

<p><b>Institution:</b> University of Kent</p>
<p><b>Unit of Assessment:</b> 31 Classics, Ancient History, Byzantine and Modern Greek Studies</p>
<p><b>a. Context</b></p> <p>The location of the <a href="#">Department of Classical and Archaeological Studies</a> at the Canterbury Campus overlooking <a href="#">three World Heritage Sites</a> in the city provides the context for local engagement with the <a href="#">Cathedral</a>, <a href="#">Canterbury Museums and Galleries</a> (6 museums) and <a href="#">Canterbury Archaeological Trust</a>. However, the reach of our impact also operates regionally, nationally and internationally. This impact takes two main forms:</p> <ul style="list-style-type: none"> <li>• <b>increasing public understanding of literature, culture and societies in antiquity.</b> Examples of this include the development of material for display in museums using our 3D scanning equipment, the delivery of lectures to public groups in Britain and the United States, advisory work on two books on Roman culture for children, media appearances, and the production of classical plays. Our staff have played a leading role in supporting the public engagement activities of the <a href="#">Beaney House of Art and Knowledge</a> (Canterbury), which re-opened in 2012 and was shortlisted for the Art Fund Museum of the Year Award in 2013.</li> <li>• <b>shaping professional practice and public policy in archaeology and heritage management.</b> Examples of this include providing training for more than 2000 people working in heritage management from our departmental base in Athens, producing policy guidance on heritage management for the EU and UNESCO, as well as advising for specific projects and institutions, such as on heritage policy and urban development in Oudenberg (Belgium).</li> </ul>
<p><b>b. Approach to impact</b></p> <p>The Department of Classical and Archaeological Studies places a strong emphasis on public engagement and impact activities. Professorial staff appointed to the Department since RAE2008 (Laurence, Pollmann) have established track records of leadership in this area, and all Category A staff in the Department are actively involved in different forms of impact work.</p> <p>During the current REF cycle, we have sought to develop the reach and significance of our impact work in the following ways. We have placed a strong strategic emphasis on <b>scaling up impact activities that build directly on previous successful initiatives</b>. This enables us to ensure that our impact activities are coherently informed by our longer-term research interests, to build our reputation for this work with a growing range of regional, national and international stakeholders, and to develop increasing expertise in what constitutes effective practice in different contexts. For example, our intervention to prevent the closure of the Canterbury Roman Museum (see Case Study 1: Roman Family and Museums) led us to make the strategic decision to secure £55k HEIF4 funding to set up <a href="#">The Heritage and Innovation Network at Kent (THINK)</a> to extend the influence of our research on policy and professional practice. This network has enabled us to build stronger links with more than a hundred professionals working regionally in the museum sector, local government and the creative arts, and has led both to new collaborative activities with partner organisations (for example, in developing new digital content for museum displays and websites) as well as shared events exploring future possibilities for externally funded collaborations.</p> <p>Building on the successful experience of project work on heritage management at a specific local site in Gouves (Crete), we have similarly used the Department's base in Athens to extend this expertise to influence heritage management policy and practice in the Mediterranean (see Case Study 2: Heritage Management in Greece). In 2012, we further developed this work by establishing the Centre for Heritage (directed initially by Laurence and then by Labadi) with £20k set-up funding from the University. This has further extended our activities in bringing together our research staff with stakeholders from partner organisations. In particular, the Centre for Heritage has created new possibilities for us to shape heritage management policies at an international level. For example, in 2013, Labadi received an invitation to be one of half a dozen keynote speakers at the <a href="#">EU's EuroMed IV conference</a> that will develop heritage policy in the Maghreb and Machrek. She is also drawing on her research to write guidance notes and position papers for <a href="#">UNESCO</a> that will inform</p>

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its policy on sustainable development post-2015, and has been invited by UNESCO to write a position paper that will inform the United Nations' revision of the Millennium Development Goals (the key policy to guide international aid). She has also acted as a consultant for the World Bank on the heritage policy and development in Indian cities. Kyriakidis has been invited to participate in the UNESCO review of Pompeii in 2013.

We have also used our expertise in digital technologies, and substantial investment in related equipment, to develop **new collaborative activities with museums and other non-HEI organisations**. Use of 3D scanning and visualisation technologies has, for example, become an important element in the heritage management activities we are developing in Greece (see Case Study 2: Heritage Management in Greece). [Kent Innovation and Enterprise](#) grants (totalling £4k) have also enabled the laser scanning of objects held by the British Museum, Canterbury Archaeological Trust and Dover Museums. In 2012 a local metal detectorist discovered a helmet dating from the 1<sup>st</sup> century BCE, which has subsequently been placed in the British Museum. Working with the Canterbury Archaeological Trust, the Department undertook a 3D scan of the helmet; the scanned image, together with its interpretation by Department staff, is now a permanent exhibit in the Canterbury Roman Museum. This collaborative work benefits from the developing research expertise in the Department in the use of such technologies. For example, as part of his Leverhulme Visiting Professorial Fellowship, Yoshiki Hori (Kyushu University, Japan) worked with Swift not only to laser-scan the late Roman silver spoons held in the Roman Museum, but also to develop an accurate calculation of the volume held by a spoon – an application of laser scanning that had never previously been achieved. This effectively circumvents the need to fill an object with liquid and thus to damage the surface of the artefact.

In addition to more established methods of public engagement, we are also working with **new approaches to raising public understanding of ancient cultures and societies**. Laurence's work on producing two short animated films on life in the Roman city with Cognitive Media has attracted a large and enthusiastic audience following their posting on YouTube (see Case Study 1: Roman Family and Museums). We continue to explore how this model might be used to raise public understanding of other areas of research in the Department. Laurence has been involved, as a consultant, in the development of a major 3D docu-drama, [Great Rome](#), by Korean Educational Broadcast Systems. Lavan has used Twitter and a [blog](#) to communicate on-going findings from his fieldwork at Ostia.

In addition to supporting a wide range of impact activities by our academic staff, we also make impact and public engagement work an important element in the **training of our doctoral students**. Training in this work is included within the [Researcher Development Programme](#) provided by the University's Graduate School, as well as through more informal supervision and mentoring within the Department. This has led to a range of student-led public engagement and impact work. Our students have, for example, produced two plays by Aristophanes (*Thesmophoriazusae* and *The Wasps*) at the Gulbenkian and Marlowe Theatres, each of which had audiences of around 750 people (of whom nearly half were schoolchildren). Two of our students are also leading a project based on the Greek and Egyptian collections of Canterbury Museums and Galleries and displayed in the [Beaney House of Art and Knowledge](#). This project will involve public talks and the creation of 3D scanned images of items in the collections.

**c. Strategy and plans**

The Department's strategy for impact engages with that of the University for [Public Engagement with Research](#) (2013), which builds, in part, upon what we achieved in the development of THINK (from 2011) and the Centre for Heritage (from 2012). The creation of the [Consortium for the Humanities and the Arts Southeast England](#) (CHASE - a partnership of the Courtauld Institute, Essex, Goldsmiths, Kent, the Open University, Surrey and Sussex) adds a new platform for the development of [training workshops](#) for postgraduates and Early Career Researchers, aided, for example, by the AHRC-funded '[Becoming a Public Intellectual](#)' (2013). Research management includes an emphasis on impact, with each member of staff developing an Individual Research Plan; this plan and its delivery are discussed annually in an individual meeting with the Head of

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School and the School's Director of Research.

Staff in the Department have produced individual plans for the generation of impact. Alwis is working with radical theologians in India and Korea. Baker's weekend workshop at Oxford's Centre for Continuing Education (2010) is a platform for further impact in the area of medicine. Bartley and Keaveney are producing a guidebook to the Latin texts in the Canterbury Cathedral windows, which are seen by one million visitors each year. Boutsikas will contribute to the International Working Group on Astronomy and Heritage on the [Outstanding Cultural Value of Mycenaean and Classical Sites in the Mediterranean](#). Kyriakidis's established and on-going collaboration with the Greek Ministry of Culture will be developed further. Labadi's established involvement with international bodies (e.g. UNESCO; the World Bank) will have an impact on heritage policy and its application internationally. The Austrian National Library has recognised La'da as a collaborator in the development of their collection, and, with his PGRs, he will develop public engagement through the Egyptian collection held by Canterbury Museums and Galleries. Laurence's on-going involvement with [Cognitive Media](#) will produce new animations to enhance the public understanding of Roman history via the internet. Lavan will develop a short guidebook on Late Antique Ostia. Lowe will continue to develop his work with schools and impact relating to his research on computer gaming and Classics. Swift and Lavan will produce an exhibition catalogue based on their project on the visualisation of the Late Antique city.

Key to our impact strategy to 2020 is the shift from a focus primarily on local impact to a greater emphasis on national and international impacts. Building on our experience of working with the director of Canterbury Museums and Galleries (including new digital content from 3D laser scanning), we will engage in research on artefacts with other museums in the UK, including major museum collections in London (e.g. the British Museum, the London Archaeological Archive and Research Centre, and the UCL Petrie Museum) to provide new opportunities to explain the design of artefacts. Increasingly, within the field of heritage policy, we will work with government bodies (especially in Greece) and international bodies (such as the EU, UNESCO and the World Bank). Labadi's most recent research on museums and migrants has resulted in an invitation from UNESCO to assist in drafting a new international standard for the promotion of museums. Kyriakidis's approach to impact in Greece will be replicated in other countries (negotiations have been initiated for Chile), linking his research to both a philanthropic funding body and a ministry of culture to extend the reach of his on-going impact on heritage management. As a result, we expect to have influenced policies associated with the preservation, presentation and management of the sites of Classical Antiquity, especially within the Mediterranean region.

**d. Relationship to case studies**

The two case studies have resulted from sustained support from the School that has included: institutional support for Kyriakidis's location in Greece in 2008, and HEIF4 funding to support Laurence's engagement with local museums and museum policy in Canterbury. These case studies exemplify the principle of 'scaling up' successful impact activities that has become a central element in our Department's impact strategy. Both Kyriakidis and Laurence have sought: i) to increase public engagement with their research, and ii) to influence public policy in relation to heritage management and to museums. Kyriakidis's impact began with his relocation to Athens/Elefsina. Laurence's impact is based on research undertaken since his appointment in 2010. It was Laurence's explanation of the research value of Canterbury's museum collections that led him to work with Cognitive Media and to produce content for 260,000 viewers on YouTube.