

<p>Institution: University of Liverpool</p>
<p>Unit of Assessment: 28 – Modern Languages and Linguistics</p>
<p>a. Context</p> <p>The beneficiaries of research undertaken in the Department of Cultures, Languages and Area Studies (CLAS) have included individuals, communities and institutions worldwide. Audiences in Liverpool, France, Germany, Spain, India and the Caribbean have gained in understanding of their own and other societies and cultures through their attendance at events we have organised, and by the access to world literature which our translation work enables. Local communities in Liverpool, France and Germany have gained from the knowledge about their own local and global histories which we have offered, and helped them to discover for themselves. Audiences in the UK and Europe have learned about the histories of racism and colonialism, and been prompted to reflect on their own attitudes and behaviour. In Spain, research from the Migrations/Places/Identities group has transformed understandings of the origins of the national literary canon and provoked new forms of literary practice. Our research in business history and intercultural exchange has enabled an Indian multinational to engage on new terms with its staff, customers and host community in France, while sociolinguistic research has informed the approach of a local company to training a multilingual workforce.</p> <p>Successful collaborations with Liverpool’s cultural institutions have provided platforms for engaging the wider, local community. New projects continue to emerge, such as the participation of our film scholars in the ‘Art Turns Left’ initiative at Tate Liverpool. Our non-academic partners have used our research-based expertise to inform and develop their collections, and to organise stimulating and influential events. Materials and advice rooted in our research have also enhanced the ability of cultural institutions and public history agencies in the wider UK, Europe and the US to educate and empower their users. The impacts of our research are, accordingly, felt at local, national and global levels.</p> <p>b. Approach to impact</p> <p>We have developed policies to realise the potentials for impact outlined above. Since 2008 most conference and networking activities linked to new research projects have included public events. At conferences, keynote talks are designed as public lectures, as are our annual lectures. The success of this strategy is growing, generating audiences of up to 200. Moreover, we now expect all major new projects to take potential impacts into account.</p> <p>As a department, we understand that substantial impact often also develops from unanticipated encounters and smaller projects, and we expect colleagues to be alert to such opportunities. Colleagues are also encouraged to approach impact-related activities as projects in themselves. Impact is a standing item in our programme of twice-yearly research conversations and in Professional Development Review, with ECR and senior colleagues advised as appropriate to their career stage. In 2011, we held an impact awayday, where we reflected on issues of good practice discussed at Faculty workshops held in 2009 and 2010. In addition, Rosenhaft has assumed the role of KE and impact development consultant for all staff.</p> <p>In 2010-11, the department created a KE fund of £10k to incentivise and support staff projects. This funded public events in Hispanic Studies (a now annual Iberian Week) and Italian (‘meet the writer’, with author Rosario Palazzolo, attended by 50 people), and Chadwick’s digitisation of her edition of Philippe Henriot’s 1944 radio broadcasts (published online on open access). In December 2012, it also funded pilot events for activities (including workshops for two local community groups) organised by Taylor around Latin American net art, set in the context of her AHRC project and in cooperation with the Foundation for Art and Cultural Technology (FACT) in Liverpool. The University established a KE voucher scheme in 2010. In 2012, two recent post-doctoral researchers in Latin American Studies received a voucher enabling them to work with local community groups to develop the <i>Liverpool Community Archive: Beyond the Riots</i>, a conduit for local people to put their views on the 2011 riots in Liverpool into the public domain. The archive demonstrates the high level of interest and participation generated.</p> <p>We strongly encourage our PGRs to take advantage of opportunities for training in and exposure to KE activities. One of our PGRs held an internship at the Bluecoat Arts Centre in the context of the Liverpool-initiated AHRC ‘Happen’ (Humanities and Arts PhD Public Engagement Network) scheme. Another won a competitive place on the University of Manchester workshop</p>

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series 'The Afterlife of Heritage Research'. The research of a third PGR, in the sociolinguistics of indigenous languages in Mexico, has involved the production of bilingual textbooks with actual voice production linked to a pen that can be swiped over text, enabling pupils to operate effectively in both their indigenous language and Spanish. This was a solution to a problem made evident by core research: the need to revitalise the indigenous language by methods of valorisation that would be enjoyable for young people tempted otherwise to abandon the mother tongue of their parents.

The lasting effects of Liverpool's status as European Capital of Culture 2008 include a high degree of collaboration between the city's cultural institutions. This has included promoting impact activities through the Institute of Cultural Capital, in which the University collaborates with Liverpool John Moores University. Working with the Institute and through the University's Public & Regional Engagement Office, **Forsdick** and **Rosenhaft** have been instrumental in developing Memoranda of Understanding with Tate Liverpool and National Museums Liverpool (NML), cultivating a meaningful long-term relationship with two institutions of international standing. This is a logical result of external co-operations that have emerged from our research centre activity, enabling us to engage directly with relevant senior people, and to help shape how research findings can be communicated to the wider public. The Centre for the Study of International Slavery, for example, is a joint enterprise of the University and the International Slavery Museum (on whose holdings we have advised), while Eighteenth-Century Worlds includes the curator of Decorative Arts in NML. Other facets of our engagement with the museum sector include **Forsdick's** Collaborative Doctoral Award with Tate Liverpool, and his collaborations with the Musée du Quai Branly (Paris) and the [Mémorial de l'abolition de l'esclavage](#) (Nantes). The University's development of its own exhibition and performance venue in the Victoria Gallery and Museum (VG&M) has opened a further channel through which we can interact with potential beneficiaries.

Individual collaborations between academic staff and local business and cultural institutions are supported through the University's Department of Partnerships and Innovation (DPI). The DPI provided support to **Blackwood** and **Forsdick** in devising a bid for a UK Knowledge Transfer Partnership on the culture-sensitive translation of training materials for the aerospace industry. This demonstrates where our approach to impact has delivered tangible results, here helping to equip local businesses with an understanding of the challenges of intercultural communication, knowledge which is essential to the capture of additional business with international industry.

Initiatives rooted in the University's Educational Opportunities (EO) unit of the Centre for Life-long Learning have also been used to facilitate local impact. Workshop programmes for local school pupils and events for the local community have involved academic staff, as when the unit provided facilities for the pupil-focussed Tackling Racism workshops led by **Rosenhaft**.

During the REF period, all Category A staff contributed to knowledge and understanding among audiences in the UK and abroad in at least one of the following ways: broadcasts, podcasts or radio interviews; translation; public film screenings; online exhibitions; public lectures; public discussions. Staff have supported the work of the BBC and the Italian government by writing up the outcomes of their work for publication in popular formats and have helped cultural partners (British Library, BBC, Staatsbibliothek Berlin) to identify, exploit and make publicly available their holdings.

c. Strategy and plans

Our aims for the next five years include: encouraging all staff to use their core research further to develop their KE and impact activities, with internal/external funding where possible; consolidating and extending our support networks both within and beyond the University; continuing to embed the findings of our researchers in the social practices of cultural institutions; and promoting positive change in public understanding of the histories, languages and cultures that we research. The processes outlined below detail our strategy for the effective pursuit of these goals.

(1) Providing excellent research, KE and impact leadership

Rosenhaft will continue to lead on the development of KE and impact activities, in conjunction with **Harris** as Head of Department and **Chadwick** as overall Research & KE Lead. The research conversations and Personal Development Review meetings will be key, structured moments in this process. **Forsdick's** role as Leadership Fellow for the AHRC Translating Cultures theme includes promoting public understanding of our disciplines and fostering projects with strong potential for impact, and his experience is being fed back into departmental and institutional practice. This includes targeting funding opportunities which highlight KE partnerships, such as the AHRC Fellowship and Follow-on schemes. For example, **Taylor** has already submitted a Follow-on

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application for a project involving community media and art organisations in Latin America, as well as spectators and audiences in Liverpool and beyond.

(2) Developing new and innovative internal collaborations

New collaborations have already begun. For example, **Harris's** 'Remember Them' project, which resulted in an exhibition on femicide in Mexico at VG&M (September 2013), has inaugurated collaboration with newly appointed **Thornton** on the memorialisation of death and trauma in Mexico. This is expected to generate a strong element of community engagement in Liverpool and Mexico. For 2013-14, we have instituted a programme of lunchtime internal workshops, branded 'research snapshots'. These deliberately pair colleagues from different disciplines in CLAS, creating an environment for reflection on possible new collaborations for pathways to impact. For example, workshops will explore how **Plowman's** work on writing and the military experience complements **Taylor's** experience with Liverpool Veterans; and how **Shaw's** work on black performance cultures can be embedded alongside that of **Forsdick, Rosenhaft** and Hodgson in black and post-colonial studies. We also plan progressively to collaborate with colleagues from other disciplines in our workshops, with the goal of identifying and exploring thus far un-mined opportunities for generating impact.

(3) Developing and reinforcing innovative external collaborations

All colleagues are now expected to look for possible external collaboration opportunities in connection with their research projects and plans. A number of new developments are already at planning stage or underway. **Blackwood** and Tufi will explore the commercial applications of their research on brand names in the linguistic landscape. Other developments are building on emerging opportunities, such as that afforded by the consolidation of a city-wide film studies group. Thus, **Whittaker** is working with FACT and local education providers to develop a programme of workshops and screenings; and **De Luca** is exploring the scope for the creation of a community film project rooted in his interests in digital media. Both projects will contribute to the skills and knowledge of local young people.

(4) Developing ways of assessing the impact of our research

We constantly seek ways to assess the impact of our research and to identify opportunities for follow-up. A very productive approach we are developing is to maintain communication with external users once an event or collaboration is completed, with the aim of generating new agendas or moving to other, possibly more formal, consultation arrangements. This approach allows colleagues to feed reflection on interactions with users into practice-related research, increasing the probability of future impact. One example is **Marven's** work as a translator of the new German fiction which she also researches (impactful in itself: 7000 copies of *Berlin Tales* sold). This led to her appointment as a training mentor for the British Centre for Literary Translation, and her organisation of writers-in-residence visits to Liverpool and related public events. We have also begun to use exit surveys and follow-up questionnaires after events, and to track the resonance of our work in digital media. **Chadwick, Marven, Redden, Taylor, Thornton** and **Yiacoup** maintain research-related blogs or websites. Their experience in disseminating research in this way, and in capturing its impact, will inform a departmental workshop in 2014.

d. Relationship to case studies

Our case studies illustrate the support offered to colleagues who had identified impact opportunities that had developed naturally out of their research or its reception.

For **Cullell**, our KE fund and E. Allison Peers Fund supported the events that brought Spanish poets to Liverpool, and the department freed time for her to attend events related to her book. Magedera's exhibition grew out of the AHRC project on which he collaborated with **Marsh**, and was incubated in the context of collaborations with Management School colleagues in the India in the World Research Centre. An exhibition website was funded by the departmental KE fund.

The EO unit hosted and supported **Rosenhaft's** workshops, and a departmental KE grant covered the costs for UG volunteers visiting Auschwitz with pupils. **Rosenhaft's** use of a study of her own work to reflect on the implications of Holocaust education for an audience of museum professionals is an example of the positive connections we encourage between basic research, impact activities, and the enhancement of practice in communication with partners.