

<p>Institution: Bath Spa University</p>
<p>Unit of assessment: UoA30 History</p>
<p>a. Context</p> <p>Historians at Bath Spa University work on a wide range of subjects in British, European and International History, focusing on themes of gender, politics, culture(s), race, urbanisation, migration, conflict and resolution. Our research extends beyond academia and has resulted in a wide range of political, economic, societal and cultural impacts. The user groups, beneficiaries and audiences have included:</p> <ul style="list-style-type: none"> ● Politicians, diplomats, expatriate officials and election monitors: through the provision of culturally specific training, which directly shapes practice and influences policy (Malik); ● Politically engaged citizens and special interest groups: through accessible research that contributes to the public discourse both online and in print, and through public engagement (Malik, Newsinger, Chalus, Marshall, Otele, Hackett, Griffin); ● The creative industries and media: providing the ‘raw materials’ of historical knowledge and interpretation through publications, consultancies and/or personal media appearances. This has led to informing news agendas and contributing to dramas and documentaries, with subsequent economic, social and cultural implications (Newsinger, Malik, Chalus, Marshall, Griffin, Hackett); ● The interested, non-specialist public: by enhancing the public understanding of historic and contemporary issues, challenging social assumptions and prejudices, and enriching the cultural life of individuals and groups through the dissemination of research in person, print or via the media (Malik, Newsinger, Chalus, Marshall, Otele, Hackett, Griffin).
<p>b. Approach to impact</p> <p>In all cases, impact begins with academic excellence, disseminated via academic and public fora, underlined by a Departmental commitment to accessibility. Our approach is to consider the research that we do and maximize the mechanisms that enable its impact as follows:</p> <ul style="list-style-type: none"> ● Networks: developing academic and public networks that facilitate impact. These extend from publications to appearances at conferences, seminars, lectures, and also make use of specialist personal interests and activism, e.g., Newsinger, Chalus, Malik. ● Public Engagement: maximizing public visibility by seeking out, sponsoring and facilitating public engagement activities at local, national and international levels, e.g., Chalus, Marshall, Griffin, Malik. ● Media: engaging actively with print, broadcast and, increasingly, social media, e.g, Malik, Newsinger, Griffin, Chalus, Marshall. ● Policy Engagement: actively developing links with governments, state institutions and NGOs, as appropriate, e.g., Malik, Newsinger. <p>The University research strategy aims for ‘engaged research with impact’ and to this end a dedicated Knowledge Exchange Officer has recently been appointed in the central Research Office who will further support the Unit in extending the reach of its activities. The University has an active Press Office and has also recently engaged an external firm, Bray Leino, a leading UK integrated communications group, to work with staff members to make individual staff research expertise more publicly visible and facilitate and develop impact. The University has also signed the Manifesto for Public Engagement and established an active steering group, including representatives from History and from the Holburne Museum, with whom we have a close partnership. Collaborative ventures between History and the Holburne, including the ‘added value’ History & Culture lecture series (2012-present) and major events such as the Georgian Pleasures conference (Sept 2013) point the way towards increased impact in the future. The non-linear relationship between research expertise, public engagement and developing media agendas is exemplified not only in the Impact Case Studies of Malik and Newsinger, but also in the work of other members of the Unit. All members of the Unit are media-active and the Department provides media training for new staff. For instance, Griffin’s <i>Cycling in Victorian</i></p>

Ireland (2006) led to consultancy for *Mo High Nelly Álainn*, a television documentary (aired 14–15 Nov. 2012) on TG4, Ireland; Chalus has advised on BBC1's, *Who Do you Think You Are?* (2013) and BBC2's, *Pride and Prejudice: Having a Ball* (2013), as well as the BBC2 series, *Fit to Rule*, with Dr Lucy Worsley (May 2013), and three episodes of *Time Team* (2008–9) and repeated regularly in the UK, USA, Canada and Australia. Her appearance on *Fit to Rule* led to a podcast on the Hanoverian monarchy for Historic Royal Palaces (2013) and her presence on Twitter (3,672 followers, 09/10/13) led to a Skype interview on historians' use of museums by RAMM (Royal Albert Memorial Museum, Exeter, June 2013). Her interview on 'Georgian Pleasures' for BBC Radio 4 *Saturday Live* (Aug. 2013) spurred Luke Wright, the programme's poet, to write and recite a poem on the subject. Marshall's invitation to give a public lecture at the National Portrait Gallery (July 2013, audience c.90) in conjunction with their exhibition, 'Plots, Intrigues and Murder from 1580-1700', similarly grew out of his 1999 publication: 'the curator of the display [...] recommended you for your book *The Strange Death of Edmund Godfrey: Plots and Politics in Restoration London* (Sutton Publishing, 1999)' (Doris Pearce, Adult Programmes Officer, NPG). His interview for series two of National Geographic Channel's *Bloody Tales*, hosted by Dr Suzannah Lipscomb (March 2013), emerged in similar fashion, as he was approached by True North TV in their search for 'an expert on Cromwell' (10/08/12).

Pathways to impact are developed through networking with civic groups, local government and national/international research networks. Chalus' expertise in women's history and her links respectively with the Royal Literary and Scientific Institute (Bath) and the Danish-based Gender in the European Town network (Syddansk University) led to invitations to give public International Women's Day lectures in the UK and Denmark (2008, 2010), and provided the academic credibility and connections underpinning the successful Suffragettes Tree Project (2011). This week-long international commemoration of the joint centenary of International Women's Day and the 'lost' Suffragettes arboretum in Batheaston attracted an audience of c.500 and raised awareness of women's history and place in contemporary society. It featured panel discussions comprised of historians, MPs and businesswomen; performances by poets and musicians; public commemorative ceremonies featuring civic and county authorities (supported by an international fund-raising effort to purchase and plant three commemorative 'Suffragettes' Trees'). Furthermore, the event informed public discourse and generated economic and creative opportunities. Local businessman Dan Brown of Bath in Time mounted a highly successful 'Suffragettes' Tree photographic exhibition at Bath Central Library, and, with Cynthia Hammond, published and sold an extensive exhibition catalogue. The week also generated local BBC radio and television coverage, and a BBC Woman's Hour feature, 'Eagle House and Suffragettes in Bath'. (21 Nov. 2011, Chalus).

Impact is also reflected in marks of national and international esteem: Griffin acted as a rapporteur for the Economic and Social Research Council (2008) and for the Irish Research Council for the Humanities and Social Sciences (Mar. 2010), (Jan. 2011), (Mar. 2012); Chalus for the AHRC (2012) and the Canadian Social Sciences and Humanities Research Council (2011-12). Chalus has also been awarded a Visiting Professorship at Aarhus University, Denmark (Oct.-Dec. 2013). Interim impacts may also be identified for new staff members. Hackett has already served as a project advisor for the North of England Refugee Service and Academic Advisor for an exhibition on migration at the Discovery Museum, Newcastle (2012-13). Otele has presented to the Racial Equality Council and featured in French and Canadian documentaries on the abolition of slavery. This has allowed the public to engage with their research and has undoubtedly led to an enhancement in their knowledge on these topics.

Impact is explicitly promoted in academic staff development reviews, undertaken annually by the Head of Department. Staff are given media training and encouraged to take part in conferences, seminars and other public facing activities. PGR students are encouraged to develop networks through conference and seminar attendance and to develop pathways to impact through public lectures at the History and Culture Annual Lecture Series and through involvement with the Bath Royal Literary & Scientific Institution and other Historical Association groups.

Impact template (REF3a)

c. Strategy and plans

The strategy for the Unit is to consolidate and expand the potential for impact as follows:

- Through the continued publication of high-quality research with clearer and earlier development of pathways to impact.
- Through more carefully targeted public engagement - thus better identifying potential key users, beneficiaries and audiences - and improved communication of research to these non-academic, as well as academic, audiences.
- Through conscious attention to the development of local, national and international networks (academic, heritage, business, civic, etc.) and the development of collaborative possibilities which will facilitate knowledge exchange and play to the Unit's research strengths and expertise. This includes developing already established links with local educational and heritage institutions, such as Bath Preservation Trust, the Roman Baths and the Holburne Museum; engaging in collaborative ventures with formal partners, such as Downside Abbey Archives; and creating collaborative ventures with such national cultural heritage institutions as the National Trust and English Heritage, with whom we have already significant experience of working.

d. Relationship to case studies

The case studies reflect the approaches to impact outlined above and emerge from a small but highly active Unit, dedicated to making research accessible and achieving social, political and cultural impact. Both demonstrate clearly how media engagement has generated impact on public policy and administration and public understanding of political discourse and processes.

Our first case study shows how Malik's research on Pakistan, the 'War on Terror' and political Islam, and his commitment to public engagements as a speaker and lecturer at conferences, think-tanks, and various inter-faith and global fora led to extensive media contacts, which expanded exponentially due to the circumstances of 9/11. Between 2008 and 2013, he gave 28 lectures/seminars and made over 200 media appearances. His expertise and visibility led in turn to invitations to train British and EU officials and diplomats, and EU election monitors, influencing policy and practice. Malik's media exposure also resulted in his participation in such influential strategic events as 'Lessons & Legacies of the Conflicts in Iraq, Afghanistan and Pakistan', organised under the auspices of John C. Tower Center's Program on National Security and Defense at Southern Methodist University (Texas, 2009); the European Institute of Public Affairs (EIPA, Maastricht) Conference on EU-Asia Relations (2012); and the second annual UK-Germany seminar on Pakistan at the British Embassy in Berlin (2013).

Newsinger's experience, set out in the second case study, provides an alternative, activist-led approach to impact. By engaging in activist discourse and challenging public perceptions of the past in person and in print, his research contributes to the robustness of democratic society and upholds the well-established tradition of speaking truth to power. A prolific writer and a fiercely polemical speaker, Newsinger's research feeds into current demands for increased public accountability and transparency. His multi-layered links with the British and international Left have given him an international reputation as a commentator on imperial strategy and contemporary politics. This has resulted in speaking engagements ranging from the Socialist Workers' Party (2012) ([published online](#), 22-08-12), through to debates at the Oxford Union (2009) and an invitation to speak alongside Noam Chomsky at a public conference at Collège de France (Paris, 2010). His work has also informed journalists such as George Monbiot, excited the ire of others, such as John Rentoul or Christopher Hitchens, and inspired creative works such as Anna Chen's play, *The Steampunk Opium Wars* (2012). It also continues to play a part in influencing defence strategy on counterinsurgency in the UK and USA.