

Impact template (REF3a)

Institution: Swansea University : Prifysgol Abertawe
Unit of Assessment: 28b - Modern Languages and Linguistics (Celtic Studies)
a. Context

Welsh government policy is committed to developing the continuance of Welsh as a communal language and to enhance the aim of creating a truly bilingual country. The government's Welsh language strategy for 2012-17 *A living language: a language for living* was published in 2012 and much of the UoA's research produces impact informed by current (and past) government strategies through engaging with many of the key stakeholders they identify including:

- **Curriculum designers, testers and educators and their users in schools and in the field of Welsh for Adults:** Ffrancon and Stonelake's *Gemau Glew* computer game for second and first language students is an example of this. Academi staff have advised the WJEC and the Government on curriculum for Welsh GCSE and A Level qualifications and materials made available for free access through the dafyddapgwilym.net project.
- **Language planning bodies:** the government-commissioned *Canolfannau Cymraeg* report (Morris and Gruffudd) has informed policy on language planning in predominantly non-Welsh speaking areas of Wales.
- **The translation industry in Wales:** the two conferences co-organised with Bangor University brought together researchers, translators, policy makers and software providers; The UoA advises the Coleg Cenedlaethol Cymraeg's Translation Studies Committee.
- **Local and national Welsh cultural societies:** there has been considerable UoA public engagement by means of creative writing success at the National Eisteddfod. Furthermore, James was appointed Archdruid of Wales in 2012, the first woman to hold this prestigious position. In 2012 Hallam joined Theatr Genedlaethol Cymru as a member of its artistic committee.
- **Heritage groups:** Rhys is a member of the committee of www.llangyndeyrn.org commemorating 50 years since the campaign to prevent Llangyndeyrn and Cwm Gwendraeth Fach from being submerged to form a water reservoir.
- **Welsh language media groups and broadcasting companies:** this has taken the form of (i) television and radio broadcasts, for example Hallam in *Tynged yr Iaith*, James in *Dechrau Canu*, *Dechrau Canmol* and Llwyd on *Pethe* (all for S4C), (ii) academia engaging with the media industry in Wales through *Cyfrwng's* annual conference and journal (co-edited by Ffrancon), including the conference on literature and the media held at Swansea in 2012.

b. Approach to impact

The UoA's approach is proactive and upholds the multi-platform and engaged work associated with Swansea scholars such as Hywel Teifi Edwards and Heini Gruffudd. Impact is sought by collaborating with key stakeholders interested in the UoA's research fields, summarised as follows:

- UoA staff contact **stakeholders at an early stage** to promote **engagement in the planning process** of research and to ensure that impact is embedded in their work. Examples of this include the input from both the WJEC Welsh for Adults [WfA] examinations committees and officers and part-time tutors from the six WfA centres in the methodology and planning of Morris' *Geirfa Graiddd* work, establishing core vocabulary lists for A1 and A2 levels in Welsh for Adults courses. Subsequent impact has been enhanced through ensuring that the finalised lists were agreed and accepted by the wider WfA community and they now form an integral part of the national syllabi for these levels. Morris and Gruffudd's *Canolfannau Cymraeg* work involved engagement with Government civil servants, Welsh language community centres in Swansea and Merthyr Tydfil and the six

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WfA Centres. **Follow-through** was achieved by a launch at the Senedd in July 2012 and a one-day conference for stakeholders to discuss further impact of the research and encourage the creation of more *Canolfannau Cymraeg* which was held in September 2012 in Swansea's *Canolfan Gymraeg* at Tŷ Tawe.

- Confirmation of UoA interaction with key users and beneficiaries is clear in the maintenance of a **strong public profile** through engagement with the principal national literary competitions (for example, the National Eisteddfod) and also television and other media. The UoA produces an annual insert *Arwain* which highlights research stories and impact and is circulated in the Welsh language magazine *Golwg* (print and on-line estimated readership 12,000 a month, the largest of any Welsh language magazine). The UoA also maintains an active website listing staff research specialisms as well as Facebook and twitter accounts designed to enhance the interface between academics and their audiences.
- The nature of the UoA's proactive approach to engaging with beneficiaries and key users and **encouraging inclusive participation** is evidenced in the examples of (i) the translation conferences (2010 and 2011) which were planned with Bangor University as well as the Association of Welsh Translators and Interpreters and three major software providers, (ii) Ffrancon and Price's work on the Daniel James Project (<http://thedanieljamesproject.blogspot.co.uk/2013/07/>) which is part of the Connected Communities AHRC-funded initiative to engage in community-focused collaborative research in the Swansea Valley. Early contact was made with key beneficiaries and stakeholders here including the Treboeth Historical Society, local (Welsh and English medium) primary schools and Ysgol Gyfun Bryn Tawe. Evidence of **follow-through activities** here is the film available to view on-line with copies in local libraries and schools to engage young people in the story of Daniel James and the history of the period.

The UoA has a specific Impact Officer who together with the UoA Director of Research ensures through research strategy meetings that **impact is incorporated into all research activity**. They are supported by (i) the UoA's administrative staff, in particular with publicity and engagement with key users, (ii) the Research Institute for Arts and Humanities at College level, and (iii) the University's Department for Research and Innovation which holds an ESRC Acceleration Account and organises seminars and placements to support and enable impact. Furthermore, the University's award-winning *Performance Enabling Scheme* and *Career Pathways* model for staff promotion specifically supports and rewards innovation and engagement / impact activity.

c. Strategy and plans

The UoA impact strategy seeks to embed impact into all research activity. The strategy for 2014-2020 will focus particular attention on the following three areas with the aim of **developing discrete areas** where impact has already been established:

- **Language planning** (especially corpus planning): following on from the work around the creation of the *Geirfa Graidd*, a large-scale corpus project of modern spoken, written and e-language Welsh is planned with colleagues at Newcastle and Cardiff Universities with considerable scope for future impact in this UoA. A briefing session was held at the Senedd to promote the project in September 2013. The UoA also plans to use the *Canolfannau Cymraeg* work to empower community groups considering setting up their own *Canolfan Gymraeg* (this has already informed efforts to open a *Canolfan Gymraeg* in the Barry area).
- **Creative writing and criticism and adaptations for television**: adapting the biographies of prominent twentieth-century authors for broadcasting, including work on Waldo Williams, D.J. Williams and Gwenallt, as well as an edition of T. Gwynn Jones' poetry along with a

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critical volume of his and W.B. Yeats's work. The production of volumes of original poetry and prose, as well as consolidating creative writing as a strength at Swansea, are both part of future strategy, which aims to maximise strengths in particular fields, as is ensuring that their exposure in the media is maximised. Television adaptations of Dafydd's *Y Llyfrgell* and Llwyd's biography of Kate Roberts have already been commissioned as possible projects for production, as well as a number of creative writing pieces towards various projects. Lewis will continue to present BBC Radio Cymru's arts programme, *Stiwdio*.

- **Media studies:** the University is currently exploring the possibility of working with S4C on a number of fronts and the UoA's research on Welsh-medium television will inform future policy and practice at a crucial time for this area. In this field, a proactive strategy of working with broadcasters such as BBC Wales and S4C and beneficiaries will be pursued. An example of this is the forthcoming research into the effects of the digital switchover on hard of hearing audiences in Wales with the active participation of Action on Hearing Loss. The objective of *Cyfrwng* to bridge the gap between academia and the media industry will be a key influence on strategy in this field.

In each of these three areas, a strategy of early consultation with beneficiaries and key stakeholders will be in place both to maximise useful impact and inform research methodology accordingly. These three areas all directly address issues raised in the Welsh Government's 2012 Welsh Language Strategy. Collaboration with other universities and external bodies will be consolidated and developed (e.g. the UoA will soon advise the WJEC on changes to the A-level curriculum for Welsh by 2015). Such collaboration might take place within a multi-institutional research institute for the study of modern Welsh literature, as stated in the environment document.

d. Relationship to case studies
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The case study based on the work of Heini Gruffudd demonstrates how research can be used by several beneficiaries and inform local/national policy. The proactive approach involved a key partner and beneficiary at a critical stage in the research (the Welsh Language Board and ACCAC) to ensure that the research answered a specific question and would be of direct use to beneficiaries e.g. parents, pressure groups, local authorities, government and policy makers. This approach has been replicated in subsequent research carried out by the UoA in the field of language planning and policy, for example the WJEC in the case of *Geirfa Graidd* and local language initiatives/Welsh Government in the case of *Canolfannau Cymraeg*. Swansea is the lead research centre for Welsh for Adults and is pursuing an impact strategy which builds on the work and engagement of Gruffudd and Morris, whilst expanding it into new areas of collaborative working e.g. corpus planning and creation through collaborative working and regular engagement with stakeholders and beneficiaries, including government.

The second impact case study is indicative of the unit's approach to impact in terms of public engagement. Creative writing is increasingly seen as a vital means of connecting the academic work of the University with the general public and in providing a real resource of cultural capital for the Welsh language. The UoA's strategy has developed from individual success (Dafydd, Hallam, James) in raising the status of the field, and its impact has meant that others have been encouraged to engage with it, thereby creating a sustainable critical mass. Creative writing has encouraged links with external partners such as Literature Wales, the National Eisteddfod, the National Library of Wales, as well as diverse learned societies, thereby developing the outward approach which is now embedded in the unit. Success in this area has informed staffing strategy, for example the appointments of Lewis and Llwyd, two scholarly critics who are also creative writers and broadcasters at different stages of their careers.