

<p>Institution: University of Oxford</p>
<p>Unit of Assessment: 31</p>
<p>a. Context</p> <p>The main benefits outside academia of Oxford research in this UoA are cultural and pedagogical: increased understanding of periods of history and regions, with their material remains and texts, that are widely seen as foundational for modern culture. Our research has economic benefits for a number of industries, including not only publishing, broadcasting, and heritage, but also, unusually within Humanities, technology. Among the wide variety of users are: museum visitors; users of databases and other online resources; readers and viewers of, and listeners to, popular cultural and historical writings and programmes; audiences of films, plays, and public lectures; school groups; businesses; policy makers; and cultural organisations. Through outstanding resources such as the Ashmolean Museum, the Ioannou Centre for Classical and Byzantine Studies, and the Griffith Institute, as well as research projects in areas such as ancient history, papyrology, and reception studies, users benefit from the full range of our research across the whole of antiquity.</p>
<p>b. Approach to impact</p> <p>The diversity and quality of Oxford Classics research enable many areas of intended and unintended impact. Since 2008, we have achieved impact through many different collaborative and individual research projects and through an intense and diverse programme of public engagement. The main methods we have used are as follows:</p> <p><u>Preserving cultural heritage internationally</u></p> <p>Many strands of our research contribute to preserving international cultural heritage. L. Morgan's work on the Buddhas of Bamiyan led to his making contributions to debates on the preservation of Afghanistan's archaeological heritage in a commissioned article 'Roads in Afghanistan's Past – and Future?' in the heritage section of the United Nations Assistance Mission in Afghanistan website, as well as on radio (e.g. the 'Today' programme), in a <i>Times Literary Supplement</i> commentary piece on the National Museum in Kabul, and in invited Huffington Post blogs. Cultural heritage has also been promoted by consultancy work on Iraqi antiquities for UNESCO/INTERPOL (Reynolds) and on Libyan archaeological sites for the UK government (Wilson, UoA17); by Dahl's research on cuneiform tablets; and by Kuhn's 2012 colloquium 'The Future of the Past', which gathered museum staff and legal scholars from the UK, France, and Germany.</p> <p><u>Engagement with business</u></p> <p>Research in this UoA has a significant economic impact in a number of areas: (i) The broadcasting industry, above all through input into television programmes produced by the BBC and their sale to other broadcasters. (ii) The publishing industry, through the generation of profit and employment (including specialised copy-editors) resulting from the production of popular books, translations, and scholarly monographs. (iii) The development of technology (through collaboration with other University departments) that has applications in other areas; the University company Isis Innovation played a key role in supporting the commercial application of technology developed in Obbink's <i>Oxyrhynchus</i> project. (iv) The tourism industry, through profit from the research expertise provided by Oxford Classicists: e.g. archaeologists' research has an important impact on local economies, while several contribute to the cruise industry: Mannack, for instance, gives 3-5 archaeological lectures a year for the company <i>Voyages to Antiquity</i> on the Maltese-registered ship <i>Aegean Odyssey</i>, and his tour blog and customer feedback are used in advertising on the company website. (v) D'Angour's research on innovation in ancient Greece supports innovation in modern business. He has written about his research for the BBC News website, spoken about innovation at the London Business School and INSEAD, and developed links with Oxford's Said Business School, where he instructs Executive MBA students seconded from industry.</p> <p><u>Engagement with schools and teaching</u></p> <p>We are deeply committed to promoting knowledge of classical antiquity in both primary and secondary schools. Faculty members have served on the committee of, and published research-based articles in, <i>Omnibus</i>, a magazine that promotes Classics in secondary schools. Research on Latin teaching fed into a pamphlet by Pelling and L. Morgan, <i>Latin for Language Learners: Opening Opportunity for Primary Pupils</i>, distributed in June 2010 through the think-tank Politeia and supported by public figures such as Tom Stoppard and Ian Hislop as well as by primary teachers in London inner-city schools.</p> <p>The impact of Classics research on schools is facilitated by the Classics Outreach Officer. This is a full-time fixed-term post created in 2004 and unique in Oxford Humanities. The Officer's</p>

primary role is to work with the Schools Liaison Officer (an academic colleague) in promoting the study of Classics in schools; C. Ryan (who held the post from 2009 to 2011) also published research on primary Latin teaching in schools based on and feeding into this promotional work (writing for *Iris* magazine, organizing Latin teaching at Royal Latin School Buckingham and Greek teaching at local primary schools). The Officer also works closely with the Ashmolean Museum (see above). School talks by Faculty members are the most frequent outreach activity - on average 100 p.a., reaching a total audience of more than 3000; it is our policy to ask that students at other local (especially state) schools be invited to attend. These talks are frequently based on Oxford Classics research and are advertised through the Research section of the Classics website. Talks delivered since 2008 that are directly related to research include 'The Greeks in Afghanistan...and Britain' (L. Morgan). Research-based talks are also delivered at Inset days and study-days that are organised in Oxford free of charge for state schools; at special workshops for schoolchildren (e.g. 'War and Memory', 2008); and to state-school students attending free summer schools (UNIQ) in Classics and in Egyptology and Ancient Near East Studies (EANES). The Outreach Officer also helps to organise exhibitions in the Outreach Room in the Ioannou Centre: e.g. an exhibition on the battle of Marathon to mark its 2500th anniversary presented research on the battle's reception by Rood, who also gave a public lecture. These exhibitions are open to school visits and to the public on special openings, including the annual Open Doors weekend.

Direct engagement of the public with research

The Faculty actively supports the presentation of research in ways suitable for popular audiences. The Classics website has a section explaining 'How can the Public benefit from our research?'; it provides links to the Oxford Research Archive, to the websites of our research centres and externally-funded research projects, which include information and databases accessible by the general public, and to our newsletters, which contain articles on research projects and are directly distributed to c. 9000 members of the public. A database of images for teaching the ancient Near East launched in 2013 (www.manar-al-athar.ox.ac.uk) broadens its reach by including Arabic translations of all material. We also make research publicly available via the University's iTunes site or at <http://podcasts.ox.ac.uk>: e.g. 'Dialogues on Tragedy' (Taplin, Billings); 'Dialogues on Translation' (Taplin, with L. Hardwick [OU]); 'Research in Classical Archaeology' (Boardman, Kurtz). We also cultivate impact through public engagement by maintaining links, e.g. by invitations to the annual Gaisford Lecture and Dinner, with important figures in the media (Charlotte Higgins) and politics (Boris Johnson) and with popular historians (Bettany Hughes, Tom Holland).

Several faculty members have promoted public understanding by the accessible way in which they publish their research. Books that were widely reviewed in the press include Lane Fox, *Travelling Heroes*; Price and Thonemann, *The Birth of Classical Europe*, the first volume of the *Penguin History of Europe*, illustration costs for which received internal financial support (John Fell Fund); L. Morgan, *The Buddhas of Bamiyan*. Morgan has discussed his research for this book (which focuses partly on Greek influence in Afghanistan) at five literary festivals.

A highly active area of pedagogical and cultural impact is translation and the provision of related editorial material: Baines edited the Egypt section of the *Norton Anthology of World Literature*, used in many US HEIs; Pelling is General Editor of the Penguin Classics *Plutarch* series, for which he has done some new translations and notes; Ash has revised (and provided introduction and notes for) the Penguin Classics translation of Tacitus, *Histories*; Cowan wrote the notes for the Oxford World's Classics *Horace: Satires and Epistles*; M. West translated the *Hymns of Zoroaster* for I.B. Tauris. This contribution also links with the faculty's research projects on translation as an aspect of reception; a public workshop and exhibition based on translations was run in 2012.

Other forums where researchers directly promoted the benefits of their work include public presentations such as the British Museum Olympics event in 2012 (Pelling) and the Hay Festival (in 2012, Whitmarsh appeared in 3 events, Taplin in 2, Macintosh in 1). Lane Fox has been particularly active in giving public lectures (e.g. the Houston Pompeii exhibition, the BM exhibition 'The Horse') and incorporating research on Classics in his *Financial Times* gardening column.

An especially successful example of this type of impact is D'Angour's commission (owing to his research expertise in Greek lyric) to compose a Pindaric Ode for the 2012 Olympics. The ode was recited by Boris Johnson at the meeting of the IOC and attracted international media coverage: a syndicated article with excerpts of the poem was published in over 700 news outlets in Europe, the USA, and the Far East; D'Angour was also interviewed on Oxford TV and local and national radio, e.g. *BBC Newshour*, *Today*, *LBC*, *Radio London* etc.; the ode has now been inscribed on a plaque

that has been installed at the Olympic site.

Some cultural impact is achieved in entirely unintended ways. The composer Lisa Bielawa, for instance, in composing a work commissioned by Radio France on the topic of 'the cry' ('Incessabili Voce', premiered 2013), was inspired by Rood's 2004 book *The Sea! The Sea!*

Using Oxford's infrastructure for realising impact

We see both the cultural heritage embodied in Oxford's museum and library resources and the opportunities for interdisciplinary collaboration presented by the collegiate structure as key resources for achieving impact. Research in Classics and EANES made a key contribution to the planning and display of exhibits in the Ashmolean Museum (1 million visitors p.a.), which re-opened in November 2009 following a major reconstruction. Classics runs events at the museum (e.g. Mannack gives c.12 tours p.a.) in addition to those organised by the Museum's outreach programme. Important Ashmolean resources include: (i) The expanded Cast Gallery, with some 900 plaster casts of statues, reliefs, and architectural features, which reopened in 2010 with a thematic arrangement that provides a useful teaching aid for school children by presenting the contexts in which statues were used in antiquity. (ii) The Heberden Coin Room, with the largest UK collection after the British Museum. Since the re-opening it includes a major Money Gallery and Coin Study Room; it publishes a free online guide to coin identification, and curators use their research expertise in monthly drop-in identification sessions. (iii) The Egyptian and Ancient Near East section, where the new displays build upon much research in the UoA, including that of Froud and Baines on self-presentation. The 2011 opening of the Egypt galleries brought a further significant increase in visitor numbers.

The Faculty has also used the resources of the Bodleian Libraries (300,000 non-academic visitors a year) to present research undertaken in connection with an AHRC-funded project on *Communication, Language and Power in the Achaemenid Empire: The correspondence of the satrap Arshama*. The largest component of the documents associated with Arshama is an archive of parchment documents preserved in the Bodleian; a free exhibition was held featuring this archive, and associated material (two leather bags, three sealings) from 30 June-16 July 2011.

Particularly revealing of the opportunities to promote impact provided by Oxford's innovative and interdisciplinary research culture are the collaboration with Engineering on the 'Vindolanda Tablets' and with Astrophysics on the 'Oxyrhynchus Papyri' (both submitted as case-studies). Obbink's *Ancient Lives* project is the only Humanities project on the Zooniverse project run by Chris Lintott, Citizen Science Project Lead in the Oxford Physics department, which has more than a million signed-up participants.

c. Strategy and plans

Central to our impact strategy are two key policies: (i) to encourage diverse modes of research output, including both specialised and popular publications, in the belief that high-quality research provides a springboard for impact opportunities in a wide range of cultural and economic areas both within the UK and abroad; (ii) to promote understanding and awareness of ancient civilisations in schools and communities, including those in economically disadvantaged areas.

Our impact strategy is supported by three committees working under the guidance of the Faculty Board: (i) the Research Committee oversees the delivery of quality research and assesses impact potential in the process of evaluating and developing bids for research grants; (ii) the Outreach Committee oversees and helps develop the work of the Outreach Officer; (iii) the Management Committee of the Ioannou Centre oversees the allocation of space for impact-rich research projects and decides on the exhibition schedule. In addition, the Classics Research Facilitator, through workshops and meetings, helps researchers to develop the potential impact of their research as they prepare grant applications, and one of the roles of mentors assigned to new postholders is to identify and assist impact.

General objectives for the coming years include: (i) Further development, through the Outreach Officer, of ways to use our research to encourage Classics in schools. (ii) Promotion of a more analytical approach to proving impact and expanding the use of successful strategies. (iii) Developing the potential of the faculty website for improving access to research and giving greater publicity to public engagement activities through a news feed.

There are also a number of important specific initiatives that we aim to pursue:

1. Research by Oxford Classicists will continue to play a key role in promoting understanding of Classics in deprived areas. We support the East End Classics Centre, based at Brooke House 6th Form College in Hackney and attracting students from other local schools, through academic

lectures and classes, and through a residential summer school at Wadham College. In October 2013 Classics Outreach, in partnership with the Iris Project, opened the East Oxford Community Classics Centre at Cheney School. This is an important new venue for promoting public awareness of our research (e.g. through monthly lectures). The Centre provides both a permanent presence within the school, whereby pupils can engage with Classics in a range of ways, and an accessible place for visitors of all ages from the community to experience Classics and attend events, workshops, lessons, and exhibitions. We are also funding *Classics in Communities: Ancient Languages 2014 and Beyond*, a new project set up in response to the primary curriculum reforms being implemented in England in 2014 which will particularly target schools from deprived areas. The project will include research into the impact of classical language teaching on pupils' skills that will further feed into the development of classics teaching in schools.

2. The Archive of Performances of Greek & Roman Drama (APGRD) project is running a new round (2013-15) of its AHRC-funded Collaborative Research Training Scheme 'Communicating Ancient Greece & Rome'. The first round (2010-12) trained 20 doctoral students in Classics from 12 institutions in principles, methods, and techniques of public engagement. Public organisations involved include RNT, RSC, and The National Trust. Student projects resulting from the scheme included a production of *Prometheus Bound* and outreach with local schools by five students from Oxford and London Universities (as part of Sheffield City Council's Olympiad season, June 2012). This scheme is being used as a model by Humanities at Oxford in developing its Knowledge Exchange programme.

3. Following discussion with the Society for the Promotion of Hellenic Studies, the Society for the Promotion of Roman Studies, and the Cambridge Classics Faculty, the UoA is developing plans for an inaugural Ancient World Festival in Oxford in 2016 (to be held quadrennially, alternating with Cambridge). This conference will offer an opportunity to promote the impact of research conducted in Oxford (especially large projects) and elsewhere.

4. The UoA will strengthen links with museums outside Oxford, exploiting the experience of the new Professor of Egyptology, R. Parkinson, who worked at the British Museum from 1991-2013.

The UoA will also exploit three new initiatives by the Humanities Division: (i) The Oxford Research Centre in the Humanities (TORCH), launched in 2013 with the aim of stimulating research activity that transcends disciplinary and institutional boundaries, will provide important opportunities for engagement with non-academic partners and the wider public. (ii) The new Knowledge Exchange Fellow and full-time Officer, appointed in 2013 to support researchers in implementing activities that seek to engage with audiences, constituencies and beneficiaries outside academia. (iii) Week-long workshops for ECRs on 'Cultural Connections: exchanging knowledge and widening participation in the Humanities', piloted in 2013.

d. Relationship to case studies

The case studies are typical of our approach in being based largely on the cultural and pedagogical benefit derived from research on antiquity. Some of them feature strong interaction with users at a local level ('Vindolanda Tablets', 'Travelling Heroes'). Most are based on large collaborative faculty research projects. To achieve impact, they made use of space provided by the Ioannou Centre and of the faculty's IT and administrative services. C. Ryan as faculty Outreach Officer contributed to the impact of the 'Vindolanda Tablets' research through her work on the Primary Latin Project, e.g. by liaising with Barbara Bell (author of the *Minimus* textbooks). University facilities used included the exhibition space in the Ashmolean Museum ('Ancient Macedon') and the collection of Oxyrhynchus papyri based in the Sackler Library. Another local facility used was the Oxford Playhouse ('APGRD' impact on drama performance; the faculty also provides a Senior Member to advise the Committee of the Oxford Classical Drama Society, and supplies public talks to support its plays, particularly the triennial Greek play). The case-studies involved collaboration with departments including Engineering ('Vindolanda Tablets') and Astrophysics ('Oxyrhynchus Papyri'). 'Travelling Heroes', the only case-study not based on the Ashmolean or on a major faculty research project, featured collaboration between postholders. Developing and nurturing contacts with non-academic theatrical practitioners and creative artists is an important source of impact for the APGRD, and the television contacts Lane Fox gained through 'Greek Myths' have led to the commissioning of a new series on Troy. Two case-studies on the impact of Ancient Near East research (Baines/Frood, Goodman) are submitted in UoA27.