

<p>Institution: University of Hull</p>
<p>Unit of Assessment: D29: English Language and Literature</p>
<p>a. Context</p> <p>Research in English literature and creative writing at the University of Hull is co-ordinated through research centres and clusters and has led to a wide range of impacts with diverse beneficiaries, notably in cultural heritage, literary tourism, and promoting creativity.</p> <p>The non-academic user groups, beneficiaries or audiences for research in the UoA are diverse. There is a longstanding history of successful engagement with the general public regionally, nationally and internationally as well as with relevant interest groups, notably in the numerous literary and learned societies and charities with which staff have close relationships. These include: the National Trust, the British Library, the Philip Larkin Society, the Thomas Hardy Society, the Harriet Martineau Society, the D. H. Lawrence Society, Sherlock Holmes Society of Canada, Viking Society, Robin Hood Society, Equity, branches of the Historical Association, the Irving Society, Society for Theatre Research, Bonnington Group, ARC, the History Centre, Hull Truck Theatre and the London Review of Books.</p> <p>Relationships with the regional community through the Larkin Centre are evidenced by the large audiences brought onto campus and the off-campus events in such venues as Artlink and ARC. The links with the National Trust and British Library are longstanding and includes the electronic resource for the National Trust's Ellen Terry and Edith Craig Archive supported by the University's server. Links with the Hardy Society develop connections with audiences interested in Hardy and, on occasions, also with Larkin.</p> <p>Excellent research from the UoA has achieved the following main types of impact:</p> <p>a) raised awareness of the life and work of particular authors and subjects including, Shakespeare, Philip Larkin, Thomas Hardy, D. H. Lawrence, Harriet Martineau, Edith Wharton, George Moore, Ellen Terry, Edith Craig, Bram Stoker, Victorian women's poetry.</p> <p>b) increased understanding of literature and place (e.g. <i>Old City New Rumours</i> anthology; <i>Under Travelling Skies</i>; <i>The Literary North</i>). Links between Hull and Poland were foregrounded in the 2012 Larkin Centre's contribution to the Faculty of Arts and Social Science's series of interdisciplinary events on Polish history and culture, connecting literary works with responses in other media. For instance, the public sculptures of Robert Koenig were linked to the poetry of Ruth Padel. In March 2007, David Kennedy played a key creative role in providing English translations of the poetry of Edward Stachura, the popular Polish poet. In 2010 these translations appeared as installations at Opole Public Library, helping the library to win the 'Renovation' section of the Polska Pieknieje Prize in 2011. A major BBC two-part series, 'The New North', by Martin Goodman, featured writers David Almond, Alan Garner and Phil Redmond as well as architects, curators and politicians on visits to iconic cultural buildings.</p> <p>c) promoted the activities of reading and creative writing. The Larkin Centre has facilitated the engagement with creative writing, both by readers and writers, by organising a regular series of events and open mic sessions, including the annual Children's Literature event with schools and colleges and the Man Booker Association mass reading group events.</p>
<p>b. Approach to impact</p> <p>In planning research projects, staff in the UoA think creatively about dissemination to the widest audiences, venues and forms of communication and consider using online resources, collation of user statistics and broadcast audience data to measure public engagement.</p> <p>Identifying potential for impact is a major task of the Research Committee and Research mentors, as well as the Engagement Officer. Experience and expertise are shared at regular departmental meetings and research committees on the successful organisation of events and conferences. This is facilitated by means of workshops and centrally stored samples of relevant conference administrative resources (16 conferences 2008-13, plus 4 more 2005-07). Demonstrations have been given on the use of online resources supported by Google analytics. Individual research project plans are shared and advice given on the research impact potential during the University's Academic Initiative meetings, providing opportunities for systematic</p>

Impact template (REF3a)

planning on short, medium and long-term scales.

Supporting the development of impact is a matter of **strategic allocation of resources**. Research expenses are made available to support staff when they are invited to speak to the public to disseminate research findings and extend the reach for potential impact; for example an invited lecture on Edith Craig, who had been chosen by Equity, the Actors' Union, as their LGBT History Month figure; contribution on Edith Craig's women's suffrage theatre work to a public event at the Orange Tree Theatre, Richmond; lectures and creative writing events at the Hardy Festival and a talk at Westminster Abbey. English Department resources have been invested in the development and delivery of events, meetings, webinars and workshops to disseminate research findings to wider audiences and in sharing good practice and practical approaches to gathering evidence of research impact. Departmental web officers liaise with the UoH ICT Department, which has placed support for research as one of its nine key objectives for the period 2011-15. A supportive relationship exists between departments, ICT, Alumni and Recruitment offices, ensuring that information is widely disseminated.

A **platform for research impact** is provided by the Larkin Centre for Poetry and Creative Writing, a dynamic and highly publicised Faculty-based centre for events, performances, readings, interviews, all open to the public. Between October 2009 and June 2013, there have been 41 Larkin Centre events. Implementing the University's strategic plan to reinforce its role as an 'anchor' institution, audience figures were achieved by use of the University's Culturenet website as well as through local publicity campaigns. Attendances were as follows: 109-496 for the 9 keynote events; 53-87 for the 16 special events; 19-49 for the 16 supplementary events. Those events which specifically facilitated the dissemination of research to a public audience have included interviews with Martin Arnold on Thor and readings of the Hull poets and authors in *Postcards from Hull* and, *Under Travelling Skies* (a multi-media project involving an art exhibition, poetry readings, an anthology and a DVD) and *First Chance to Hear* events in which Faculty members read new work to the public and invited responses (Kerr, French, Forshaw, McKay, Goodman, and PhD students Walton, Aherne, Lavery). Readings and public Q&A events were held for newly published work (Wheatley, Forshaw, Goodman). The *Colloquy of Poets* paired public readings by established and emerging poets. Christopher Reid's Costa Prize-winning collection, *A Scattering*, 'Best Book of the Year' in 2009 (+ £30k) was followed by his *Song of Lunch*, dramatised for television with Emma Thompson and Alan Rickman, to mark National Poetry Day and shown on HBO in America; and its effects were studied at a special Aldeburgh Poetry Festival event in 2012. When live interviews are conducted these are seen as research in themselves, engaging with all aspects of a writer's oeuvre in public discussion to create world-class primary source material for researchers within our growing literary archive. The use of the Art Gallery as a venue has served to familiarise visitors with exhibitions in the University Art Collection. The benefit from these events has had an extended life by means of archived podcasts on Hydra, the University's digital repository, which facilitate a potentially international reach. One example of the diverse audiences as well as the local and extended national reach of the creative writing events is the engagement with the Man Booker Prize Trust and their University Initiative. This drew on the creative writers' focus on the wider social relevance of life-writing (notably creative non-fiction on figures such as J. S. Haldane) and supported massive university-wide reading group exercises focused on the Man Booker prize-winning novels *Vernon God Little* by D. B. C. Pierre (2011) and *A Sense of an Ending* by Julian Barnes (2013). Copies of the books were given to all first-year students throughout the university, to promote the transformative effects of reading fiction. A general audience came to the public discussions of the readings led by the authors and an online competition during this event was held to invite readers to record their reading experiences.

<http://www.ihull.org/larkin/booker/>

The **collection of data to measure and evaluate research impact** is pursued by: **measurement of online engagement** with diverse audiences and methods of dissemination for research as a significant part of the approach. **Googleanalytics** is routinely available behind the University of Hull's website ensuring that data is available on the effectiveness of online dissemination in order to inform impact strategy. In 2008, Lesley Coote contributed educational resources to the JISC-funded Humbox website,

- a) where practitioners can share resources and good practice. Of 40,000 views overall, Coote's resources have been viewed 1301, 1087 and 1061 times, respectively, and downloaded 676, 219 and 131 times, respectively. Users came from 134 countries, via Google, Yahoo, Bing,

Facebook and Jorum, or direct entry. More information and reports are available at <http://www.humblox.ac.uk> Another example of the recording of online engagement is **the webinar** on D. H. Lawrence on 8 October 2012 (following the symposium at Gargnano, Italy, in September 2012).

- b) Collecting data on the dissemination of research by recording responses on **questionnaires, surveys and attendance lists, audience polls** has been a key strategy. Questionnaires and surveys have been used at the Hardy Festival in Dorset and the Bram Stoker events at the Hands On History Museum, Hull and Sneaton Castle, Scarborough. An audience poll was organised at the public lecture on Ellen Terry and Edith Craig in February 2013 linked to an online poll on the relevant staff webpage.
- c) The invitation to audiences to **engage in creative writing exercises** following a lecture, public seminar or workshop. For example at the Hardy Festival in 2012, poems were written by attendees and subsequently published in the Hardy Society Journal.
- d) **Downloadable recordings of lectures** and Larkin Centre creative writing readings and interviews are available on Hydra. <http://www.ihull.org/media/>
<https://hydra.hull.ac.uk/resources?utf8=%E2%9C%93&q=Larkin+Centre>
- e) **Downloadable ebooks:** The development of a 'Hull poets' page on the departmental website provides an online space for relevant material to be publicised and made more accessible after events. This includes ebooks (the anthologies arising from the collaborative work). <http://www2.hull.ac.uk/fass/english/research/creative-writing/hullpoets.aspx>

Social media disseminates research findings and engages with a general audience.

c. Strategy and plans

The UoA strategy includes a commitment of research funds to support academics who attend and organise events related to the communication of their research to the public. Budget plans ensure that funds are ring-fenced for such activities (at least £750 is annually available for applications from staff but with flexibility to support activities aligned to strategic direction). The UoA has benefited from the expertise of the relevant Departmental Research Committees which advise on research planning, mentoring and peer review of research grant applications and outputs. A research planning mechanism will be introduced and a **research planning checklist** will provide a reminder for staff to consider how their project might maximise the potential for dissemination and achieve a sustainable plan for accessibility. The Departmental webpages facilitate the dissemination of research findings and the UoA engages with the UoH's strategic plan in making use of the website to provide downloadable items, ebooks, podcasts, twitter feeds and in using Hydra and Culturenet to archive material.

d. Relationship to case studies

The case studies reflect the approach to impact in the areas of heritage studies, cultural tourism and public engagement. The research underpinning the impact has increased awareness of the literary works of authors (such as D. H. Lawrence, Thomas Hardy and Bram Stoker), providing new perspectives on culturally significant figures (such as Sherlock Holmes and Dracula) and innovative ways of understanding the relationship between literature and other artistic forms (poetry and music in the works of D. H. Lawrence). The potential for enhancing the resources provided by museums, galleries and special-interest societies has been achieved by the creation of new resources (AHRC Ellen Terry and Edith Craig Database), public engagement with a specifically educational remit (Bram Stoker and D. H. Lawrence events for schools), broadcasts (Bram Stoker, D. H. Lawrence, Thomas Hardy) and the generation of new creative and artistic works related to D.H. Lawrence and Thomas Hardy.