

<b>Institution: University of East Anglia</b>
<b>Unit of Assessment: 20 Law</b>
<p><b>a. Context</b></p> <p>The Law School's research has impact in a number of policy areas, primarily competition law and media law where much of the interdisciplinary and empirical research has policy implications and is shared with policy makers at an early stage of development. One of the submitted impact case studies is in the area of competition policy. The Law School is centrally involved with the ESRC Centre for Competition Policy (CCP) along with the Schools of Political, Social and International Studies, Economics and the Norwich Business School. The main non-academic users of the Centre's research are national and international policy makers. Media@uea is a cross-disciplinary research grouping in media law, economics, culture and society, involving the Law School, but also the Schools of Political, Social and International Studies, Film, Television and Media Studies, Economics and International Development. It also engages with policy makers and other bodies. CREaTe (Centre for Creativity, Regulation, Enterprise &amp; Technology) is a RCUK research centre on copyright and new business models and engages with multiple industry users. Several members of the School have been cited in higher courts in the UK and abroad, e.g. Banakas (British Columbia v Zastowny [2008] 1 SCR 27 (Canada), Gray v Thames Trains [2009] UKHL 33 (England)); Pattenden (Kissel v HKSAR [2010] 2 HKC 367; Kissel v Hong Kong [2010] HKCU 355 (Hong Kong)), Wadlow (Novelty Pte Ltd v Amanresorts [2009] SGCA 13 (Singapore)).</p>
<p><b>b. Approach to impact</b></p> <p>The Law School's approach to impact over the REF period has been a developing one. It monitors the effectiveness of its support, which exists alongside further support available from the University of East Anglia (UEA). That School support is primarily money and time as reflected in the workload allocation system. The School most recently made its expectations clear at a meeting on research and impact strategy in April 2013, and has circulated those expectations in writing. Further meetings will be held to discuss and develop the School's strategy into the next period, and ensure that all staff are committed to the strategy, the benefits to the School, and their individual part.</p> <p>The School recognises different stages in the impact process and the need for research to be relevant to users' needs. It encourages thought at an early stage about bringing industry and charity partners in to discuss how the proposed research can be made more relevant to the needs of those non-academic partners. The experience of CREaTe is exemplary in this regard. In developing the bid, UEA staff obtained statements of interest from numerous industry and charity partners, for example Google, Hewlett Packard, the FA Premier League, PRS for Music, TATE, BBC Research, and Creative England. While the research is on-going and afterwards, members of staff are expected to reply to consultations (e.g. Ministry of Justice/Home Office; BIS; Law Commission), and refer to their research in those replies. The School encourages this in ATS (Academic, Teaching and Scholarship) staff who are not obliged to undertake research as part of their contract; Warnock responded to a BIS consultation on Employee Owner Status in November 2012. Staff should also proactively send their research with short summaries to contacts at policy makers explaining its relevance and likely impact on policy. They are expected to be aware of pending appeals to the Court of Appeal and Supreme Court in their area, as well as applications for leave to appeal and send relevant research with a short summary to barristers involved in the dispute. This will maximise the chances of the research being used in the case. Barristers and solicitors are often present at academic conferences offering Continuing Professional Development points and their input at such conferences can aid research design. Case citations can have significant impact. The Singaporean Court of Appeal in <i>Amanresorts</i> for example adopted Wadlow's analysis that for the tort of passing off to be established actual or potential customers of the plaintiff must be affected by the alleged misrepresentation. This was in doubt in Singapore prior to 2009. The Law School expects members of faculty to engage with the media (Clark while at UEA was quoted by the Daily Mail (2011), and wrote for the Times (2011) on her work with Richards on forced marriage); write up their research in policy briefings (all CCP working papers have policy briefings), and blog posts (the CCP blog, which user representatives on the CCP</p>

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Advisory Board say is well received by policy makers; CREATE and media@uea blogs, and personal blogs (e.g. Bernal); use twitter or other social media (Bernal has 5,334 twitter followers (15 August 2013)), and seek out fora attended by policy makers; Mullis, while at UEA, spoke at conferences organised by the European Parliament and Ministry of Justice. Staff are encouraged to maintain links with practice; e.g. Guntrip will maintain links from his previous practice with international lawyers who often move between academia and practice.

The CCP administrator also circulates consultations and Departmental Calls for Evidence so those staff members within and outside CCP are aware of the opportunity. The Centre has organised responses to consultations by public bodies such as OfCom, OFT, BIS, HM Treasury, European Commission and the UK Competition Commission. OfCom commissioned Hviid to write a report on price guarantees as part of "A Consultation on Proposals to Change the Process for Changing Fixed Voice and Broadband Providers on the Openreach Copper Network" (February 2012). BIS consulted in 2012 on private enforcement of competition law and members of CCP were involved in drafting the document. Hviid and Sheehan along with Lyons (Economics) and Peyer wrote a joint response to the consultation, referred to in the 2013 final report. Members of CCP have presented their work to the OFT, Competition Commission and HM Treasury; other groups which have consulted the Centre include MONITOR, Which, Ofwat, Ofgem and the Legal Services Board. Senior members of the BBC, Centre on Regulation in Europe, Consumer Focus, the African Forum for Utility Regulators, and the Competition Commission of South Africa have visited the Centre. CCP is a member of the Centre on Competition in Europe, a Brussels-based consortium of regulatory authorities, industry operators and universities. It is also a founder of the Competition Law and Economics European Network, bringing together nine European Centres with an interdisciplinary focus on competition law and policy. The success of CCP's strategy is clear from references in BIS' 2013 report on private enforcement to the usefulness of attendance at the annual CCP conference. Sheehan is a member of working group B of the Secured Transactions Law Reform Project, which will produce recommendations on priority rules under a reformed secured transactions law. Whelan was funded to visit New Zealand where he met policy-makers about the Commerce (Cartels and Other Matters) Amendment Bill 2012.

The Law School monitors, supports and incentivises this activity in a number of ways. Members of faculty must fill in an annual research plan in the Spring where they provide details of past and planned activities to generate impact. Every six months, following the submission of the annual research plan, and then again in the Autumn, the Head of School and Director of Research meet individually with all members of research active staff (Academic Teaching and Research) who are obliged to do research. In that meeting they discuss ways of maximising impact, and the support that can be given to enable engagement with external actors, including, where appropriate, the sharing of contacts, reputation-raising measures, and best practice within the School and across the University. Impact is also discussed in the regular appraisal process. All ATR staff have time allocated for research which includes developing impact and can bid for additional time for specific projects. The Head of School has a duty to protect this time and if staff are over-committed reduces other commitments. Funding is provided for specific activities with a credible pathway to impact. On a monthly basis the School circulates a tracker, asking staff members to record their impact activities. The University's promotions criteria include references to impact. The Social Sciences Faculty is developing an annual impact competition with prizes and incentives to staff for delivering impactful research to start in 2015. Impact and the maximisation of Schools' impact is a regular topic of discussion at the Social Sciences Faculty Research Executive, of which the School Research Director is a member.

Institutional support for impact from the University also includes Centre for Staff Education and Development (CSED) training on dealing with the media. The University Press Office forwards on inquiries from local and national press bodies and facilitates contact between academics, newspapers and broadcast bodies, and maintains a register of expertise to enable enquiries to be directed to the correct person. Members of the School have in the last two years attended CSED-run training sessions on involving the users in research (2013), the RCUK Pathways to Impact (2013), exploring public engagement (2011), and café conversations (2013). It also provides training on the Concordat on Public Engagement with Research. The Law School encourages staff

**Impact template (REF3a)**

to seek external follow-on funding and the central Research and Enterprise Service provides administrative support. The University also has funds to which academics can make bids for activities to generate impact.

**c. Strategy and plans**

The Law School will build on the success that it has had in the REF2014 period. It will, however, manage the impact process to a greater degree than it has done previously. It has in the past been alert to the need to look at the potential for and experience of generating impact in recruitment, and will continue, in future recruitment exercises, to look in detail at whether and how a candidate can contribute to the School's impact strategy. As an example of the School's acknowledgement of the importance of impact in recruitment, Kunzlik was appointed in 2013 as Head of School, and had previously been appointed as one of only two international experts to the Swedish Government's 2012 inquiry into public procurement, providing a full report to the inquiry; he has also spoken at events at the European Parliament on public procurement law. Similarly Hamilton (appointed in 2012) has had considerable international impact, in being asked to co-author the OSCE Guidelines on Public Protest for example. The School is accredited to provide CPD (Continuing Professional Development) points for practitioners and will put on appropriate events at UEA London and in Norwich to engage practitioners and policy makers. The 6-monthly research meetings will be used to discuss the significance and reach of potential impact of staff's research, and experienced staff such as, Mead, Kunzlik, and Stephan will be used to mentor less experienced staff, such as Xu. Xu's research asks why the commonhold system of land ownership introduced in 2004 has not been adopted in practice, and he will communicate the results of that research and suggestions for consequent policy changes to the Ministry of Justice. Hamilton's and Mead's embryonic collaboration with Emmerson (UN Special Rapporteur on Counter-Terrorism) will enable them (and Behrman) to tailor their research to the needs of international (and national) bodies and provide high level contacts in the UN, to complement Mead's contacts within Government and the police.

CCP and CREATE will continue to be focuses of impact policy in the School. CCP will continue to make use of contacts within for e.g. the Competition Commission. The appointment of Fletcher to a Chair in Competition Policy in Norwich Business School from being chief economist at the OFT will provide further opportunities to meet leading policy-makers to discuss the relevance of research to government policy. CREATE will seek to integrate its charity and industry partners. Boyd for example is its Industry Champion and will sit on its Research and Governance Advisory Boards. CREATE will involve its partners in events and seminar series as speakers, panel organisers and attendees, especially the initial brainstorming and end-of-Centre industry training events. In this CREATE mirrors an approach taken by CCP which regularly has policy makers attending seminars and its flagship annual conference. CREATE will also establish secondments allowing two-way exchanges between members of the Centre and industry partners. These measures will allow for maximum take-up of the results by research users, through e.g. tailored online training. CREATE will seek dialogue with e.g. BIS, DCMS, Ofcom, WIPO and the European Commission, and expects these partnerships to extend impact beyond the end of the funding period in 2016.

**d. Relationship to case studies**

The Law School continually reviews where impact from its research can be generated. Additional time and funding is allocated to allow further contact with research users; visits to speak to those bodies are funded by the Law School. As part of the strategy of engaging with the media, Stephan has been quoted by a number of newspapers e.g. the Financial Times (2009, 2012), The Times (2010) and the Guardian (2010). He was given time to speak to policy makers; he was funded by CCP and the Law School to visit Australia from which much of the impact of his research came. Mead was given time (and funding) to engage in meetings with the Police, non-governmental organisations (both in the UK and internationally, for example in Canada) and the Government's public order unit at the invitation of the Office of the Deputy Prime Minister. He has also engaged with the media, writing on public protest in national newspapers e.g. the Guardian (2010, and 2011).