

<p>Institution: UNIVERSITY OF BIRMINGHAM</p>
<p>Unit of Assessment: D31 Classics</p>
<p>a. Context</p> <p>Birmingham Classics, Ancient History and Archaeology (CAHA) has a broad remit. The language, literature, history and archaeology of Ancient Greece and Rome are core, but we also incorporate the Ancient Near East, Egypt, the Centre for Byzantine, Ottoman and Modern Greek Studies (CBOMGS), the Ironbridge International Institute for Cultural Heritage (IIICH) and the Digital Humanities Hub (DHH). CAHA has been particularly successful at: 1. cross sector engagement; 2. engagement with education; and 3. engagement with social and broadcast media. This converts to impact on professional practice, management guidelines and policy; delivers economic impact through enhanced collaboration across sectors; and enriches the learner experience through impact on school and university curriculum, improved provision and delivery of teaching.</p>
<p>b. Approach to impact:</p> <p>We address issues of impact in our annual cycle of staff research development meetings, and the College runs training events on how to maximise impact. Impact is a <u>promotions criteria</u> across UoB, and resources (money) and/or leave (time) are available for colleagues to develop the impact of their research. This has been institutionalised via the Research and Knowledge Transfer Office (R&KT) within the College, and by the College-wide workload allocation model which provides 'points' to offset the time requirements of impact activities.</p> <p>1. Cross-sector engagement: We promote cross sector reciprocal relationships of KT.</p> <p><u>Method:</u> During this REF period, CAHA academics sat on advisory boards of appropriate user groups (British Academy, Egypt Exploration Fund, International Center of Medieval Art, International Medieval Congress, UNESCO) and our strategic appointment (2012) of a new Director for IIICH (Robinson) included engagement with international heritage organisations as part of the job description. We have embedded a culture of cross sector collaboration by building on strengths in digital technology, by supporting grant applications based on cross sector collaboration (AHRC-funded Iconoclasms Network), and by exploiting previous experience in cross sector engagement. CBOMGS has long-standing links with the Barber Institute of Fine Art, and particularly with their numismatic collection (1 of the 2 best collections of Byzantine coins in the world), the curator of which is an honorary member of CBOMGS and works closely with PG students to produce annual exhibitions and a publicly-accessible web resource, as well as hosting public open days for local families. Integrating PGs into cross sector activity with cultural collections is well-established: e.g. 3 CBOMGS PGs staff the Coin Study Room and interact directly with the public, hosting coin-handling sessions for schools as well as for UGs around the region; other CAHA PGs hold internships in cultural collections both within UoB and abroad through Universitas 21.</p> <p><u>Outcomes:</u> Engagement in the <u>UK</u> has influenced changes in heritage policy (e.g. Esmonde Cleary advised National Trust on the management of Chedworth Roman villa (see case study); Chapman advised English Heritage Wetlands Strategy). International engagement with non-academic users has impacted on policy decisions in <u>Europe</u> (Esmonde Cleary is an advisor to the French Archaeological Service; Tziovas has been advisor on classical cultural heritage to the Greek government since 1998; Carman collaborates with the Flemish Heritage Institute; Chapman co-authored the white paper on Heritage and Peatlands for the International Union for the Conservation of Nature); in <u>America</u> (Chapman advised on Chicago's first Cultural Plan in 30 years); the <u>Middle East</u> (Cuttler manages the creation a country-wide Historic Environment Record for Qatar); and globally: the new IIICH director sits on the board of UNESCO and provides expert advice (e.g. on World Heritage Sustainable Tourism). It has also resulted in the development of CPD programmes for heritage professionals run at IIICH that over the past 3 years have drawn in 80 students.</p> <p>Significant cross sector links allow CAHA to make interventions in the public projection of the ancient world through interaction with a wide variety of museums and galleries. Working with Eton College and Johns Hopkins University (Baltimore MD USA), CAHA staff made public the Eton Myers Collection of Ancient Egyptian Art, which until 2009 was inaccessible, and collaborated with the Barber to co-curate a public exhibition, <i>Sacred and Profane</i>. CAHA won funding to hire a PG</p>

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curator to manage the collection and to exhibit it both physically and digitally. Wider approaches to impact through the museum sector include Livingstone's Cuneiform Digital Forensic Project with the British Museum; and Brubaker's involvement with museum professionals at Royal Academy, Tate, Fruitmarket Gallery (Edinburgh) and Birmingham Museums Trust (BMT) (see case study).

The establishment in 2010 of DHH provides a physical location for facilitating and enabling such interdisciplinary and cross-sector collaboration. Projects include the European Regional Development Fund digital demonstrator and the AHRC-funded Collaborative Arts Triple Helix, which integrate the academy, the cultural sector and business to ensure cross-fertilization across the sectors, embedding the impact of the academy across multiple sectors and enriching the working practices of our cultural and business partners. On-going partnerships and changed working practices have resulted in digital installations at BMT, including the new Staffordshire Hoard Gallery; the Library of Birmingham; the Worcestershire Hive; and the Ironbridge Gorge Museums Trust. Through DHH, CAHA is changing the research culture to foreground impact through cross sector engagement nationally and internationally (e.g. international consortium projects such as FP7 Regions of Knowledge with Louvre-Lens).

2. Education: We disseminate our research through engagement with schools, teachers and foreign universities.

Method: CAHA runs the regional branch of the Classical Association (CA) and funds a PG to act as publicity officer and maintain social networking (twitter, facebook, and website). Nationally, we have positioned ourselves to play a lead role in the new Schools-Centred Initial Teacher Training (SCITT). Internationally, we have developed travelling programmes of master classes and workshops, and liaised with publishers to provide texts for foreign university use.

Outcomes: Regionally, teachers, CAHA PGs and staff collaborate to host two annual lectures, one with an external speaker (Lindsey Davis 2011, Edith Hall 2012, Ray Laurence 2013). The Birmingham and Midlands Branch of the CA hosts an annual 6th form conference in March, and an annual Latin teachers' forum in January. Beyond the work of the local CA branch, CAHA actively reaches out to local schools. PGs organise and run master classes in Byzantine history and a study-day on campus for local schools, funded by Sandwell and Dudley Council. We run a 'Classics Hub' involving 5 state schools in the Midlands area, funded by Classics For All and the Statham Family Trust. Pupils attend workshops, a summer-school, and day-trips to Roman sites in the region; teachers in the hub hold a forum hosted by CAHA, and take part in a series of CPD events we organise. Nationally, CAHA supports the new SCITT programme in Classics, accredited by UoB, by providing subject support in the form of a series of six day-long workshops, which are open to trainee teachers and NQTs. These include a day at Chedworth, workshops on A-level and GCSE texts, and a workshop with the DHH team; we also support sessions run by senior local teachers.

Internationally, IICH runs international summer schools on cultural heritage in partnership with Taiwan and the University of Illinois at Urbana-Champaign; CBOMGS runs an international summer school in Byzantine Greek. Staff are repeatedly invited to present master classes on their expertise to students in Europe (e.g. Spencer in Rome; Brubaker in Thessaloniki; Macrides in Budapest), America (e.g. Spencer in Texas and Arkansas; Brubaker in Washington DC) and Asia (e.g. Robinson holds a visiting chair at NTNU, Taiwan). Brubaker's most recent book on Iconoclasm has been translated into Italian for use in the core medieval history curriculum across Italy and has thus provided direct impact on Italian university curriculum design.

3. Media: CAHA facilitates wider research impact through engagement with the general public.

Method: CAHA has cultivated a reciprocal relationship of knowledge exchange with a variety of social and broadcast media. Building on training and opportunities provided by UoB's Ideas Lab, CAHA has grown its 'media-savvy' demographic.

Outcomes: CAHA is active in social media directed at a wider public (e.g., OUP responded to public interest in Theodorakopoulos' research by inviting her to blog about her women's writing project). CAHA facilitates public engagement through broadcast media (radio, television, public print media) at all levels, reaching regional, national and international user groups through news-stories, TV series, and documentaries (e.g. Laurence worked with BBC and Channel 4 on 'Pompeii' and co-wrote the trade book that accompanied the programmes; Tziouvas contributes to Greece's leading Sunday newspaper, *To Vima*; his public interviews include International

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Communication Policy Forum (<http://icp-forum.gr/wp/?p=952>); International Greek Radio 5; and appearances on Greek Television (NET) to discuss the international image of Greece. Members of CAHA are regularly called upon for commentary and expert contribution targeted at regional (e.g. West Midlands Today), national (Channel 4's Time Team, BBC2's Digging for Britain, Radio 4's Material World, You and Yours, Today) and international user groups (National Geographic, including 2011 adventurer of the year; Discovery Channel; Public Broadcasting System; History Channel). These have had international impact: e.g. Chapman's email exchange with schoolchildren in Ohio USA after his PBS programme on Stonehenge. CAHA is also involved in breaking news stories, notably concerning Stonehenge and the Staffordshire Hoard.

c. Strategy and plans

Strategy: CAHA believes that impact is not an isolated product, but part of a continuous process. Our strategy is to expand our global partnerships and increase our impact on international heritage policy; to increase engagement across sectors (regionally, nationally and internationally); to increase the dissemination of our research to the public in engaging and accessible formats; and to increase the long-term impact of our research through interventions in the education sectors.

This four-pronged strategy is evidenced by: our successful bid in 2012 for strategic investment into the development of IICH to create a global profile, and engage with UNESCO and partners from the USA and Taiwan as part of our broader goal to increase our impact on heritage policy; our successful bid in 2010 for strategic investment into the development of DHH, a cross sector initiative with partnerships in Europe, the USA, Hong Kong and Malaysia, to increase engagement across sectors; our successful bids across the past 2 years for RCUK and EU funding to expand our cross sector initiatives; our on-going lead in the development of regional (CA), national (SCITT) and international (master classes and translations) educational initiatives. These initiatives have created a strong forward impetus in our plans for the period 2014-2020.

Plans: CAHA has created a solid base of sustainable cross sector partnerships and developed mechanisms for generating impact. Building on these strong foundations, DHH is developing a series of applications (NESTA/ACE/AHRC) focusing on cross sector engagement, e.g. Rethinking the Public Archive. An incipient project, Visualising Hidden Conflict, builds on current work with Tate, BMT, Fruitmarket Gallery and the Barber Institute. New international partners include the British School at Rome (BSR): the Alma Tadema Archive Project, now in planning stage, will see CAHA join forces with BSR to raise the impact profile of both institutions through innovative use of digitised archival material aimed at a broad 'general' user group. Another bid in development, Caring for the Future at Home, joins CAHA with a range of institutions across the West Midlands and Chicago. CAHA will also continue to grow its media profile. Future TV slots already scheduled include a programme on bog-bodies (PBS/Channel 4), and the Iconoclasms Network has generated considerable interest from BBC, with a pilot recently filmed. Current activities guarantee our long-term impact on education. We plan to grow this impact through embedding our liaison with local schools via PG teaching. An SL in Classics development (a new position from 2013) will explore and develop new interfaces with the education sector.

New directions for the future include more focused sessions on using social media in relation to dissemination and impact work; and provision of more focused mentoring for people who wish to exploit the impact potential of their research. Mentoring is, we believe, key, and CAHA continues to build on its expanding base of academics who understand the advantages of purveying world-class research to benefit the wider community. Although not all cutting edge research can or will have immediate impact, our aim is for 'impact-aware' to become the default mode when colleagues plan and prepare their research projects.

d. Relationship to case studies

CAHA's 3 case studies focus on our core constituencies. The Chedworth case highlights our commitment to working with the heritage sector and public engagement through the NT. The Iconoclasms case fronts our interdisciplinary international cross sector initiatives and impact on foreign HEI curricula. The Wroxeter case spotlights our interdisciplinary cross sector work focused on media, public engagement and international heritage and environmental policy development. All 3 case studies cross cut our 3 approaches to impact outlined in section b; and exemplify the impact strategy from which our future plans evolved and will continue to develop.