

Institution: Liverpool John Moores University

Unit of Assessment: UoA 36 Communication, Cultural and Media Studies, Library and Information Management

a. Context

Background Statement: Research activity at LJMU is directly centred around collaboration with end-users and translation of that collaboration into policy and practice. Following a reorientation that has brought this UoA together and working more closely with the Institute for Cultural Capital (ICC), this focus will remain. Both of the themed research clusters (*Journalism, Media and Communications*, and *Culture, Identity and Policy*) have from the outset undertaken public engagement, outreach activities, and viewed strategic impact as key priorities. Examples below show the range of non-academic stakeholders and beneficiaries with whom researchers in this UOA engage.

Main Users, Beneficiaries and audiences: The users, beneficiaries and audiences of our research range from individuals and communities to local authorities, charities and professional and government bodies. Taking specific examples in the current REF period, we have research partnerships and collaborations with national government departments (UK foreign office), regulatory and professional bodies (OfCom, National Union of Journalists, Amateur Boxing Association), local government and education authorities (Liverpool Public Libraries, Liverpool Education Authority), health trusts (Mersey Care NHS Trust), Charities (Samaritans,) cultural organisations (National Museums Liverpool, Liverpool Philharmonic, and Foundation for Art and Creative Technology (FACT))

Main Types of impact

Impact within the *Journalism, Media and Communications* research cluster has strength in responsible and ethical journalism and has influenced both policy and practice, including the regulation of the press in the UK and abroad, and the practice of journalists in dealing with the recently bereaved. Journalists may now undertake specialist training on this. Our Media academics are practitioners, filmmakers and reviewers. In relation to media production we work closely with FACT, the BBC, Trinity Mirror, Lime Pictures and Skillset. Marley's work (2013) with Golden Gloves Amateur Boxing Gym is an example of how Media works with local community groups. Marley's involvement with the club has changed the lives of young men in the Toxteth area, encouraging self-reflection and raising awareness of their own role within the community regeneration process. Pott's and Traynor's work into how local media can contribute to increased civic participation and the creation of social and cultural capital has led to improved training programmes for community members participating in Liverpool Community Radio broadcasts.

In *Culture, Identity and Policy* researchers have developed a strong and influential portfolio of work, which is leading to change at both Government and community level. Collaborative research with Mersey Care NHS Trust is encouraging a systems thinking approach to decision-making, based on the economic value of creative interventions in mental health care. Similarly, research with National Museums Liverpool (on its acclaimed dementia care training initiative House of Memories) was referenced in a parliamentary debate held in June 2013. This work highlighted the economic and professional value of the intervention to the health care sector. It continues to inform development of the programme in policy contexts. Research with public libraries has informed Arts Council England's strategic leadership of the sector. It provided practice-led guidelines on effective cross-sector collaboration at service level, each designed to encourage future innovation and sustainability at a critical point in time for the sector as statutory local government services become increasingly vulnerable to service reductions and cuts.

b. Approach to impact**Approach and Infrastructural Mechanisms to support Impact:**

A wide range of approaches are used to ensure that quality research has social, professional and community impact. As a general baseline researchers in the UoA have actively engaged with non-academic dissemination routes that link with the wider public such as: the media (e.g. regular TV, radio, newspaper and web press coverage); communities and societies; visitors to cultural and leisure services (local libraries, Liverpool Philharmonic); business and industry bodies (BBC, National Union of Journalists NUJ Scotland); schools, colleges and lifelong learning (e.g. through the FACT Film Lecture Series). We have hosted national and international dissemination events e.g. 'Getting the Picture: opportunities in local TV' hosted by the University's Screen School (May 2013). The work in Journalism and in the ICC has a strong action research and engagement focus built into the research at all stages. The case of journalism is detailed in the attached case studies. The ICC was launched at the start of this REF cycle (2008) to investigate cultural, community and economic impact of Liverpool's European Capital of Culture year. The Liverpool model of collaborative research developed for Impacts 08 is now celebrated as best practice for the evaluation of large-scale arts and cultural intervention. This ethos continues to underpin and guide ICC work. This is evidenced in the recent projects with Mersey Care, the Liverpool Philharmonic and Liverpool Libraries.

Our engagement with end-users is enhanced by the Faculty's Open Labs team (funded by the University and the European Regional Development Fund since 2011). Through a series of innovative events and activities (such as 'Hack days'), Open Labs have brought together end-users (especially from emerging technologies) in ways that encourage collaboration and interaction (with the University and with each other). A total of 410 companies have been participants in 32 unique events held in the REF period. For example, the 'Hack for Culture' event in March 2012 brought arts & cultural organisations (including the Bluecoat, Everyman Playhouse, FACT, Liverpool Biennial, Liverpool Philharmonic, Tate Liverpool and Unity Theatre) together with Merseyside's Digital and Creative industries (35 organisations participated) to explore and experiment with a wide variety of hidden cultural data sets. The TEDx Liverpool (Nov 2011) and TEDx Merseyside (Jan 2012) events (spin-outs from the annual Californian TED conference) reach a broad audience bringing together HEIs, companies and individuals, whilst OggCamp (hosted in Liverpool in August 2012 and again in October 2013) has become one of the largest 'open culture' events in the UK.

Support for the development of relationships, opportunities and staff:

As part of the University Strategy both for research and for its role as a civic university, staff and research groups are encouraged to establish productive relationships with organisations and user groups (examples include Granada TV, BBC World Service, Mersey Care NHS Trust, Liverpool Philharmonic, NUJ). Financial resources and a sabbatical scheme have facilitated the development of key partnerships and supported staff in furthering links between research and impact. It is recognised that for staff to achieve impact at the highest level (e.g. Government policy formation) it is necessary for them to be supported in developing and establishing expert status and networks. Several staff have benefited in this way (Li, Newton). Institutional level support for both early career and mid-career research staff has been very valuable. The Early Career Researcher Development Scheme, and the Capability Research Fund have enabled travel to develop local, national and international networks (e.g. Krueger travelled to Paraguay to develop networks and partnerships around music in global culture, 2011). Researchers are supported in the development of their careers through recognition and reward schemes (e.g. the annual review of Reader and Professor applications) which encourage public engagement. LJMU has signed up to the Manifesto for Public Engagement (National Coordinating Centre for Public Engagement) as part of the University's strategic intent to share its knowledge, resources and skills, and to listen to and learn from the audiences with which we engage.

Impact template (REF3a)

c. Strategy and plans

A key focus for the two research clusters is to embed impact into all projects from idea generation and project initiation, execution and on to post-project evaluation and follow up. Key goals and plans are to build on strategic structural decisions made in the current REF cycle and around the centrality of the ICC. This will be carried out in three ways:

1) *Building researcher understanding and capability around impact including evaluation and recording.* A professional development programme for staff to include: Impact Awareness, Public Engagement, Practice Based Research and Media Training will be key. We will work closely with the University's Research and Innovation Services to implement this. In order to establish a clear process for embedding and recording impact a template will be produced for use by researchers. This will ensure a focus on designing impact into research projects from conception, in-project, and post-project to track continued and incremental impact.

2) *Developing and enhancing networks with non-academic users.* We aim to work more closely with enterprise services and other internal and external experts (e.g. the University's Business Development Centre and the Local Enterprise Partnership) to build and support relationships with external partners to maximize the effect and benefit of research and achieve greater impact beyond academia. Our goal is to consolidate activity around the two research groups developing deeper more focused links with non-academic users. Such links will help us to identify issues that are of relevance and importance to potential beneficiaries.

3) *Identifying and investing in the development of specific projects where the potential to generate impact can be maximized one of the ICC's main strengths* lies in evaluation of projects and a key role will be to liaise with research groups to give guidance on a project's *potential* for impact and the subsequent evaluation and recording of impact. Through closer links with academic stakeholders, research projects will develop out of a need to address a real problem or concern. This will increase the potential for impact.

d. Relationship to case studies

We are submitting two case studies, one from each theme, within this UoA:

1. The **responsible Journalism** impact case study highlights the importance of identifying issues that are of interest and relevance to a community of practice (e.g. journalists, professional bodies, regulatory bodies and policy makers) and to work with them as active participants and co-researchers in the design of the research.

2. The **Identity and Security Discourse** case study which focuses on the rise of China and Asia-Pacific, demonstrates the importance of establishing and maintaining strong links and collaborative relationships with government agencies with the aim of influencing policy on professional practice. Li has been supported financially to enable him to attend high level meetings and develop networks.

Li, the lead researcher in case study 2 has been mentored by Frost (case study 1). This illustrates the success of our researcher development programme.