

<p>Institution: Durham University</p>
<p>Unit of Assessment: 24 Anthropology and Development Studies</p>
<p>a. Context</p> <p>Impact has been a core to knowledge creation in Durham Anthropology, hereafter 'the Unit', since the early 1990s. While work to create public benefit is most advanced in medical and development anthropology, as demonstrated by the case studies returned, we believe our research across biological and social anthropology has clear potential for positive effects on society and the environment. Several University Research Institutes (e.g. Wolfson Institute for Health, Energy Institute, Global Security) have facilitated many of our research collaborations and subsequent take-up via their close links to relevant communities, stakeholders, practitioners and professionals. Our strategy, led by an impact champion with significant experience of impact activities, aims to realise that promise. Specifically, our research has:</p> <ul style="list-style-type: none"> • Shaped evidence-based policy-making regionally, nationally and internationally; • Advanced the recognition and incorporation of alternative knowledge practices into development, health and environmental projects; and • Provided tools for communities to tackle global socio-environmental problems at the local level. <p>We have a varied constituency of non-academic users, beneficiaries and audiences, with many of whom we have a long-term relationship. These users include government and regulatory bodies, museums, community groups and third sector organisations, health care organisations, industry and schools. In 2011 Panter-Brick was awarded the Lucy Mair Medal for Applied Anthropology and in 2013 Ball received the ESRC prize for Outstanding Impact in Society.</p>
<p>b. Approach to impact</p> <p>During the REF period our approach has been shaped by four related understandings, that:</p> <ul style="list-style-type: none"> • Impact generation requires the translation of research into user contexts and languages. This process needs to be institutionally embedded, enabled and integrated into on-going training for all researchers from PhD cohorts to experienced staff, • adopting new ways of thinking (conceptual impact) is frequently a precursor to new ways of acting (instrumental impact), requiring dissemination and engagement before change occurs, • impact is therefore often most effectively created through long-term user relationships, and • there are several models of knowledge and impact production and travel (one-way knowledge transfer, or knowledge exchange via co-inquiry, co-production and collaboration). <p><i>Enabling research translation, dissemination and engagement</i></p> <p>Support for impact activities is embedded across the Unit and institution. The University's Impact Strategy is crucial in incentivising and enabling impact activities. Appointments, promotion and research leave all acknowledge impact achievements and promise; exceptional contributions to impact are rewarded by Faculty and University prizes. The University's and Research Institutes' Seedcorn Impact Funds (£250k p.a.) are vital, providing £33,000 in the REF period for impact activities alongside department impact support funds. In line with the University Impact Strategy, our research strategy emphasises that all our research has the promise of public benefit and that we will work to realise it across the Unit. We run termly workshops sharing good practice, advising researchers on effective pathways to impact. Annual discussions of each staff member's research plans provide opportunities to identify, develop and capture potential impact.</p> <p>Recognising that knowledge travel and conceptual impact beyond the Academy start with effective dissemination and engagement, Russell led the University's Community and Outreach Programme 2008-11 (funded by OneNorthEast, the regional development agency), then BeaconNE, one of 6 HEFCE-funded collaborative centres to promote public engagement. Durham's Centre for Social Justice and Community Action (CSJCA) was established to continue BeaconNE's work. The CSJCA's emphasis on long-term participatory, community research has a natural affinity with Anthropology and has shaped many of our impact activities via Russell's co-directorship of the CSJCA and his role training University/department staff and PGR students in public engagement. Partner networks are built up and sustained through our research and workshops: 170 professionals attended Ball's 2010 Sleep and Mothering conference, for example.</p> <p>In order to increase research uptake by users, practitioners and the public, we also encourage publishing in journals spanning academic/trade/professional interests such as engineering (Alexander), medical (Ball) and sustainable energy (Bell), creating influential websites (ICS1), participating in outreach programmes (the Unit has always been heavily involved in the British Festival of Science), and media broadcasts. Barton, Ball and Tehrani, regularly present their</p>

Impact template (REF3a)

research on radio and television. Ball's July 2013 Radio 4 discussion of bed-sharing with babies resulted in ~7k immediate views of Ball's Sleep Lab's website for information.

Models of knowledge travel: transfer and co-production

In some areas, the *knowledge transfer* model prevails where research findings are moved into the domain of interested groups. The Department held the first 2 Knowledge Transfer Partnership grants awarded to Anthropology: evaluating North Tyneside's Health Action Zone Centre (**Panther-Brick**) and mapping referral pathways and self-help information sources for insomnia with Redcar & Cleveland Primary Care Trusts, Tees Esk & Wear Valleys Mental Health Trust (**Ball & Collins**). We are invited to *advise* on policy issues as members of national and international working parties. **Merli** reported on genital cutting to the UN. We contribute expert knowledge through *consultancies* where staff carry out commissioned studies. **Hill** helped South Africa's Institute of Commercial Property Research identify non-lethal methods of controlling baboon bark stripping in commercial plantations. **Edgar** explained Istikhara (Islamic dreaming) to MoD's Science & Technology Unit and the Norwegian Foreign Office Global Jihad Research Unit enhancing understanding of Islamic groups. **Strang**'s evidence on non-Western concepts of property to New Zealand's Supreme Court contributed to concessions made to Maori concerns over water privatisations.

Our approach encompasses *co-inquiry* and *co-production* of knowledge, particularly where different knowledge and value systems collide, especially in environmental contexts. Thus **Sillitoe**'s work shows why development projects are often unsuccessfully implemented because of failures to integrate local practice and knowledge [ICS 2]. This insight led to tools for effective collaboration of communities and non-academic experts, and influenced **Campbell**'s work addressing conflicts between livelihoods and biodiversity in the Himalayas, which enabled forest user groups to negotiate with officials. Campbell's current research focuses on introducing biogas as an alternative fuel to wood, for yak cheese production in Nepal. **Bell**'s collaborations with fishing associations and tourist organisations resolved tensions between economic activities and biodiversity conservation in 4 European wetlands; the Danube Delta Development Masterplan uses Bell's findings extensively. Bell's partnerships with 9 conservation NGOs significantly improved biodiversity monitoring where resources are scarce through an effective and on-going volunteer database. **Russell**'s ethnographic analysis of Fresh, a local anti-Smoking partnership, led to a jointly-produced toolkit for successful partnership working, which has been championed by the Department of Health (2010) and used by other UK Tobacco Alliances.

Recognising the importance of training new generations of anthropologists in co-produced knowledge, we have a tradition of MRes and PhD research that builds on **Ball**, **Bentley**, **Collins** and **Russell**'s links with local and global communities: 4 CASE PhD studentships with: Sure Start (Stockton); Middlesbrough Primary Care Trust; The School Food Trust; and the South African Tuberculosis Vaccines Initiative, and 5 MRC/NERC/ESRC Interdisciplinary Studentship awards. **Water**'s PhD research (**Setchell/Bell**) in Morocco with endangered macaques and dog health, led to an anti-rabies vaccination programme being rolled out with 100% take-up.

c. Strategy and plans

Our strategic objective for impact is to translate and develop top-quality research across the Unit into significant and far-reaching public benefit. Specifically, we will build on good practice identified through current and potential impact case studies for REF2014 and 2020, recognise and develop impact potential early, and close gaps between dissemination, engagement and impact through cultivating enduring relationships with key external bodies. We are rethinking the architecture and trajectory of research on the one hand, and links between research-led teaching, research and impact on the other to ensure impact is not just an afterthought. In order to achieve this we will:

1) *Extend involvement with impact activities across the Unit.* We have several research areas, not yet represented in REF3, that are ripe for impact development. This became apparent through systematic interviews with all staff, which highlighted the need for individual annual discussions, as well as Department-wide workshops, on how potential impact might be realised from current and prospective research. Impact will be built into the research 'lifecycle', with investigators helped to identify impact opportunities from project inception onwards through Research Group discussions, department workshops and our impact champion. Our priority here is to support staff with expertise in Cultural Evolution/social learning to develop impact from their core research. Applying social learning research, the successful reintroduction of captive vervet monkeys into the wild in Kenya (**Kendal**, R) shows the enormous potential for this approach in enhancing primate conservation globally. By strengthening links between Cultural Evolution research and related Research Institutes we will investigate further impact possibilities, such as improving the integration of

immigrants and cross-cultural communication (**Mesoudi**). We will enhance our research with museums via **Fortis'** collaborations with the British Museum and the Pitt Rivers developing joint exhibitions aimed at changing public understandings of colonial relationships.

2) *Create further impact contexts.* Following our case studies, we will incorporate mechanisms from the start of our research projects (e.g. workshops, policy-maker consultative groups) to ensure effective uptake of findings by key non-academic partners. We will also use our alumni as partners to develop impact contexts. By 2018, we aim to have an initial database of alumni whose work connects to the Department's research strengths and priorities (e.g. medical, environment, energy, animal/human relations, heritage). These alumni will help us to identify research questions, enable collaborative research, advise on pathways to impact (particularly where audit and paper trails are less standardised), and will contribute to department training workshops.

3) *Improve the ways we collate evidence for impact:* Where possible, we will *film/record* more ephemeral events (e.g. field/museum visits by the public and roundtable discussions) where conceptual impact occurs. We will establish a department database of impact evidence. **Garnett's** research into modelling complex systems provides innovative ways of identifying how knowledge travels. We will explore how we can adapt such techniques to track the movement and uptake of research beyond the academy. This will help us address key impact challenges: identifying beneficiaries, understanding which research 'translations' work best in different user contexts, collecting evidence and representing clear links between research and impact: closing gaps as knowledge travels and transforms across contexts. Having learned the importance of local languages for uptake in non-Anglophone contexts, we will use Unit research funds to translate key research outputs into other languages.

4) *Build on our positive experience of feedback loops* and integration between research, application and practice with PGT/PGR students and our alumni who come from, and go to professional contexts. Our MSc in Energy and Society, is aimed at professional constituencies and, through Durham's Energy Institute, connects students and researchers with users (e.g. *OFGEN, British Gas, NPower, EA Technology, Haringey Council*) as informants, guest lecturers, sponsors and research collaborators. This opens doors to hard-to-access institutions and ensures that research is independent and delivered in usable form: engagement and impact will thus become embedded into research and teaching. Russell's ethnographic work in user institutions will be vital as will the knowledge derived from our impact work so far. Once trialled, we will roll out this model to other PGT/ PGR programmes from 2015, using cognate Research Institutes such as the Wolfson and the CSJCA. Staff research is integrated in this model with students as current and future research partners, helping us to close gaps between teaching, research and impact on the one hand, and dissemination and impact on the other.

d. Relationship to case studies

The relationship between REF2014 case studies and strategy is reciprocal and iterative. The Department's strategy continues to be informed by both the best practice incarnated in these studies and lessons learned as they have developed. Thus, our case studies have:

Brought recognition that different professional and public audiences require (a) versatile communication skills (ICS1,2 & 3), (b) targeted media e.g. leaflets, specialized interactive discussion fora, trade/professional lectures (ICS1,2,3), (c) the creation of *impact contexts* or effective pathways to impact e.g. research-based toolkits or manuals which are easily used by user intermediaries who may cascade information and training (ICS2 & 3) and (d) translation of key research outputs & manuals into languages where insights are immediately relevant.

- Exemplified the importance of long-term relationships with user groups in order to design usable, influential research on pressing issues; give confidence in research (especially in areas of academic debate); and deliver impact faster, raising further research questions (ICS1,2,3).
- Established ethnography as a key mechanism for producing compelling evidence for policy-change and allowing organisations to reflect upon their practice, (ICS1,2,3).
- Shown that evidencing knowledge/impact production and travel in countries where an audit culture is less ingrained, requires increased input from the start by researchers and acknowledgement of the frailty of transparent paper trails linking research to outcomes.
- Highlighted that we need to recognise and develop potential impact in areas of the Unit beyond development and medical anthropology.