

Institution: University of Leicester (SAAH)
Unit of Assessment: 17: Geography, Environmental Studies and Archaeology
<p>a. Context</p> <p>The School of Archaeology and Ancient History (SAAH) has developed an impact strategy involving a range of non-academic beneficiaries (both national and international in scope):</p> <p>1. The general public 2. Major industry (e.g. oil, media, aggregate, development, publishing) 3. The heritage sector (including governmental – e.g. national antiquities services of various countries such as Libya and Pakistan) 4. Non-governmental organisations (e.g. English Heritage, Historic Scotland and CADW) 5. Policy makers (local, regional and national) 6. Planning and development sectors (construction, conservation and preservation) 7. Service industry (equipment and resource provision) 8. Special-interest groups (archaeological societies, local and regional historical groups, interested amateurs, organisations and national institutions e.g. the British Army) 9. Charities (e.g. The National Trust) and the museum and galleries sector 10. School children (primary upwards).</p> <p>Types of Impact – A. Policy Impacts:</p> <p>SAAH played a pioneering role in shaping the impact agenda at the national level in Arts and Humanities. In 2006 staff worked closely with the AHRC and PricewaterhouseCooper to develop a model of best practice in the effective integration of impact within major research projects based upon one of SAAH's major research initiatives (Longstones Project) that AHRC employed to demonstrate the value of arts and humanities research to central government. In 2009 AHRC selected the resultant case-study to illustrate 'the great diversity and variety of impact from arts and humanities research' and in 2011 included elements of it in a report to the UK Department of Business, Innovations and Skills on selected aspects of AHRC performance relative to government objectives. Many SAAH research projects are designed from the outset to directly address key contemporary social and environmental concerns around the linked themes of heritage preservation, conservation and presentation (e.g. the Cultured Rainforest Project, Borneo). Staff are also active in the production of best-practice guides (e.g. English Heritage guidelines for studying excavated animal bone) and contribute actively to a range of Research Frameworks such as the Maritime and Marine Historic Environment Research Framework – key documents in developing national approaches to heritage management. As a material consideration in the planning process, SAAH's research has an impact on the evolving shape of the regional urban/rural fabric through work carried out with extractive industries and agriculture.</p> <p>B. Economic impacts</p> <p>Our advocacy and consultancy has enabled UK companies to win environmental impact assessment and mitigation contracts with Libya's oil sector worth >£330K in the REF period. We also have had a direct impact on employment and income generation in local businesses that supply equipment and services to the University of Leicester Archaeological Services (ULAS) (£513K in the REF period). Sensational discoveries like the Hallaton treasure, Ardnamurchan Viking boat burial or Richard III have the potential to increase significantly visitor numbers and tourist spend in their region, as our case studies demonstrate. Academics rarely make significant money from their books, but the aggregate impact of academic publishing is considerable. For instance, from 2008-2013 SAAH staff had total book sales of 44,290 estimated at > £1 million generated for the academic publishing sector (based upon typical HB/e-book price of £30; PB £20). Our book for the general public 'Visions of Ancient Leicester' (2011) has sold over 2000 copies (raising £17.5k) and is in its 3rd printing with similar books on Hallaton and Richard III newly published. It is difficult to put an exact value on the contribution to TV revenues from our involvement in 20 programmes achieving a global audience in the tens of millions.</p> <p>C. Enhancements to Cultural Understanding, Informing Public Attitudes and Values</p> <p>SAAH's research activities impact upon cultural understanding in a range of ways. E.g. our work at Wallingford & Hallaton is providing the intellectual foundation for initiatives such as English Heritage's 'Heritage Counts' (an annual survey of the social and economic role of the historic environment) and its three core concerns - Understanding the Assets; Caring and Sharing; and Using and Benefiting. Other such impacts include the creation of new professional networks, enhanced museum engagement, founding of local societies and boosting of membership, economic benefits to local businesses attracted by participants and visitors during fieldwork, and enhanced marketing and tourism opportunities (as at Bova Marina).</p> <p>Impacts at the personal scale are also notable, from informing the potential career paths of young volunteers and exploring pathways into HE for individuals with non-traditional qualifications, to</p>

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providing a material focus around which recovery and social re-integration of individuals can be structured and effected (e.g. **Operation Nightingale** with the Army assisting injured soldiers).

b. Approach to impact

A strong commitment to public engagement is part of SAAH's research strategy. We have had a designated Outreach Officer since 2001 and a formal Impact Officer since 2010. Impact development and planning is embedded in staff appraisals, annual research reviews and formal mentoring meetings with impact activities a key element of workload and study leave planning. Staff with direct experience of impact (e.g. case-study development and designing effective Research Council 'Pathways to Impact') actively share experience with research staff and students through internal peer-review of grant and project proposals and small-group workshops. As noted, public engagement was recognised as an important aspect of SAAH's role within the wider community before the emergence of impact as a REF assessment criterion and during the REF period academic staff have been involved in regular media work (7 staff appeared in 20 television programmes for a global audience totalling >30 million people; 14 staff in 23 radio broadcasts; 24 staff involved with 81 news stories carried in a range of worldwide media (from print and broadcast to social); popular publications (4 popular books and 26 magazine articles); 25 fieldwork open-day and end-of-project events; 169 visits to and from schools; 20 staff gave 179 public lectures and events; and 36 opportunities were created to encourage volunteers to take part in archaeological fieldwork. SAAH is proactive in its approach to the dissemination of the new knowledge it creates, fostering tangible impact through actively engaging the various user-groups with research findings. By fully involving user-groups in our projects a host of local/regional impacts have been achieved. Through a programme of school visits, open-days, and on-site events the SAAH outreach team work with individuals from 5 years old to 75. Primary school bookings alone for summer 2013 events numbered 874 children. ULAS staff are also very active in delivering public lectures, carrying out site tours and arranging open days. The range and diversity of impacts arising from such activity are fully demonstrated in the **Richard III** and **Hallaton** case-studies and such direct involvement is embedded in our research at **Wallingford**, **Burrough Hill** and **Ardnamurchan**.

Our Impact work is international in scope – exemplified by activity in **Chitral**, Pakistan (2009-12), funded by the British Council (BC) INSPIRE scheme for collaborative research. Alongside excavations and surveys, SAAH held two workshops for local people (2009, 2010, with >140 attendees) to discuss the research results and broader regional heritage. A Heritage Survey was carried out and both local Chitralis and Kalasha were interviewed and this information fed back to local government. Staff from Hazara University (HU – our research partner) have given talks in local Chitral schools, and 33 local people were directly employed on the project over three field-seasons. Building on this project's success, HU extended BC funding for one year in order to explore heritage and tourism in a related project called 'Chitral Cultural Heritage: A tool for sustainable tourism in Pakistan'.

ULAS is actively integrated into SAAH research activities to maximise impact opportunities, as recognized by the 2013 Queen's Anniversary Prize (through academic staff involvement in ULAS projects; direct collaboration; and contract research and consultancy - e.g. **Burrough Hill**) alongside extension of outreach activities to embrace ULAS staff and projects. The remit of the outreach team is to consider the potential impact of all research activities and to provide the logistical support needed to maximise these as well as collecting the quantitative data needed to validate case-studies. This has seen the generation of close liaisons with other disciplines (such as Museum Studies) to share best practice. Impact arising from original research has also been encouraged in our UG teaching programme since the early 1990s through a 'Professional Skills' course where small student teams work directly with external stakeholder groups to realise projects ranging from the creation of teaching resource packs to museum and gallery displays. The current **Faith Trail** project (developing a resource that enables visitors to explore the diversity of faiths and faith-related buildings in the city of Leicester) arose directly out of a student-led project. At the institutional level, SAAH's approach is guided by the University of Leicester's commitment to maximising the economic and societal impact of its research. Key to this has been the development and sustainability of an internal culture that encourages, supports and extends the capacity for impact. To this end the University has a framework of professional services which support the enabling of impact, built on significant investment in PR and communications, IT services, an academic practice unit to build researchers' skills and knowledge, Enterprise and Business Development Office (EBDO) and Research Support services. The College of Arts,

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Humanities & Law (CAHL) has a dedicated Business Development Manager who works closely with academics to support the development of contract research, consultancy and knowledge transfer partnerships. In 2013 one of our PhD graduates was appointed as Business Development Executive (Heritage) to develop and deliver income-generating consultancy work in the heritage sector nationally and internationally in collaboration with academics in the CAHL. The CAHL Enterprise Plan focuses on strengths and potential in contract research, consultancy and short courses (Continuing Professional Development provision) and is led by a College Enterprise Working Group, which feeds into the College Research Committee. The EBDO has set up the Prospects Fund where UoA staff have successfully bid for funds to develop projects with income generation potential and knowledge exchange outcomes. The College also administers a Development Fund (DF) for staff prioritising those which have significant income-generating potential. Four SAAH staff carried out consultancy work in the REF period, two received EBDO support and six CAHL DF support.

c. Strategy and plans

The three Impact case-studies are drawn from a much wider pool. These include: major community involvement at the Iron Age hillfort at **Burrough Hill** (Leicestershire) and **Ardnamurchan** (Scotland); development of the Leicester **Faith Trail**; fieldwork with injured Service personnel of Defence Archaeology Group's **Operation Nightingale**; collaborative historical archaeology with members of the Mohegan Tribe in Connecticut, US (**Mohegan Field School**); and the **Cultural Heritage and Peacebuilding (CHaP)** project being developed in post-Qaddafi **Libya**.

SAAH's approach recognises that stand-alone impacts can have enormous value. However, a key strand in our impact strategy is based upon a strong appreciation of the cumulative value of carefully linked impacts that not only build momentum, but generate overall impacts that transcend the sum of the individual parts. A valuable example can be seen in the SAAH's current research into Iron-Age to Roman transitions in the East Midlands and Roman-Medieval Leicester. This includes not only the impacts reported in the **Hallaton & Richard III** case-studies and the **Burrough Hill** project, but crucial work by SAAH in and around the city of Leicester – e.g. in the introduction of permanent information boards at Leicester Abbey and the creation of a new visitor centre (to open in 2014). In this way SAAH staff are playing an integral part in the Mayor of Leicester's ambitious 'Story of Leicester' project – a regeneration initiative designed to educate and foster a sense of pride and appreciation of the city by its inhabitants and increase visitor numbers. A similar relationship exists between the **Libya** case-study and the **CHaP** project.

A second strand has been to ensure the long-term relevance of SAAH's impact activity through maintaining our proactive work in embedding SAAH practices at the heart of policy making (e.g. **Libya** case-study) and continuing to nurture and encourage original examples of best-practice that can be shared and drawn upon by Research Councils and other researchers alike (e.g. **Longstones Project**). To this end we are also working to maximise the potential of Research Council funding schemes such as the AHRC's Collaborative Doctoral Awards (7 awarded in REF period). Through 3 such awards the SAAH is working closely with staff of the UK Government's Portable Antiquities Scheme (PAS) and national museums (e.g. British Museum; National Museum of Wales) to maximise the research potential of archaeological discoveries made by members of the public, especially metal detector users. Recording and conserving these discoveries has involved a considerable investment from PAS and museums; staff time funded by the UK taxpayer and the HLF. We are actively realising the research dividend from this major public investment as well as providing publicity material for the scheme itself.

d. Relationship to case studies

Throughout sections a-c care has been taken to reference explicitly the case-studies submitted in order to provide the desired link between the points raised and impacts recorded. The **Hallaton** case-study demonstrates the prominent role afforded to community-oriented activities in enabling and articulating impact and, alongside **Richard III**, highlights SAAH's commitment to public engagement and the delivery of economic benefits at the regional level. Complementing this, the **Libya** case-study demonstrates that long-term, primary archaeological research can have a wide range of impacts (economic, political, diplomatic, heritage management) for a variety of stakeholders (local and international). The **Hallaton** study further illustrates the ways in which commercial and academic archaeological research can be integrated to great effect in realising a host of impact initiatives at local and national scales of importance.