

<p>Institution: University of Bristol</p>
<p>Unit of Assessment: 30 History</p>
<p>a. Context</p> <p>Engaging diverse audiences with the excellent research undertaken by clusters working on Medieval and Early Modern, Contemporary and Global, Transnational and Colonial history lies at the heart of our research impact strategy and practice. Key beneficiaries include:</p> <ul style="list-style-type: none"> • A wide variety of publics – individually colleagues routinely and proactively bring their research to public audiences and the department acts collectively through its annual ‘Past Matters’ festival of history with a programme of public events (which in 2013 reached c.1000 people). • Policy makers – e.g. Coates’ environmental history research feeding directly into lead authorship on ‘cultural services’ of ecosystems for UNEP World Conservation Monitoring Centre National Ecosystem Assessment report (2013). • Heritage sector and local/national audiences – e.g. Thompson’s work on political posters informing redisplay at the People’s History Museum, Manchester (2009-10). • Schools – e.g. Jones’ research on Cabot disseminated to schools through the Cabot Project that deploys academic colleagues, PhD students and undergraduates (see Cabot Project ICS). <p>Research has impacted cultural life, education, policy making and public discourse, increasing understanding of the past and informing and influencing present and future thinking and action. More recent activity widens the scope of impact to economic prosperity, civil society and public services, and engages further audiences:</p> <ul style="list-style-type: none"> • Local and disadvantaged communities – e.g. through co-production of knowledge research undertaken through ‘Know Your Bristol’ (Bickers PI, Coates, Cole, McLellan CIs). • Creative Sector – e.g. through Bickers’ and Cole’s leadership of the AHRC REACT Hub.
<p>b. Approach to impact</p> <p>Impact is a shared departmental culture fuelled by a desire to communicate research beyond the academy. Colleagues are encouraged to identify and nurture relationships with external organisations through Staff Review and Development and networking events (e.g. exploring potential Collaborative Doctoral Award (CDA) partnerships (2012)). Department initiatives are underpinned by central support through seed-corn funding and expert advice from staff in the University’s Research and Enterprise Development (RED), the Centre for Public Engagement (CPE), the Widening Participation office and the Press Office. Two examples of the highly successful central support drawn on by the department are the close relationships developed with:</p> <ul style="list-style-type: none"> • RED – in particular the expertise of Knowledge Exchange Development Manager (Wray) since 2009 in e.g. applying successfully for 6 AHRC CDA studentships with 4 external partners and accessing Enterprise and Impact Development funding to work with the Creative Sector (‘Zoom’ Coates PI, 2 CDA PhD students, Thought Den and Bristol Zoo, 2012) and supporting Bickers and Cole in their leadership of REACT (2011-5). • CPE – Head of CPE (Leggett) sits on the ‘Past Matters’ steering group (2011-) and provides support for all aspects of our annual festival of history including follow-up assessment of its impact. Academic Liaison Officer (Miller) is a key member of the ‘Know Your Bristol’ team. <p>The department is distinctive in the range of staff whose research is drawn upon and the reach of impact to diverse beneficiaries. During the REF period individually and collectively we have:</p> <p>Contributed to a wider public understanding of the past by developing engagement that:</p> <ul style="list-style-type: none"> • Targets non-traditional groups, through for example McLellan’s partnering with SPAN (Single Parent Action Network) in the ‘Past Matters’ festival of history (2012 and 2013) leading to ongoing activities with SPAN as one strand within ‘Know Your Bristol on the Move’ (2013-15). • Is proactive rather than simply reactive, seen e.g. in Smith’s success in approaching local history groups in communities in Ireland covered in his OUP book with the offer to speak (2013), or the highly successful engagement with the media by Bickers and Jones in disseminating findings from their research locally, nationally and internationally (2009-13). • Is inclusive, with all full-time colleagues routinely speaking to public audiences and this culture ‘rubbing off’ on PhD students who participate both collectively (the Deas studentships and Cabot Project and the 6 AHRC CDA students supervised in the department) and individually (e.g. Heal disseminated his research through 21 community talks and developing a trail and accompanying booklet – partly funded by the department - with local communities (2011-13)).

Informed and influenced policy through key advisory roles by medievalists (e.g. **Wei** advising the Department for Business, Innovation and Skills (BIS) on the history of Universities (2011)), early modernists (e.g. **Cervantes** as Member of the Advisory Committee of the Human Rights Las Casas Institute (2007-)) and modernists (e.g. **Pemberton** speaking and publishing in policy making fora, e.g. Institute for Public Policy Research (2010) and seconded to the Cabinet Office (2013)). The range of impact on policy makers is diverse, with **Bickers'** research into Sino-British relations engaging both British (UK Foreign & Commonwealth Office (FCO), BIS, Met Office) and overseas (China's General Administration of Customs, the Danish Consulate-General in Shanghai, the United States National Park Service, and the US Defense Prisoner of War Missing Personnel Office (2010), the Eire Consulate General in Shanghai (2012)) agencies. **Bickers** has had a significant impact in bridging asymmetries in understandings of the impact and legacy of Britain's wider historic role in modern China, though talks to the FCO (December 2011), and involvement in a BICC 19 June 2009 seminar through which FCO consulted with HEI academics on its 2010 China Policy document *The UK and China: A Framework for Engagement* (See China ICS).

Presented cultural heritage locally (e.g. **Jones** as Education Chair of the Matthew of Bristol Trust (2010-) nationally (e.g. **Hutton** as English Heritage Commissioner (2009-13) and influencing display at the British Museum (see Lindow Man ICS)) and internationally (e.g. **Fürst** collaborating with Wende Museum, LA on Hippie Archive from former USSR and developing a future exhibition (2012-)). Of particular importance have been growing institutional relationships with local heritage sector organisations (e.g. MShed, ssGreat Britain, Bristol Zoo) that have led to follow-up activity and co-sponsored grant applications. One example is the way that departmental engagement with the MShed (the new Museum of Bristol) has developed from **Hutton** and **Jones'** membership of the core advisory group (2007-2010), through **Bickers'** work with MShed and the Bristol Chinese community on Chinese New Year celebrations (2012-13) to the MShed hosting crowd-sourced events and archiving oral interviews from the AHRC-funded Know Your Bristol (2011-12) and Know Your Bristol on the Move (2013-15) projects and becoming a key strategic partner.

Influenced design and delivery of curriculum in schools through individual initiatives (colleagues routinely speak in schools with **Jones'** Cabot Project particularly significant) and collectively (the Deas Bequest has been used to promote links with state schools in Bristol, with postgraduate students (2 scholarships awarded each year) leading activities related to their research). As well as frequently speaking in schools, **Cole** has an international profile in continuing professional development for high school teachers, leading workshops for teachers in Hungary (2011), South Africa (2008, 2011) and the UK (2008-11) as well as advising the Holocaust Educational Trust (2011-) on their resources and activities to reflect current research.

Contributed to economic prosperity via the creative sector through individual collaborations with artists (e.g. **Coates** with Arnolfini and Maria-Thereza Alves on the 'Ballast Seed Garden' (2013); **Sheldon** with Spike Island and Marjolijn Dijkman (2011) and artists at 'Invisible Hand' event in Bergen (2012) on reimaging economic ideas and institutions) as well as leadership of the Bristol strand of the AHRC-funded REACT Hub (**Bickers** co-director 2011-13, **Cole** co-director 2013-15). REACT brings together Bristol, Bath, Cardiff, Exeter and UWE in research around creative technologies that involves co-production by academics and creative industries. As well as providing leadership to the overall Hub, **Bickers** and **Cole** have led ideas labs events and distributed seedcorn funding internally. **Cole** was PI on two REACT collaborations (with Interactive Places and the National Trust on 'Reflecting the Past' (2012) and with Stand+Stare and Bristol Libraries on 'Turning the Page' (2013)). Contacts with external partners developed through REACT have led to successful grant applications that include Calling the Shots (**Bickers** PI 'Know Your Bristol on the Move') and Stand+Stare and Heidi Hinder (**Cole** CI 'Tangible Memories') (both 2013-15) and opened up new networks of creative technologists to the department, school and faculty.

Contributed to widening public access to and participation in the political process through co-produced research with marginalised communities via a series of Connected Communities funded projects ('Know Your Bristol,' **Bickers** PI, **Coates**, **Cole** and **McLellan** CIs (2012); 'Know Your Bristol on the Move,' **Bickers** PI, **Cole**, **McLellan** and **Skinner** CIs (2013-15); 'Tangible

Impact template (REF3a)

Memories', **Cole** CI (2013-15); 'Productive Margins,' **Cole** CI (2013-18). Through 'Know Your Bristol' a department team has worked with Bristol City Council and local community groups to crowd source historical photographs and other artefacts and record oral histories to populate the GIS layers on the 'Know Your Bristol' mapping website. This co-produced historical research enables communities to shape and inform present and future planning decisions. The success of the initial project (2012) has led to continuing collaboration in a larger project (2013-15) with an extended range of partners drawing, e.g. in the case of **McLellan** and SPAN, on the wider network of partnerships developed by the department over the last three to five years.

c. Strategy and plans

Our research impact strategy seeks to develop and extend what is already happening by further embedding both the culture and processes of impact. In particular we are committed to:

- Adopting a more systematic and reflective approach to following up events and interactions.
- Maximising and measuring the reach and value of the impact of these activities.
- Making more systematic use of, and extending, the knowledge and contacts developed within the department.

This emerging research impact strategy is being implemented in the department through:

- Regular discussion of impact and public engagement at away days and networking events. (2012-)
- Extending engagement through the Deas studentships, 'Past Matters' festival of history and rotating staff membership of the Past Matters steering group (**Austin, Saha, Bates**). (2011-)
- Building on AHRC CDA success through disseminating scheme via Department research seminar (2012), staff review and development and sharing bank of successful applications and external contacts. (2011-)
- Developing follow-on projects from successful relationships - eg 'Zoom' and 'Know Your Bristol' developed out of the Bristol Zoo CDA studentships (2012) and are the basis for a research application currently being developed (**Coates** PI and **Cole** CI). (2012-)
- Building on REACT networks through sharing external contacts in department and developing future REACT bids via Enterprise and Impact Development Fund workshops and seed corn funding (**Bates**). (2012-)
- Developing a culture of drawing on external professional and social networks and the serendipitous opportunities they present (e.g. CDAs with Bristol Zoo emerged from chance conversations). (2011-)
- Embedding the outward facing dimension of History at Bristol within the MA programme (through Public History pathway (2010-)), doctoral programme (through CDAs, Deas studentships, Cabot Project (2010-)) and undergraduate programme (2013-).
- Sharing the networks developed by colleagues in History of Art and History within the compound department through networking events. (2013-)
- Continuing to draw on the excellent University and Faculty resources to support the embedding of impact and knowledge exchange within research grant applications, in particular through building on close working relationships with RED and CPE. (2012-)

Within the School the Impact Director will:

- Evaluate likely impact in applications for study leave and research funding. (2013)
- Develop a resource of expertise at academic and support staff level, as well as systems and processes that will facilitate the capture of data about impact and build in follow-up activities with external partners across all its constituent subjects. (2013-)
- Review workload modelling systems to build in a tariff that acknowledges activity leading to the development of impact as part of the allocation of research time. (2013-)

The department and school both perceive the enhancement of social, cultural and economic life as a major driver of its future research direction, locally, nationally, and internationally.

d. Relationship to case studies

The impact case studies emerge from - and showcase - a shared culture of engaging with a wide range of publics, policy makers, schools, the heritage sector and the creative economy that lies at the heart of departmental research strategy. They reflect the breadth of impact activities across the department in the range of underlying research (from ancient to modern), nature of audiences (from local to international) and arenas for impact (from the heritage sector to policy makers).