries or audiences and main types of impact specifically relevant to research within UoA D35 Music, Drama, Dance and Performing Arts include:

- New and existing audiences for music, local communities and community and voluntary sector groups, urban communities, performance venues and festivals, music publishers, users of digital media, the BBC Philharmonic Orchestra, Jodrell Bank Observatory, The Black Dyke Band, London Jazz Festival, Music Centre Netherlands, The Halle Orchestra, BBC Radio 3, Europe Jazz Network, Manchester International Festival, Un-Convention, Rotterdam Film Festival:
 - Rhythm Changes, Jazz Cultures and European Identities: where impact is focused on developing links between cultural memory, communities, concepts of identity, arts and tourism through enhancing the capacity for jazz venues and festivals to preserve, reflect and inform the inherited traditions and practices of European jazz cultures as an exchange of ideas and inspirations and new forms of engagement with audiences.
 - Brass Band Cultures: where impact is focused on developing links between cultural memory, communities and concepts of identity, through promoting access to and participation in brass bands through supporting the capacity for local and international brass bands to flourish in communities, developing their rich inherited traditions and informing new practices of brass band cultures.
 - Wonder: A Scientific Oratorio: where impact is focused on how music functions as a bridge between communities whose discourses may be felt to be mutually unintelligible through the commissioning by the BBC Philharmonic of a 21st century vocal work, part of the International Astronomical Union's International Year of Astronomy that reflects present understanding and scientific knowledge of the evolution of the universe.
 - Eight Songs for a Mad King: Stefan and Lotte in Paradise: 44 Scotland Street: PSAPPHA-Media City UK: where impact is focused on transforming the way audiences interact with contemporary operatic and orchestral composition and creating new opportunities for engagement with operatic and orchestral works in unconventional spaces, locally accessible to communities for whom such works, performed live, are not traditionally available.
 - Listening Cities, Knowing Europe through its Sounds: where impact is focused on engaging people with the city in a project in five cities through promoting a heightened awareness of acoustic communication within urban environments and contexts via creative collaboration focused upon promoting access to the sound-landscape.

The impact described relate to the following range of research activity in the Unit:

- The Salford Music Research Centre (SMRC): The SMRC is a vibrant research centre that supports research activities across the fields of musicology, composition, performance and music technology. Drawing on the expertise of 12 academic researchers from music, alongside colleagues working in Media and Performance, the SMRC engages in an array of international activities, from world leading multi-disciplinary research projects to critically

acclaimed books, compositions, performances and recordings.

- The SMRC facilitates new projects that have an impact on music in everyday life. SMRC researchers seek to dismantle the traditional boundaries between art and popular culture and have developed a range of innovative projects that generate new insights into music, break new ground in terms of scholarship, and provide leadership within their respective research fields. Our researchers situate music at the heart of the cultural and creative industries and thrive in a school where music, media and performance meaningfully intersect. With this in mind, the SMRC also seeks to work across boundaries, supporting a dynamic interdisciplinary research culture for music.
- The SMRC's work within the creative industries is typified by our participation in the cultural activities of [MediaCityUK](#) where we have developed close relationships with media organisations including the BBC and artistic groups such as PSAPPHA, the ensemble in residence for MediaCityUK and the University of Salford.
- Salford annual [Sonic Fusion Festival](#) celebrates cutting-edge international explorations in international contemporary music and blurs the boundaries between avant-garde classical, experimental electronic popular and improvised music. The 2013 Festival presented a range of experimental sonic experiences and included sound installations, audio-visual and interactive live works and live performance, exploring digital technologies and broadening access to world-class experimental music. It included UK and world premiere performances and new commissions from international performers including regions often underrepresented in European music festivals.
- The [Performance Research Centre](#) (PRC) actively engages through live performances and interactive digital media work, focusing on marginalised groups in society. Partnerships include involvement in Digital Voices, with performance group Blast Theory with the Royal Exchange Theatre, The Patching Zone (NL) and Translocal (FI) which develops young people's ability to communicate in online and real world environments. PRC Media work brings understanding of disability issues to a wide audience (est. 1 million) for BBC Radio Drama (*Bell in the Ball*). The PRC's "As Yet Impossible" Series of performances and presentations at the Lowry and Media City UK have provided a forum for the public to engage with the integration of cutting edge technology with the body in performance.

b. Approach to impact: The Unit's approach to interacting with, engaging with or developing relationships with key users, beneficiaries or audiences to develop impact from the research is as follows:

- Rhythm Changes, Jazz Cultures and European Identities: Impact is achieved in the area of developing links between cultural memory, communities and concepts of identity, arts and tourism by engaging audiences, creative industries and cultural policymakers with discourses of jazz cultures to enable participation in the collection, interpretation, and sharing of cultural experiences through jazz as a cultural form.
 - Impact Case Study
- Brass Band Cultures: Impact is achieved in the area of promoting access to and participation in brass bands by developing opportunities for amateur musicians to participate in professional standard and creatively challenging music-making, promoting inclusion and personal and community aspiration, leading the development of brass band cultures internationally and bringing contemporary "concert hall" concepts and techniques to amateur music making, setting competition standards to which brass bands aspire.
 - Impact Case Study
- Wonder: A Scientific Oratorio: Impact is demonstrated in the engagement of a range of groups through Wonder: A Scientific Oratorio, where project partners worked in partnership with local Salford schools and colleges, inspiring over 250 students to create their own art and sound installation, which was designed to complement the performance. 42 school workshops and three masterclasses were held along with visits by all school groups to the Jodrell Bank Discovery Centre for Astrophysics.

<ul style="list-style-type: none"> ○ Evidence of impact achieved: BBC Corporate Social Responsibility Report 2010 (p.20) ● <u>Eight Songs for a Mad King: Stefan and Lotte in Paradise: 44 Scotland Street: PSAPPHA-Media City UK:</u> Impact is demonstrated on transforming the way audiences interact with contemporary operatic and orchestral composition by performing the new work in the Digital Performance Lab at MediaCityUK with free tickets to view the live transmission of Stefan and Lotte on the high resolution screen in the 'Egg' space at MediaCityUK where guests also had the opportunity of exploring online content about the libretto on the touchscreen tables. <ul style="list-style-type: none"> ○ Evidence of impact achieved: Stefan and Lotte in Paradise ● <u>Listening Cities, Knowing Europe through its Sounds:</u> Impact is demonstrated on people's engagement with and experience of the city by understanding how the city changes, through an analysis of perceived sounds. <ul style="list-style-type: none"> ○ Evidence of impact achieved: Listening Cities project activities <p>Staff within the Unit, from early career researchers to established research colleagues, were specifically supported and enabled to achieve impact from their research through the following initiatives:</p> <ul style="list-style-type: none"> ● Fee waivers in key areas of research; ● Workload allocation, allowing dedicated time to pursue impactful research; ● The application of discretionary funding to enable staff to capitalise on opportunities to generate or enhance impact, or evaluate research for impact. <p>The unit makes use of institutional facilities, expertise or resources in undertaking these activities through:</p> <ul style="list-style-type: none"> ● Promotion and development of impact through the Salford Impact initiative: <ul style="list-style-type: none"> ● Salford Impact Advisory Group with cross-university and external representation to build momentum and develop excellence in evidencing impact; ● Celebrating impact in the Vice Chancellor's Research Excellence Awards; ● Embedding impact in funding bids; ● Sabbatical Scheme with a key focus on impact; ● Early Career Researcher training in impact.
<p>c. Strategy and plans: With a record of generating research in partnership, the University of Salford is well-placed to articulate its impacts. It has developed an institutional approach, Salford Impact, with the aim of evidencing, developing and celebrating the transformational impact of University of Salford research. Music and Performing Arts research at the University of Salford plans to continue to exemplify Salford Impact in its current and future research practice through increasing its focus on facilitating close connections between people, communities and organisations and the traditionally elitist disciplines of composition and performance, extending the approach of collaborating widely with groups and organisations to reach different audiences in order to situate music at the heart of the cultural and creative industries.</p>
<p>d. Relationship to case studies</p> <p>Case Study 1: Rhythm Changes: Jazz Cultures and European Identities, performance, participation and social change exemplifies and has informed the development of the Unit's approach to impact through engaging audiences, creative industries and cultural policymakers to enable their participation in the collection, interpretation, and sharing of cultural experiences.</p> <p>Case Study 2: Brass Band Research at the University of Salford exemplifies and has informed the development of the Unit's approach to impact through supporting the brass band sector to embody a unique cultural, community and industrial history, where performance and participation continue to thrive.</p>