

Institution: University of Salford
Unit of assessment: D34 Art and Design: History, Practice and Theory
<p>A: Context: Research impact in Art and Design at the University of Salford is concerned with generating new forms of creative engagement in partnership with individuals, communities and organisations. It integrates theoretical and practice-based art and design research with social, environmental and cultural needs, increasing participation in creative activity and improving quality of life. The main user groups, beneficiaries, audiences and impact categories relevant to research within <i>UoA D34 Art and Design: History, Practice and Theory</i> are:</p> <ul style="list-style-type: none"> • Design policy makers, planning authorities, police forces, local authorities, voluntary sector organisations, businesses, neighbourhoods, communities, and young people at risk of offending, in the UK and internationally: <ul style="list-style-type: none"> ○ Impact is focused on the development of guidance on socially responsible design in the UK and Europe, leading to the implementation of design-led crime prevention internationally, through the Design Against Crime Solution Centre. ○ Impact is focused on developing creative methods of promoting community safety and engaging young people with local authorities, police forces and their local areas in communities throughout the UK, through the <i>Youth Design Against Crime</i> community project. ○ Impact is developed in the 'Guns into Goods' project, a Community Interest Company that is working in partnership with Greater Manchester Police Force to recycle guns removed from the streets and turn the gun metal into new products via the SHOW//METAL project where items for sale are made using recycled weaponry. • Local communities, businesses and public sector organisations, people living in urban areas and high-rise blocks, international communities settling in the UK, museums, galleries and archives, tourists and visitors and their benefit to the local economies they visit: <ul style="list-style-type: none"> ○ Impact is focused on strengthening opportunities for places and communities to attract income and visitors via the <i>Colouredge</i> project, working with schools and community groups in their local area and using colours in the environment to create community branding. ○ Impact is generated in local economies and community engagement with heritage, using contemporary art to explore ways in which industrial heritage can be interpreted to promote cultural engagement and economic development in Wales and Cornwall. ○ Impact is focused on improved quality of life via the RE-Block (Tower Twinning) project, developing solutions to environmental and social challenges immediately relevant to the communities. ○ Impact is focused on the development of cohesive and empowered urban communities via the Secret Gardens Festival of Mass Narrative, a new community-led platform for cultural collaborations. <p>The impacts described relate to the following research activities and research groups in the Unit, coordinated through the Centre for Media, Art & Design Research and Engagement (MADRE):</p> <ul style="list-style-type: none"> • <u>Design Innovation and Socially Responsible Design:</u> This research cluster focuses on socially responsible design management, strategy and practice, notably in the <i>Design Against Crime Solution Centre</i> research initiative. Partnerships have been developed with design professionals, the creative industries and public authorities (including police, planners and urban managers) in the design and development of public services and urban environments. Funding has been obtained from the European Commission, EPSRC, AHRC, Home Office, British Council, Association of Chief Police Officers, and Momenta (Knowledge Transfer Partnerships). • <u>Contemporary Fine Art and Public Engagement:</u> This research cluster brings together current contemporary arts practice with critical theory and contextual studies researchers, practitioners and theorists. Researchers participate in a broad range of process and practice, curatorship, critical writing and arts administration, with a belief that contemporary arts practice and its allied theory are key cultural drivers of social and economic resilience.

Themes include: science and industry partnerships; environment and site-responsiveness; social inclusion; and multi-cultural collaborations.

- [MediaCityUK](#): The University of Salford development at MediaCityUK has provided the basis for creative practice, research and teaching in the areas of digital media, creative technology, games design and ludic interfaces, with a new leading research environment alongside a range of media research partners including the BBC. The **Centre for Media, Art & Design Research and Engagement (MADRE)** is uniquely placed to develop research-focused and research-led study opportunities within the context and environment of MediaCityUK. This offers significant scope for growth at the interface of industry, media and high quality research. MediaCityUK also provides the Centre with a context, profile, and public presence to generate significant collaborations with industrial, public and voluntary sector research partners.

B. Approach to impact: The Unit's approach to engaging, interacting and developing relationships with key users, audiences and beneficiaries to generate impact from research is as follows:

- The implementation of design-led crime prevention and creative methods of promoting community safety through working with design policy makers, planning authorities, police forces and local authorities to develop and apply holistic, human-centred approaches, and incorporate crime prevention measures into design concepts.
 - Engaging young people at risk of offending, with local authorities, police forces and their local communities through the Youth Design Against Crime community projects by developing, in partnership with voluntary and community sector organisations and their service users, sustainable approaches that support them in developing fully integrated systems to tackling the joint social challenges they face.
 - Building support for the Youth Design Against Crime projects by engaging young people identified by police, schools and local authorities as being at risk of offending:
 - Impact Case Study
 - 'Guns into Goods' aims to provide a voice and a role to young people within a wider, community-driven programme of violent crime reduction and social cohesion building by investing profit from product sales into training, work experience opportunities and ultimately an apprenticeship programme for young people leaving the criminal justice system.
 - Evidence of impact achieved: The [Guns into Goods](#) project
 - Improving local economies through generating opportunities for places and communities to attract visitors, income and a higher profile via the Colouredge and Colourground projects, developed in the environment to create community branding:
 - Evidence of impact achieved: The [Colouredge Project](#) and the [Colourground Project](#)
 - Using contemporary art to explore ways in which community heritage can be interpreted to promote cultural engagement and economic development. For example, engaging local communities in the understanding and promotion of the site in partnership with Menter Mon (Anglesey Enterprise), Amlwch Industrial Heritage Trust, Anglesey County Council and the National Waterfront Museum (The National Industrial Museum of Wales), Swansea:
 - Impact Case Study
 - Improving quality of life via the RE-Block (Tower Twinning) project by working with communities to identify solutions to social challenges and, supported by partners in the public sector, facilitating the wider exchange of local knowledge and experience between citizens:
 - Evidence of impact achieved: [The Tower Twinning Project](#)
 - Developing cohesive and empowered urban communities. For example, the Secret Gardens Festival of Mass Narrative that facilitated a new community-led platform for cultural collaborations to develop local creativity and unsung talent in Salford and Trafford, culminating in a two day showcase in MediaCityUK
 - Evidence of impact achieved: [The Secret Gardens Festival of Mass Narrative](#)
- Staff within the Unit, from early career researchers to established research colleagues, are supported and enabled to achieve impact from their research through the following:
- Workload allocation strategy, allowing dedicated time to pursue impactful research;

- The allocation of discretionary funding, enabling staff to capitalise on opportunities to generate or enhance impact, create additional impact and conduct research impact evaluation;
- The publishing of a [regular bulletin](#) to showcase current work and promote impactful research
- Developing Knowledge Transfer Partnerships.

In addition, staff within the Unit made use of institutional facilities, expertise and resources in undertaking these activities, including:

- Promotion and development of impact through the [Salford Impact](#) initiative:
 - *Salford Impact Advisory Group* with cross-university and external representation to build momentum and develop excellence in evidencing impact
 - *Impact Fund* to support researchers in generating and evaluating impact
 - *Vice Chancellor's Research Excellence Awards* celebrating impactful research.
- Embedding impact within research funding proposals
- Participating in Early Career Researcher training on research impact
- Academic Sabbatical scheme, which focuses on enabling the generation of impact.

C. Strategy and plans: With a record of identifying opportunities and delivering research in partnership, the University of Salford is well-placed to create, evaluate and celebrate its impact. The University has developed an integrated approach that is focused on promoting research impact in a holistic way: [Salford Impact](#) which aims to develop, evidence and celebrate the transformational impact of University of Salford research. Art and Design research will continue to exemplify *Salford Impact* in its current and future research practice through: A focus on the integration of theory and practice-based art and design research; considering social, environmental and cultural needs; increasing public, community and organisational participation in creative activity; and developing innovative approaches to addressing societal challenges. Art & Design research will:

- Continue to be delivered in partnership with communities and voluntary sector organisations, with a focus on understanding and supporting their needs and priorities
- Adopt an increasingly structured approach to deriving and applying learning from its research impact
- Increase the involvement and participation of partner individuals, organisations and communities in research, strengthening its impact.

D. Relationship to case studies

Case Study 1: [Design Against Crime](#) exemplifies and has informed the Unit's approach to impact. Through partnership and creative engagement with stakeholders and end users, this initiative has applied action research and innovative design thinking to develop models, processes and solutions for enabling crime prevention and improved community safety in the UK and Europe.

Case Study 2: [Using Contemporary Visual Art as a Catalyst for the Reinterpretation of Industrial Heritage](#) exemplifies and has informed the Unit's approach to impact through its work promoting community engagement with industrial heritage through participation in contemporary fine art practice.