

<p><b>Institution:</b> University of Dundee</p>
<p><b>Unit of Assessment:</b> 29 English Language and Literature</p>
<p><b>a. Context</b></p> <p>The main non-academic user groups and beneficiaries of the unit's research are:</p> <ul style="list-style-type: none"> <li>• readers of literature</li> <li>• members of the public interested in creative writing</li> <li>• the people, businesses and organisations of Dundee and surrounding area</li> <li>• literary and arts organisations such as libraries, museums, theatres and galleries</li> <li>• writers and artists</li> <li>• independent commercial publishers</li> <li>• cultural policy makers and arts institutions.</li> </ul> <p>The main types of impact relevant to the unit's research, with relationship to research activity and groups, are as follows:</p> <ul style="list-style-type: none"> <li>• impact on the quality of life of readers of literature and related forms (for example <b>Roberts / Poetry Beyond Text research group</b> (funded by AHRC Beyond Text programme) – psychological studies of reading process, exhibitions and workshops engaging the public in research findings on reading and creativity)</li> <li>• impact on the practice, careers and development of members of the public interested in creative writing (<b>Gunn</b> – literary festival, literary salons, based on practice-based research in creative writing; <b>Roberts / Poetry Beyond Text research group</b>: – workshops on visual poetry, based on empirical and theoretical research into hybrid visual-literary forms)</li> <li>• impact on the cultural and economic life of Dundee (<b>Gunn / Creative Writing research group</b> – literary festival; <b>Murray</b> – comics exhibitions and related activities, based on historical and theoretical research into comics and graphic novels; <b>Hoyle, Murray / Film research group</b> – collaborations with Dundee Contemporary Arts cinema, based on research in film studies)</li> <li>• impact on the programmes and policies of cultural institutions (<b>Roberts / Poetry Beyond Text research group</b> – collaborations with Scottish Poetry Library)</li> <li>• impact on the careers and creative work of writers and artists in diverse literary and hybrid art forms (<b>Roberts / Poetry Beyond Text research group</b> – commissioning and exhibiting of new collaborative works, based on research into psychology of reader response)</li> <li>• impact on commercial publishing, including academic and creative publications, as well as editorial work, literary festivals and prizes, exhibitions and related activities (<b>Gunn, Murray, Low, Robson</b>)</li> <li>• impact on the policy and practice of publishers of literature, and on cultural policy makers and arts institutions (<b>Low / Publishing the Postcolonial in Book History</b>).</li> </ul>
<p><b>b. Approach to impact</b></p> <p>The unit's approach to interacting with users and beneficiaries is based on:</p> <ul style="list-style-type: none"> <li>• building formal and informal partnerships with appropriate non-academic organisations and institutions – especially in feeding the creative economy – such as Dundee Contemporary Arts, Dundee Rep Theatre, the Scottish Poetry Library, the Royal Scottish Academy, Murray Arts Centre, Creative Scotland, and Canongate publishers.</li> <li>• fostering research collaborations and interactions with writers, artists and creative practitioners, drawing on research collaborations with Duncan of Jordanstone College of Art and Design (including the Visual Research Centre), as well as with the contacts of members of staff of English.</li> <li>• inviting members of the public to be involved in research in dynamic and interactive ways,</li> </ul>

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such as practice-based workshops, empirical research projects and discussion-based events.

Evidence of the nature of those relationships and how they are supported:

- **Roberts / Poetry Beyond Text** – AHRC-funded collaborative work with the Scottish Poetry Library (an initial, informal partnership that led to formal partnerships in the Beyond Text follow-on grant and a Collaborative Doctoral Award), the Royal Scottish Academy. As an example of how this is supported, a School of Humanities small research grant was used to fund a collaboration between digital media artist Simon Biggs and psychologists and computer programmers at the University of Abertay to create *Tower*, an immersive 3D textual environment combining visualisation, speech recognition and predictive text algorithms, using the HIVE (Human Interactive Virtual Environment) housed in the University of Abertay, Dundee, Murray Arts Centre).
- **Film Studies** group: collaborative workshops with Dundee Contemporary Arts Cinema, involving screenings followed by research-based talks.
- **Gunn**: Literary Salons with Dundee Contemporary Arts that include readings and talks from writers within and outwith the University.

Support for staff comes from regular research activity funding, targeted seed funding from the School of Humanities Research Fund, and time-allowance for research and impact activities (managed via a workload model). School of Humanities events serve to promote internal and external collaborative research.

The Programme draws on support from the University's Galleries and Archives, Research and Innovations Services, the Library and Learning Centre, and the Visual Research Centre (Duncan of Jordanstone College of Art and Design). Collaboration with Galleries and Archives includes identification of appropriate acquisitions to support the School's core research areas and activities, such as recent acquisitions of archival materials for research in film studies.

### c. Strategy and plans

The unit's strategy for achieving impact has the following key elements:

- 1) to maximise the potential of existing and emergent research expertise and groupings by connecting these to potential users and beneficiaries
- 2) to obtain appropriate external research funding to support high-quality research with impact potential
- 3) to make new appointments with leadership strengths in the area of research impact
- 4) to strengthen links with civic organisations and networks in the Dundee area, and then to build on these to develop national and international partnerships.

Goals 1) and 2) are exemplified by the process in which **Roberts'** AHRC *Innovations Award* (academic project, 2002-3) led to *Poetry Beyond Text* (2009-11) which extended to external stakeholders and partners, and in turn led to an AHRC follow-on grant specifically targeted at impact (*Archive of Reading*, 2011).

Goals 3) and 4) are exemplified by the recent appointment of **Robson**, whose leadership of our collaboration with Dundee Rep Theatre will lead to knowledge-exchange and impact on theatres, actors and the theatre-going public, based on his research into drama and performance.

Goals for future support of impact include the development of new interdisciplinary Centres which will combine international-quality research with public engagement and impact-oriented activity. A Centre for Scottish Culture will be established by the start of 2014; and the Centre for Comic Studies will be formalised by that date.

Two other centres, currently in the planning stage, will be implemented by early 2015: one will be a

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Centre for Literature, Intermediality and Visual Culture, led by **Williams** and **Roberts**, but supporting the work of several researchers; and the other will focus on Creative Culture(s), led by **Robson** and **Gunn**, linking work in creative writing, theatre and other professional creative practices, strengthening and extending external collaborations with organisations such as the Dundee Rep Theatre.

**d. Relationship to case studies**

The Creative Writing case study exemplifies interactive engagement with the public, providing cultural enrichment and economic benefit for a variety of audiences, including commercial publishers.

The *Poetry Beyond Text* case study exemplifies the use of externally-funded collaborative research projects to develop partnerships with non-academic organisations and to target activities (such as workshops) at potential beneficiaries among the general public.