

<p>Institution: University of Warwick</p>
<p>Unit of Assessment: 31 Classics</p>
<p>a. Context</p> <p>Warwick's Classics Department believes that research into Greek and Roman antiquity contributes important social and cultural insights for modern society. We have been committed to engaging diverse audiences, and communicating our research in innovative ways, both to public and private organisations.</p> <p><i>The main beneficiaries</i> are educational providers in the UK and internationally (e.g. exam boards and continuing education), UK and US media producers (e.g. the BBC and National Geographic), special interest and campaign groups (e.g. coin collectors, minority rights), and cultural institutions (e.g. museums and galleries). These organisations have enabled our research to reach wider audiences such as museum visitors, television viewers and the general public around the world.</p> <p><i>The main types of impact</i> are related to cultural awareness and public understanding of Classical Antiquity. Our research has contributed to the economic prosperity of the creative industries and of cultural institutions, and created stimuli to tourism. It has influenced the design and delivery of education outside and within Higher Education. By creating online and educational resources, we have preserved and re-presented cultural heritage and made otherwise inaccessible materials available to a wider public, and promoted the public understanding of ancient history.</p> <p>Warwick's Classics Department is an established leader in numismatics (the study of coins) and epigraphy (inscriptions), two research areas which have inspired significant impacts. Cooley's research into Latin epigraphy underpins a sourcebook on Pompeii used as the foundation for AS Level Classical Civilisation unit 'City Life in Roman Italy' (OCR Exam Board) and for Continuing Education courses in Oxford and London, and is central to a core module for Higher School Certificate in New South Wales, Australia. Another research strength explores the reception and adaption of antiquity, focusing on how the interactions between Ancient Greece and Rome, the Middle East and Africa have influenced our understanding of history. Orrells' research on African Athena was used to engage the British Black community with new ideas about their cultural heritage. Epigraphy and the reception of antiquity combine in the research of Scott, who has written and presented two documentaries for BBC 4 (Ancient Greek Theatre) and for the National Geographic Channel in the US and the UK (Early Christianity).</p>
<p>b. Approach to impact</p> <p>Grounded in the belief that research into antiquity can provide enlightenment and enjoyment to the contemporary public, our department has been committed to bringing its research outside of the academy to the wider public.</p> <p><i>Key Principles:</i> Our three key principles are to work with groups who will benefit the most from our research; to communicate our research in a manner that is accessible for the non-specialist and general public; and to reach audiences locally, nationally and internationally.</p> <p><i>Organisation:</i> the department has implemented the following internal mechanisms to maximise impact:</p> <ul style="list-style-type: none"> • We have adopted hiring and promotional strategies which have taken into account an individual's track record and potential for impact and which enhances the department's overall capacity for achieving impact in its key research areas. The appointments of Scott to Assistant Professor (2012) and Rowan as Research Fellow in Numismatics (2012) support impact in the department's research areas. Impact activities have been recognised in the promotion of Davidson to Professor (2009) and Cooley to Reader (2010). • Staff discuss impact at twice termly meetings, and the Dept. Management Group oversees impact planning and identifies at an early stage projects with the greatest potential for impact. • Cooley, Rowan and Scott have been appointed impact champions whose roles involve assisting and encouraging other staff members with their impact activities. • A log of impact activities is maintained by staff on the departmental web site under 'news and events' and all staff are expected to evaluate and record the outcomes of their own activities for discussion at staff meetings.

Impact template (REF3a)

- Training related to impact, such as writing grant applications and developing engagement activities, is provided by the Arts Impact Officer. Media training is provided by the university's Communications Office.
- Other university resources employed by the department include its audio/visual facilities, such as the broadcast studio (Cooley's Acoustiguide recording), the university's communications office (press releases and web articles), IT Support Services (creating podcasts, videos, and online databases) and WRAP, the Library's publicly accessible repository.

Communication and Engagement: the department has employed diverse communication and engagement methods to reach its key beneficiaries locally, nationally and internationally:

Digital and Web: Our department has been at the forefront in the discipline for using web-based media to communicate our research to a wider audience. We started the distinctive podcast series 'Classics in Discussion' in 2009, in which staff discuss their research. The podcast 'Sex in the Ancient World' was number one on iTunesU for over a week in August 2010 (89,747 total downloads). In 2010, Butcher started a series of videos about numismatics which feature on websites around the world (10 videos; 5392 views on YouTube; 3,151 views on Departmental page). The Department has exploited the university's communication channels such as iTunesU, YouTube and the Knowledge Centre, a digital gateway to the university's expertise, research and learning. New website features include 'Coin of the Month' (800 views) and Coins at Warwick blog, which aim to increase public understanding and engagement with ancient numismatic material. Our online database of Roman provincial coins of the Republican period (*The Beginnings of Empire, 168-27 BC*) set up in May 2013 makes available an important resource for historians, archaeologists and coin collectors, and enables members of the public to contribute their own images (7,500 page views). Our Epigraphy Twitter feed (https://twitter.com/W_Epigraphy) has over 344 followers (Jan-Jul 2013).

Media: In 2013 Scott has written and presented documentaries on BBC 2: *Who were the Greeks?* (*Sunday Times Critics' Choice*) and *The Mystery of the X Tombs* ('Pick of the Day', *The Observer*, 4/5 stars, *Irish Mail on Sunday*) and for the National Geographic Channel on Christianity and the Roman Empire shown in the UK and US (*Jesus: Rise to Power*, 'Critics Corner', *Boston Globe*). His forthcoming productions include a three-part documentary for BBC 4 (*Theatron: Theatre and the Ancient World*) to air in Autumn 2013 and a series for BBC Radio 4 (*Spin the Globe*). Other radio and television appearances by department members include Davidson on Channel 4's *The Bible: A History* (January 2010) and BBC Radio 4, *A History of the World in 100 Objects* (May 2010). Scott appeared on BBC Radio 3's Nightwaves 'Luxury in an Age of Austerity' (9 April 2012). Laird was a consultant for Stephen Fry's *English Delight* on BBC Radio 4 (Episode 4, Series 5, 'The Story of X') based on his research on the *littera* in Donatus.

Popular Writing: Davidson is a longstanding contributor to the *London Review of Books*, having written over 20 articles on Ancient Greek social life, politics and mythology since the early 1990s. He wrote a series of pamphlets on Greek Mythology for *The Guardian* in January 2008.

Exhibitions: Laird advised on the *Aztec Pantheon and the Art of Empire* exhibit at the J. Paul Getty Museum, California (March-July 2010).

Education Cooley translated and advised on inscriptions for two LACTOR A-Level sourcebooks (*Tiberius to Nero*, 2011; *Age of Augustus*, 2003). *Age of Augustus* was used to shape the syllabus for AS Classics, for which it is a recommended resource. Newby contributed a section on changing origins of athletes for the Open University's public access module, *The Ancient Olympics*.

Public Talks include Cambridge University's Darwin Lecture Series (Scott, 2012); literary festivals (e.g. Davidson: Hay on Wye, 2012; Scott: York, Chalk Valley, Warwick, 2013); a panel discussion at the Drum Theatre, Birmingham (Orrells, 2011); classical associations (Cooley); Compton Verney Museum, Warwickshire (Newby). School talks include: Bablake, Coventry; King Edward VI, Stratford (Butcher); Godolphin and Latymer School; Loughborough Grammar (Fear).

c. Strategy and plans

Our department has successfully engaged key target audiences with its research over a number of years in the UK and internationally. Our goal is to embed impact within the culture of the department so that it is second nature to all research staff and students. To achieve this, we will build on the success of our current activities, and exploit our specialist research strengths in numismatics and epigraphy, while remaining flexible and open to new opportunities for different kinds of engagements with new audiences as they emerge. We intend to retain existing

Impact template (REF3a)

administrative structures and internal mechanisms (e.g. hiring and promotion, impact champions) as well as introduce new initiatives.

Supporting Staff. The department will implement mechanisms to support postgraduate researchers and research-active staff to maximise the impact potential of their research. By identifying early in the research process projects with the most potential for impact (in staff meetings), the department will be able to offer teaching relief or additional resources as appropriate. Discussions of impact at staff meetings will ensure that researchers see impact as integral to the research process. It will also enable the department to prioritise support for applications with the greatest impact potential. Training in impact offered by the Arts Impact Officer will be embedded into the training programmes of postgraduate researchers, early career fellows and in the induction of new staff. The Institute of Advanced Study offers training for early career fellows in public engagement and the Communications Office provides media training. The nominated impact champions will help encourage the next generation of Classicists to recognise and exploit the impact arising from their research. We will continue seeking the advice and support of related staff in Research Support Services, Widening Participation, the Library, IT Services and the Communications Office.

Collaborating with Key Stakeholders: The department will seek to increase the amount of collaborative research in which the most relevant stakeholders are engaged as early as possible in the research process. Plans to achieve this aim include working more closely with the Joint Association of Classics Teachers (JACT), contributing to secondary-level INSET days for secondary education. Cooley's AHRC project with the Ashmolean Museum and the Centre for the Study of Ancient Documents (Oxford), starting in October 2013, will transform the use of the Museum's collection of Latin inscriptions in primary and secondary education, creating educational resources and engage museum visitors with the inscriptions on display and on the web. The project includes a full-time postdoctoral research assistant specifically to develop its educational impact, who will work with JACT and schools to develop and evaluate educational resources for the classroom. Cooley and Rowan are also contributing on epigraphy and numismatics to a JACT INSET day in November 2013, designed to help teachers covering Augustan topics at A-level make the most of the opportunities offered by the bi-millennium year of 2014.

Raising the public profile of Classics: by further improving our schools programme in collaboration with JACT to help ensure the subject's accessibility for the next generation. We will also seek to further develop our communication strategy through web and online resources and engaging with mainstream television, radio and print media. Scott is following up his recent BBC2 and BBC4 documentaries with a BBC Radio 4 series which will help to ensure the subject's continuing popularity and relevance. We will continue to develop our online resources such as the coins database and blog. We intend to work with the Communications Office proactively to promote Classics research.

d. Relationship to case studies

The case studies illustrate the department's approach to impact as outlined in section b in relation to its main beneficiaries and engagement methods. Davidson's research on sexuality in Ancient Greece (Case Study 1) has fed into web, television, radio and newspaper media about the Ancient Greeks, the continuing relevance of their society for the modern world, and discussions about same sex relationships. Through these channels, the public have discovered the relevance of Davidson's research for better understanding contemporary issues. Impact activities played a role in Davidson's promotion to Professor. Cooley's work on Pompeii (Case Study 2) has helped to introduce students to the Roman world and has enabled teachers to engage with primary source material in a systematic way for the first time. The sourcebook has directly contributed to the reshaping of the OCR Exam Board syllabus in the UK and has enabled teachers in the US and Australia to engage with the inscriptions of Pompeii and Herculaneum, which previously remained inaccessible to non-specialists. Her commitment to improving the provision of Classics in education has been fundamental to the department's approach to impact and forms a cornerstone of its future strategy.