Impact template (REF3a)

Institution: University of York
Unit of Assessment: 17, Geography, Environmental Studies and Archaeology
a. Context

A key strand in our RAE2008 strategy was '*enhancing the Interface between academic and public archaeology*'. Our research clusters (BioArCh, Heritage, Digital, Prehistory and Proto/Historical archaeology) address this through two main pathways: (1) *Presenting the past* and (2) *Managing the past*. Our success was recognized in The Queen's Anniversary Prize (2011) awarded for "*Outstanding work within UK education institutions and the impact that they have had*".

Presenting the past: impacts on heritage tourists, community including non-traditional groups, public and creative media: All clusters deliver *impacts on culture*, working worldwide to benefit visitor experiences; from heading the visualisation team at the World Heritage Site at Catalhöyük (Perry), to the Tarbat Discovery Centre (Carver; winner Best Archaeological Project, British Archaeological Awards 2010). Our initiatives also demonstrate *economic impact* through heritage tourism, with staff advising on the management, conservation and presentation of major heritage sites (e.g. £10m *York Minster Revealed* project; Giles). Working with spin-out company *Heritage Technology Ltd,* we have extended the reach of our research (e.g. developing *apps* illustrating the biographies of churches which receive c.800,000+ heritage visitors per year; Masinton). We deliver *impacts on creativity* through work with artists (e.g. with environmental arts charity NVA; Edmonds and *Working in Archaeology*, by Pierre Buch, shown across Europe and at UNESCO and the Ministry of Culture and Communication: Richards/ADS (Archaeology Data Service)) and media projects with global reach (e.g. *BioArCh's* 2012 BAFTA-winning *Mummifying Alan,* cited for changing attitudes to "*the sensitive subject of death*"; Buckley, Fletcher). Our research into authorised heritage discourse delivers *impacts on society* by challenging traditional beliefs and broadening inclusivity (e.g. *Homeless Heritage*, shortlisted for the THE (Times Higher Education) 2012 Widening Participation award; Schofield). Our practice in community archaeology at Heslington East, York, was also commended (English Heritage (EH) *Heritage Counts* 2009; Roskams, Neal).

Managing the past: impacts on the environment, policy-makers, government agencies, landowners, craftspeople, archaeological profession: Our *Prehistory* and *Proto/Historical* archaeology clusters promote a holistic approach to landscape archaeology to generate *environmental and policy impacts*. Through involvement with landowners and key stakeholders we have raised awareness of the importance of unseen archaeology from high in the mountains (Écrins National Park, France; Walsh), to below fields (Star Carr, UK; Milner) and under the sea (*DISPERSE*, Saudi Arabia; Bailey), all leading to changes in management policy. Our *Heritage* cluster has been advising worldwide on building conservation practice and planning for over 40 years, exemplified by our research on the new Jacobean theatre in Bankside, London (Giles). Working with the National Heritage Training Academy (NHTA), of which we are founding members, our *Heritage* cluster has identified skills shortages and delivered impacts on *personal and professional development* by shaping the provision of craft-skills training (bringing down the average age of estates craftspeople by 20+ years). Our *Digital* cluster has been at the vanguard of *impacts on the archaeology profession* through its creation of the ADS Grey Literature Library (British Archaeological Award, Best Archaeological Innovation 2012; Richards).

b. Approach to impact

Presenting the past: we build relationships with different communities in two ways. *Immediate audiences* are engaged via public talks, open days and practical events, with partners identified to broaden our reach (e.g. *The Probation Service* and the *ArcLight* homeless charity). Following on from fieldwork with community groups, we have co-produced several Heritage Lottery Fund (HLF) funded outputs. We also target groups we seek to influence (e.g. metal detectorists, who now log and report their finds to PAS (Portable Antiquities Scheme); Richards). We engage *mediated audiences* by producing our own content (e.g. popular/ specialist publications, websites, social media, live streaming York Heritage seminars). We also foster long-term relationships with the media (e.g. Edmonds: script consultant and contributor to two BBC documentaries, *A history of the World in 100 Objects* and the BBC History website), and have our own monthly slot on BBC local

radio. By directly approaching specialist providers we have also been able to take our work into new and important areas. For example, we have worked with the *National Science Learning Centre* to draw archaeological examples into the teaching of STEM subjects, such as illustrating Mass Spectrometry by work on the sourcing of Viking Combs (Collins).

Managing the past: we develop and sustain relationships through participation in eight national and international advisory boards and personal connections with our strong network of alumni, many of whom are influential policy-makers and practitioners worldwide (e.g. International Centre for the Study of the Preservation & Restoration of Cultural Property; International Council on Monuments & Sites; Getty; Indian National Trust for Art and Cultural Heritage). These relationships are underpinned by *Memorandas of Understanding* with institutions in Europe, Africa and Asia. We build new relationships by conducting research in collaboration with our beneficiaries (e.g. with UNESCO and the World Monument Fund in Africa to involve community leaders in decision-making and planning processes and bring benefits to the community through infrastructural investments—a primary school and water system; Wynne-Jones). We also work with other disciplines, developing policy for conservation and heritage management (e.g. Edmonds, Heritage committee of the Royal Astronomical Society). **(2) Craftspeople:** We fund-raise, deliver apprenticeships and CPD training, working with the York Consortium for Conservation and Craftsmen. **(3) The archaeological profession:** We foster dialogues with the profession in a number of ways. These include bringing professional archaeologists into our research environment (e.g. through honorary and teaching appointments: Holst, Fletcher); through strategic full time appointments (e.g. Chitty, CBA Policy head, Chair EH Industrial Archaeology Panel; Schofield, Head of Military Programmes, EH; Symonds, Head of ArcHeritage) and by taking our research to the profession (e.g. as board member and trustee of York Archaeological Trust: O'Connor). We place a premium on making our data accessible and encourage this as best practice through the development of technologies and infrastructure (e.g. ADS). We also recognise that the most important contribution that we can sometimes make is to challenge the disciplinary status quo (e.g. Rhind Lectures: Carver). We attempt to estimate the economic and social value of our impacts and share best practice with the profession by providing support for other organisations to establish equivalent facilities (see ADS case study).

Support Infrastructure: within the **UoA**, we support impact activities by recognition in annual review and by ensuring that awareness is built into our teaching program. We provide intranet pages explaining impact and its significance, and funds to encourage staff and PGR's to develop new forms of research dissemination. We have a *Media Officer* to promote wider communication and engagement with schools, and use quantitative methods to assess the impact of research. Within the **University**, we work with interdepartmental centres to extend our reach (e.g. participation in the *Institute for the Public Understanding of the Past* has generated humanities-based heritage resources for the city). Several staff are members of the *Science and Society Group* which regularly promotes public engagement with science. The *Researcher Development Team* and *Communications Office* provide specific training and practical support in articulating impact. The *Research and Innovation Office* also allows agility in supporting new opportunities for translational funding (e.g. *NERC Innovations* award and a *TSB Knowledge Transfer Partnership*) and IP protection. We have made use of seven awards from the university's Higher Education Innovation Fund (HEIF) in support of CPD, conservation, and publishing ventures, six Humanities Research Centre awards (including *Archaeological Communities and Impact in Archaeology*) and an *External Engagement Award* (to develop school activities with the Morrisons Plc Farm).

c. Strategy and plans

Our impact strategy over the coming year is:
1. Build *awareness* of the needs of non-academic communities and *tailor impact* through consultation with our Department of Archaeology Advisory Board (DAAB).
2. Define and implement a *framework* to accurately measure and evaluate our impact, by drawing on the expertise of the ADS and the research-led teaching of our MA in Cultural Heritage Management.
3. Embed *impact* within the research process, through performance management and by giving appropriate credit. This will include analysis of individual Five Year Research Plans, to help staff identify key stakeholders and determine appropriate strategies for engagement.

4. Broaden *reach* by encouraging the widest dissemination of research (e.g. £5k/yr to encourage open dissemination), and by enhancing accessibility, visibility and reuse of data (e.g. providing £5k/yr to support data archiving). Encourage citation and reuse of datasets by working with *Internet Archaeology* and ADS to use DOIs for data (see REF5, Research Objective 3).
5. Increase *significance* and tailor impact by learning to communicate more effectively with our target audiences (CPD)
6. Develop stronger links with target audiences through applied research across the University and with heritage professionals in the city (see REF5, Research Objective 2).
7. Develop stronger links with external partners by: (i) ensuring our DAAB is drawn from key stakeholders, (ii) providing funding to develop contacts, and (iii) adopting a convergence model of communication and dissemination, which engages users more intimately in the research process (e.g. by crowdsourcing).

To support and enable impact from future research we will increase funding from ring-fenced internal resources and applications for awards. We will establish an *Impact team* comprising *Media and Impact Officers* and *Case Study Leaders* to: (i) measure, evaluate and promote the impact of our research locally, nationally and internationally, (ii) oversee new case studies, and (iii) ensure appropriate workload credit.

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d. Relationship to case studies

1. The ZooMS Project: Cutting edge scientific tools designed to identify minute traces of collagen on archaeological sites, have found unanticipated applications to ensure quality and prevent fraud in the vital matter of what people eat. The *Research & Innovation Office* provided support to raise funds (e.g. prepare the business case for a £100,000 *NERC Innovations award*), arrange licensing agreements with Fera, and protect IP, by preparation of non-disclosure agreements and patent registration (1221269.2). This case study demonstrates that not all impact is planned and emphasises the mechanisms we have in place to act on new opportunities. Our commitment to widest dissemination of research data and findings by the use of podcasts, articles in trade magazines, a TV documentary and open access publications, has led to the enlistment of BioArch in complex forensic and fraud cases involving US Military, UK Police and Trading Standards.

2. Impact on Mesolithic heritage preservation, conservation and presentation: Exemplifies our *Presenting* and *Managing* the past impact pathways. Films made by 1st yr students from the Heritage Cluster (with *Media Officer* Perry), and student evaluations of public exhibitions reflect the embedding of impact culture into teaching. Engagements with *mediated audiences* are evident in the use of videos, soundscapes, documentaries, popular publications and blogs. The value of communication with *immediate audiences* is evidenced by the provision of public talks, site open days, Star Carr Festivals and activities with school children. The case study also demonstrates the funding of impact activities from *internal* (e.g. three HRC grants for children's activities, the soundscape, and for a fly-through display at the Yorkshire Museum exhibition) and *external* sources (e.g. AHRC collaborative doctoral award on the Public Perception of the Mesolithic and sponsorship by Hanson's Aggregates). It also shows how positive engagement with landowners and government agencies can facilitate the better management of the resource (see digital archive with ADS - Star Carr: Excavation to inform management, English Heritage project 6064 ANL).

3. ADS: Impact on preserving and presenting archaeological information: ADS has shaped our approach to delivering impact through *Managing* the past and informed our impact strategy, by highlighting the importance of engaging with the public archaeology sector and special interest groups. It demonstrates the importance of making our research data openly available, and through its study on *The Nature and Value of the ADS,* shows how the economic impact of heritage research can be quantified. It also reflects active participation in national (e.g. RCAHM, Wales: Hardman; Historic Environment Information Resources Network: Richards) and international (National Consultation Panel for the European Joint Programming Initiative for Cultural Heritage and Global Change: Richards) advisory boards. The case study demonstrates the value of building relationships through collaborative research, maintaining active alumni networks, and sharing best practice.