

Institution: Durham University
Unit of Assessment: 217 Geography, Environmental Studies and Archaeology
<p>a. Context</p> <p>Archaeology at Durham has always emphasised impact as integral to research excellence. Since the 1960s, collaboration with local societies and heritage organisations has underpinned our research and fieldwork. Here we return evidence from across our academic community, providing testimony to benefits and changes in established sectors, <u>and</u> the realisation of far-reaching impact on new and diverse beneficiaries. We demonstrate how: (bi) our archaeological practice contributes to the development of methods and data of direct relevance to non-academic users; (bii) knowledge exchange and training is influencing standards in professional and commercial bodies, and; (biii) collaborative research, working alongside local communities, successfully empowers people to access and benefit from their heritage.</p> <p>Commercial organizations, print and broadcast media, national, international and statutory heritage bodies and museums, law enforcement agencies, the health sector, National Parks, tourism and community groups – all these users are indicative of the variety, scale and reach of our impact. Our case studies span our strengths in social and scientific archaeology and, taken together, exemplify our commitment to local and international impact, underscoring our responsibility to make our academic research relevant to new audiences.</p> <p>b. Approach to impact</p> <p>The vibrancy and range of our research demands a diverse approach to impact. Practice-led research (bi) in the laboratory and field, pivotal to our research excellence, is a highly effective pathway to impact, while knowledge exchange (bii) and co-production (biii) are promoted as strategic ways to broaden and deepen the reach and significance of our collaborations.</p> <p>(bi) Illustrative of our practice-led approaches is C.Roberts' research into the handling, study and curation of human remains which has widely influenced professional and commercial procedure in the UK and overseas (ICS1). Field projects have also set new methodological agendas for local archaeology and through publication are providing 'a possible model for others to follow in their own communities' (Gerrard, Petts ICS2).</p> <p>(bii) Knowledge exchange is verified by collaborations with over 27 external agencies across four continents. Our international reach and significance are exemplified by working relationships with the Kuwait government (Kennet), the Global Heritage Fund (Wilkinson), the Department of Antiquities in Libya (Leone), the Department of the Environment, Ireland (Scarre), Historic Scotland (Church) and the National Trust (Skeates). Long running, extensive impacts can result in changes to policy as it has done in Nepal (Coningham ICS3). We have also implemented formal research-led training in heritage skills for community groups via the North East Heritage Partnership. This equips people to access their regional past and, through the acquisition of new skills, builds capacity for the future (ICS2).</p> <p>(biii) Co-production is driving forward improved knowledge and management of the historic environment. Collaborative research studentships with English Heritage (Bailiff, luminescence dating of brick, 2009; Simple, contemporary perceptions of Wearmouth/Jarrow, 2011) and the British Museum (Kennet, Islamic glass in the Indian Ocean) embed impact activity with non-HEI partners across our postgraduate community. Some of our projects combine several partners eg. British Museum/Portable Antiquities Scheme/Ashmolean (Gerrard, monetisation/coin loss in Medieval England, 2013); Natural History Museum/ British Museum (White, Ancient Human Occupation of Britain 2, 2010).</p> <p>We insist upon a strategic approach that prioritises research excellence coupled with a policy of investment, review and support to ensure that impact is well integrated in what we do and nascent projects are identified and progressed. More specifically:</p> <p>(b1) Impact is promoted as a visible and valued element of our research environment and recognised in the targets set in Annual Staff Reviews. Research Groups provide a dynamic forum for discussion, facilitating the sharing of best practice and linkage with external organisations: North East England, for example, hosts a portfolio of regional collaborations and contacts,</p>

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invaluable for both staff and PGRs, while **BioA** is working with regional agencies to open up projects on health and well-being (**C.Roberts, Gowland**) (ICS1). Collaborative PhD studentships and *Research Dialogues*, our internal competitive fund for PhD-led workshops, raise awareness of and support impact activity in our PGR community (eg. PGR-led workshop *How to Build a Dam and Save Cultural Heritage* 2012). Museums and heritage agencies are regular contributors to our annual seminar series (eg. National Museums of Scotland; British Museum 2011-13). All members of the department are made aware of impact through staff Away Days and individual meetings and examples of best practice are shared via a digital archive.

(b2) We have strengthened existing impact and invested for the future by making new appointments: **Petts**, for example, as *Director of Research for Archaeological Services* (2008-), has deepened the relationship between research, commercial and community archaeology in the north-east region, using commercially-managed, research-led fieldwork to train over 16 local societies (ICS2); while **Pettitt's** (2013-) experience of setting up innovative community engagement in research on Palaeolithic art is proving formative for new projects seeking to experiment with participatory methods.

(b3) Review and investment are priorities for the department. An Impact Group, constituted from our Research Groups, meets annually with staff to review emerging partnerships, advising on successful pathway activities (ICS1 *Skeleton Science*) and data capture (ICS3 UNESCO documentation). We also share existing best practice and encourage new areas for investment. Successful applications have been made to the University's seed-corn fund (securing £10k from an annual available budget of £250k) to enable staff to hold collaborative events with policy-makers (eg. **Hingley** – Hadrian's Wall), to facilitate exploratory work on how to elicit impact evidence from sectors beyond archaeology (**C.Roberts** ICS1), and experimental research with new 'pathway' media (eg. briefs, video clips) (ICS1-3).

(b4) By working together with Durham Research Institutes (URIs) we have consolidated partnerships and set new agendas. Collaboration with UNESCO 'Cities' division on a public perceptions project on the Durham World Heritage Site (**Semple, Graves**) is sponsored by the Institute of Medieval and Early Modern Studies and an Institute of Advanced Studies fellowship (2012) has progressed the partnership between UNESCO and our Hadrian's Wall team (**Witcher**).

c. Strategy and plans

In line with the Durham University strategy 2010-2020, which emphasises the centrality of impact to excellent research, we will extend and enhance the range, breadth and depth of our impact and engage new sectors (see REF5). To accomplish this Durham Archaeology will give priority to:

Support and investment. We will embed and expand existing streams of impact, protecting heritage under threat (**Coningham** ICS3 with **Philip, Wilkinson**), and place human health at the forefront of our educational outreach (**C. Roberts** ICS1, *Skeleton Science* 2, Leeds 2014). We will cement the role of our international field school as a primary driver for local engagement, while using new initiatives to diversify our regional user groups (**Petts, ASDU** ICS2 with **C. Roberts**, heritage and the elderly). New appointments provide opportunities; specifically we will redouble contacts with external agencies and visiting specialists engaged in new initiatives such as our MA in Cultural Heritage (**Brooks**) and build on our current list of collaborations with 15 different museums to develop a co-ordinated agenda for museums engagement (**Brooks/B.Roberts/Caple/Skeates**). We will nurture emerging future impact. **Gowland's** accredited continuing professional development course *Body Location and Recovery in Forensic Contexts*, for example, is benefitting from department support for the provision of free places for members of the police, resulting in take-up in 2014 from all five regional forces and the Ministry of Defence. Plans by **Montgomery** to develop her digital scans of juvenile jaws for use in dentistry are an investment priority for 2014. Monitoring and review, led by our Impact Group, will continue, but we will now develop more sophisticated infrastructures to support our work. We will introduce dedicated seminars on impact themes, and revisit our loads model to ensure that it is sufficiently flexible and reactive, assuring that credit is given for grant applications and award values, and so encourage staff to pursue follow-on grants as a means of developing impact eg. AHRC Cultural Engagement Grant now facilitating impact for the Hadrian's Wall project (**Hingley**).

Developing best practice. We have learned the effectiveness of knowledge exchange and co-production (ICS1-3): our experience of creating formal collaborative training initiatives (ICS2), vital

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to building capacity in the North East, will shortly be rolled out to benefit field projects in Kuwait, Egypt and Libya (**Kennet, Wilson, Leone**). Here formal placement schemes will enable local inspectors and officials to develop their knowledge of the archaeology under their care. Research Groups, via discussion meetings and Away Days, provide the ideal forum through which to share best practice and user contacts with staff and PGRs alike, deepening engagement and opening up new collaborative opportunities. Knowledge gained from IC1 shared via the BioA research group is resulting in a co-ordinated campaign, making research relevant to a wide variety of new audiences (**C. Roberts** with **Gowland** and **Montgomery**). We recognise our PGRs and PGTs as future beneficiaries and policy makers; by engaging them with our research and impact during their time at Durham and maintaining contact with them as they exit, our alumni will help us to broaden our linkage to non-academic sectors.

Enhancing methods of dissemination and data capture. Dynamic partnerships often deliver the most impactful dissemination. Diversifying the experiences gained from ICS1-3, **Larson** now co-produces his broadcasts to enhance the media reach of his animal domestication research, working with University professional services at an early stage to put in place successful data capture; *Secret Life of the Dog* (BBC Horizon, 1/2010) and *Wonder of Dogs* (BBC2, 9/13) have attracted 2.56 and 3.2 million viewers respectively (slot average is 1.9m), and the former was sold to 30 countries, producing a significant income for broadcasters. This greater use of media releases and broadcasting, coupled with dedicated University support, is a model for our future strategy.

d. Relationship to case studies

Our approach has been honed by the development of our case studies: they confirm the effectiveness of practice-led research, knowledge exchange and co-production as pathways for impact, and together with the wider range of activity within the department, are now shaping our current and future strategy for REF2020.

In ICS1, **practice-led research (bi)** shaped ethical standards and methods in professional sectors including museums, commercial units and forensic laboratories. Outputs generated with practitioners in mind were core to the impacts achieved, a pathway shared via the BioA research group (**b1**), and now instrumental to **Gowland's** aim to effect real change in crime scene investigation, and **Montgomery's** impact on dentistry. Our major field-based research projects are models of community archaeology (ICS2) and, guided by the experience of ICS1 and **Larson**, we now use pathway publications and broadcast media (**b3**) to expand the impact of our methods-based field research within public and commercial archaeology (**Moore, ASDU**).

In ICS2, **co-productive partnership (biii)** between our commercial unit and local societies to develop training programmes has successfully engaged them with our research. The involvement of these same users in data capture has fed back information on the value of training and the benefits of knowledge gained. This experience, alongside the expertise of recent appointments like **Petts** and **B. Roberts (b2)**, is shaping our plans for training placements in Africa and the Emirates, initiatives we support with department seed corn (**b3**). Similarly, jointly-conceived exhibitions such as Skeleton Science (**C.Roberts**, Durham University Museums) have benefitted from the expertise of museum staff in evaluating target audiences and led to insightful data capture (ICS1, **b3**), experience central to the development of a new museums agenda (**Brooks, B.Roberts, Caple, Skeates**) and planned collaborative exhibitions eg. Roman Identity, Museum of London (**Gowland** 2014), Tripillia travelling exhibition, visiting 7 European countries (**Chapman** 2015).

In ICS3, consultation with relevant stakeholders proved essential to the long-running and deep impact achieved by **Coningham** in South Asia. Here **knowledge exchange (bii)** is key to successful dissemination but it is consistent advocacy and dialogue that effects change in policy. We have used Durham URIs and department investment to translate this approach (**b4**), creating opportunities to consolidate international partnerships, for example with the organisations that manage and care for Hadrian's Wall (**Hingley, Witcher**). The rich datasets generated by international research like the *Fragile Crescent Project* are vital to the future protection and management of endangered heritage in Syria, Turkey and Iraq (**Philip, Wilkinson**); using the experience gained in ICS3 and URI investment, we will develop collaborations with multiple stakeholders in the Levant, embedding our research in management and protection policy.