

Institution: London Metropolitan University
Unit of Assessment: 36 - Communication, Cultural and Media Studies, Library and Information Management.
<p>a. Context</p> <p>There is an intrinsic relation between impact, research and teaching at London Met, whose mission is to transform lives through education and quality research, as well as to meet society's needs through a socially responsible agenda. This socially accountable and redistributive ethos is reflected in the university's long history of addressing the needs and realities of the less privileged strata of British society. Thus user-engagement and giving a voice to those who are rarely heard remains a key driver of our CCMSLIM research.</p> <p>Three main non-academic user groups and beneficiaries are reached by our research: (1) populations (often minority groups); (2) European, national- and local-level policy-makers; and (3) the media and information industries.</p> <p>The principal types of impact arising from our research are experienced in public, policy and industry engagement with the issues addressed. This engagement is triggered through our use of several different communication strategies, including film, interviewee-involvement and public meetings as well as through media coverage, published reports, articles, monographs and book chapters.</p> <p>Much of the work of the CCMSLIM clusters within the submission is clearly 'applied' research, answering questions of key relevance to our user groups and to the subjects of the research. Other research is also applied, but in ways which stress the importance of deepening general understanding.</p>
<p>b. Approach to impact</p> <p>Our approach to non-academic users, beneficiaries and audiences over the period 2008-2013 has been rooted in the philosophy of user-engagement and giving voice to those who are rarely heard. Our experience is that this approach maximises the ownership of impact by those involved in the research process.</p> <p>In some of the projects undertaken we established research working with non-academic users and practitioners. In Professor Jenny Harding's work on Muslim women's experience of participation in sports, for example, she aimed to enable different voices of Muslim women living in the UK to be heard. In collaboration with The Women's Library and Independent Academic Research Studies (IARS), Harding secured Heritage Lottery funding enabling her to work with a group of eight young Muslim women volunteers to research the history of women's participation in sports. Employing oral history methods to investigate, represent and open up to discussion neglected aspects of cultural experience, Harding and the volunteers conducted and filmed oral history interviews (with Muslim women, academics and members of the public), editing these and archival material to make a short film (http://www.youtube.com/watch?v=qOC7qfv90FE&feature=youtu.be) and an E-learning resource for distribution to schools and community groups. Harding has also been engaged in an oral history HLF funded project with partners at Eastside Community Heritage, offering oral history research and digital media training for twelve fieldworkers documenting the experience of working in the disappearing industries of East and South London.</p> <p>In other research areas we have employed and worked with the media to generate wide-ranging public discussion beyond academia about our research. Anne Karpf's work on the human voice, for example, opened up discussion of the role and importance of the voice in a range of diverse settings and contexts. Available in four foreign editions, Karpf's monograph, <i>The Human Voice</i> (Bloomsbury, 2006), was written in an accessible way, made possible by Karpf's experience as a journalist. It therefore stimulated lively online debate with organizations including the European</p>

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Institute of Brand Management, the British Voice Association, on a *Huffington Post* blog, and on Polish television. The book was serialized in the *Guardian*, and achieved a broad range of press coverage in national and international newspapers and magazines. Karpf's experience as a broadcaster and journalist also created opportunities for discussion regarding the role and importance of the human voice with many different constituent groups on television (e.g. BBC1, a BBC Four documentary, and a documentary for Australian television) and on radio across the world (including coverage in the UK, USA, Australia, New Zealand and South Africa).

Some of our research has fed directly into policy-making. This was the case with **Dr. Peter Lewis's** work on community media which sought to generate support for community media initiatives at European level and to strengthen advocacy for such projects at national level. Lewis was consulted by the European Parliament's rapporteur in the preparation of a resolution to encourage Member States to support community media (Sept 2008), and was commissioned by the Council of Europe to write a report, *Promoting Social Cohesion: the role of community media*, which provided a basis for a Council of Europe declaration supporting community media (Feb 2009). Lewis has disseminated his work beyond the academy through symposia and workshops with community media practitioners from Europe and by engaging representatives from the European Commission, the Council of Europe, the European Parliament, the London Mayor's Office, and Ofcom in the debates.

We pride ourselves on developing research which addresses the needs of industry. Hence, some of our research has been applied in nature and based on challenges encountered by industry. **Professor Bill Osgerby's** work with the BBC Trust, for example, was commissioned in response to the Trust's need to understand the dynamics of media audiences more fully. Osgerby produced a report for the Trust, but also presented his work to members of the BBC Audience Council, England and its regional panels (which are made up of volunteers from BBC audience regions). He also worked with the BBC Audience Council on a film-making workshop ('My BBC') for and about young audiences, delivered at a youth club in Tottenham, London (2008). Osgerby also acted as an external advisor for the independent research institute DEMOS on 'Children of Europa', a project examining the aspirations of European youth (2008) and has regularly undertaken consultancy work for market research agencies, including Synovate, the market research arm of communications specialist Aegis Group plc, one of the world's leading market research firms. He is regularly consulted by the national and international press on matters related to his fields of research and has contributed to a documentary TV series dealing with Childhood Studies and Child Psychology, produced by Lambert Productions for the Open University (2013).

Luke Tredinnick's research has engaged those in the information and knowledge management industries. His work on e-publishing, for example, was presented following invitation at the Online Information Show (2011) at the Olympia Exhibition Centre, which is attended by groups including information professionals, academic and public librarians, knowledge directors, managers and workers and publishers. He has also produced (on invitation) factsheets on the challenges of Intranets for UKeIG, which is a forum for information professionals, users and developers of electronic information resources.

Many researchers in the School of Media, Culture and Communication aim at impact through public lectures, readings, performances and outreach activities, often targeted at local communities. **Harding's** work with young Muslim women on sport, for example, involved presentations of film and e-learning resources at an event staged at The Women's Library (2012). The event included a presentation by the volunteer researchers/film-makers, short presentations by guest speakers and a screening of the film, followed by a Q&A session. The event aimed to raise awareness of the subject of Muslim women and sports participation amongst local school students and community groups and to celebrate the achievement of the young women involved. The film and learning resource have been uploaded to Youtube and made available on the IARS and promoted via social media and IARS monthly newsletter, which is sent to over 1,000 individuals and organizations and disseminated to nearly 100 schools and community groups in London. The film has had over 7,000 views on Youtube. Harding's work with Eastside Community Heritage resulted in a number of short documentaries that are used for education and community

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work and which are available on the Internet <http://www.hidden-histories.org.uk/workingLives/remSessions.html>. Harding has also worked on the development of an East End Archive, a project to develop a digital community photographic and oral history archive documenting everyday life in East London. This staged a public exhibition in 2011 and is available for public viewing at <http://www.vads.ac.uk/index.php>.

Karpf has run a number of events at London Met designed to attract both academic and non-academic audiences, such as her seminar on 'How to get published in turbulent times' (2010), which included contributions from literary agents and a representative of the publisher Virago, and an event on digital magazines whose speakers included magazine editors and publishing executives (2011).

Consistent support for staff to achieve impact over the whole period is evidenced by:

- the provision through 2008-13 of small budgets and administrative time to ensure maximum public involvement in research-led events.
- small amounts of Faculty financial support for involvement with local communities (for example, public lectures, seminars and book launches).

c. Strategy and plans

CCMSLIM research at London Met encompasses a broad range of topics, approaches and outcomes, and we offer a unique, dynamic and interdisciplinary contribution to the CCMSLIM field. The commitment of the School of Media, Culture and Communications (SMCC), the Faculty Advanced Institute of Research (FAIR), and the Centre for Research into Media, Society and Identity (MIC) to active co-operations with populations, policy-makers, industry and other strategic actors means that impact is at the core of many of our research activities. This commitment to research that impacts positively and directly beyond academia is further amplified by the ethos and policies of the Faculty of Social Sciences and Humanities (FSSH), which stress the importance of developing research that can be incorporated into the teaching of modules and courses that transform lives and make a real impact on society.

d. Relationship to case studies

As a direct result of **Dr. Peter Lewis's** research on 'The campaign for community radio in Europe', the European Parliament and the Council of Europe's Committee of Ministers have issued declarations and resolutions to encourage Member States to support community media. These have been used at both national and European levels. Lewis was commissioned by the Council of Europe to write a report, *Promoting Social Cohesion: the role of community media*, which provided the basis for the Council of Europe's Declaration. Lewis was also consulted by the European Parliament's rapporteur in the preparation of the Resolution.

Anne Karpf's book, *The Human Voice* (Bloomsbury, 2006) was also published in the USA (Bloomsbury USA, 2006), and was translated into German (Luebbe, 2007), French (Autrement, 2008) and Japanese (Soshisha, 2008). Karpf subsequently developed the book's themes in symposia that took place in Paris, Stockholm, Rome, Oslo and London; and in numerous articles and broadcasts, including an hour-long BBC Radio 4 programme, and a full-page feature in the *Guardian*, leading to wide-ranging public discussion on the role of the human voice in contemporary society.

Within this selection, we have submitted Lewis and Karpf as case studies because their work demonstrates most clearly how engagement with policy-makers and populations beyond academia is at the core of our research activities. The two case studies were also selected because they present demonstrable impact on policymaking, public discourse and civil societies; while also offering clear opportunities for developing new research activities in the future.