

Institution: University of Glasgow
UoA 36: Communication, Cultural & Media Studies, Library & Information Management
<p>a. Context</p> <p>The work of all staff within the UoA – consisting of the Centre for Cultural Policy Research (CCPR), Film & Television Studies (FTV) and Theatre Studies (TS) – expresses our disciplines' commitment to the exchange of research-based knowledge with a range of non-academic bodies and organisations in the public domain, including the broadcasting and media industries, theatrical institutions and their audiences, as well as archives and museums. The UoA has considerable impact in relation to four key areas of cultural and civic life: policy making and public discourse; cultural life and heritage; education; and, public service. The main users of our research, and the nature of the impact on these areas, are:</p> <ul style="list-style-type: none"> – policy making and public discourse: CCPR has been key for the UoA as a whole in ensuring the systematic translation of research into the field of public policy. In Scotland Schlesinger has worked with the Scottish Government, Scottish Parliament and Creative Scotland advising on media and cultural policies; at UK level notable links exist with Ofcom (Schlesinger) and the Department of Business Innovation and Skills (BIS) (Boyle); internationally there has been a stream of advice on media economics to the Organisation for Economic Co-operation and Development (OECD) (Doyle). – cultural life and heritage: Research-based interventions have benefited the National Library of Scotland (NLS) and the Ambassador Theatre Group. The Scottish Screen Archive (SSA) (part of the NLS) is now established as key collaborator with the UoA via a range of AHRC-funded projects: the <i>Pantomime in Scotland</i> project identified new collections of archive film and facilitated their digitisation and public dissemination; the <i>Early Cinema in Scotland</i> project is reshaping the SSA's collection by identifying new print and film material; and, the <i>Children and Amateur Media in Scotland</i> project, which employed a cataloguer, a technician and seconded an archivist, enabled the SSA to source and archive over 2,000 new accessions of amateur film and video. Staff are also involved in supporting and organising high profile events reaching out and engaging diverse audiences – eg, Scullion was advisor for the events programme of the <i>Forty Years of Scottish Theatre</i> exhibition at the NLS and curated and chaired seminars on the National Theatre of Scotland and Traverse Theatre and Heddon curates the Creative Commons programme of discussions and debate for artists and audiences at The Arches. – education: Boyle was the only UK-based academic to help shape and deliver the CPD Management Diploma launched by the Union of European Football Associations (UEFA), the governing body of European football (2011-12). Scullion has advised the Scottish Government on drama education and Scottish culture in the curriculum, both directly and via Royal Society of Edinburgh (RSE) advisory groups. Collaboration with the government of the Basque Country, through the Basque Fellowship programme – this is one of only three such arrangements in the UK – has played regularly into educational discourse in the UK, Spain and Ireland – eg, in minority language research and broadcasting policy (2008-13). Eleftheriotis delivered keynotes on cultural exchange in Istanbul and Yerevan as part of the <i>Turkish-Armenian Rapprochement</i> project funded by USAID (2012). His research on relations between Anglo-American film theory and Greek cinema shaped his advice on education policy to the Hellenic Film Academy. – public service: In pursuit of the UoA's public commitment, its members directly support the creative arts and media. Schlesinger is a founding member of Ofcom's Advisory Committee for Scotland and its chairman since 2009. Scullion is chair of the Citizens' Theatre; Heddon is on the board of both The Arches and New Moves International; Bisschoff is a founder and director of the <i>Africa in Motion Film Festival</i>; Archibald chairs the board of the <i>Document Film Festival</i>; and, Donald is a trustee of Glasgow Sculpture Studios and an honorary curator of Glasgow Museums.
<p>b. Approach to impact</p> <p>Our impact activities demonstrate reach: geographically across Scotland, the UK and globally; and, institutionally across a wide range of beneficiaries in the policy, cultural and education sectors. Their significance is evidenced by the depth of engagement with key stakeholders and the degree to which individuals have been sought out to provide expert advice.</p> <p>Public engagement is part and parcel of the UoA's <i>modus operandi</i>: it is a norm and an expectation. It is a key criterion at recruitment and thereafter commitment is fostered formally through the annual Performance and Development Review and by mentoring and peer-support, ensuring that pathways to impact are imaginatively addressed in research. Engagement with a</p>

range of audiences and public bodies is integral to research projects in preparation and delivery. This activity manifests in the success of our smaller agreements with non-HEI public bodies – eg, a strong portfolio of AHRC Collaborative Doctoral Awards (CDA) and Collaborative Doctoral Partnership (CDP) awards – to larger grants impacting on diverse user groups supported by a variety of different funders. Aside from such formal processes, informal exemplary practice by members of the UoA has built an ethos of engagement over time. Staff contribute to seminars and workshops with festival directors, theatre practitioners and film-makers. CCPR has, at its core, the remit to engage in knowledge exchange (KE) through the production of high quality analytical, theoretical and empirical research that contributes to public debate on cultural, communications and media policies in Scotland, the UK, the EU and internationally. Through regular symposia and seminars CCPR encourages staff across the UoA to network extensively beyond the academic world. Highlights include the Basque Government supported policy-orientated seminars on media and minority languages, videogames, media convergence, violence and pornography (2008-13). Creative Scotland has funded the UoA to undertake policy-oriented research and to host a practice-oriented forum on *21st Century Literacy* (2012), while the RSE has supported two comparative research-led industry and policy workshops on the future of print media in Scotland, the wider UK and internationally (2013). The effective support of staff enables the UoA to make significant interventions in three broad areas: **enhancing the quality of policy making** in the communication and cultural sphere both nationally and internationally; **enriching cultural, educational and civic life** and extending public discourse in Glasgow, Scotland, the UK and internationally; and, preserving and **enhancing cultural heritage**. The UoA actively seeks out partners and beneficiaries of its research and, given the recognition of its expertise in cultural and media fields, it is often identified by external bodies – such as the Department of Culture, Media and Sport (DCMS), OECD and UEFA – and asked to engage in problem-solving, provide research-based advice and deliver research-driven CPD.

- **Enhancing the quality of public policy:** Since 2004 Schlesinger has been principal drafter of the Advisory Committee for Scotland’s submissions on broadcasting to Ofcom and other bodies, including DCMS. Boyle’s AHRC-funded research into the relationship between television and entrepreneurship has informed thinking at BIS through the relationship established with Ian Drummond, Principal Research Officer at the Analytical Unit of the Enterprise Directorate (BIS). This research has fed into industry and policy seminars held in London (2010; 2011) and Glasgow (2012). Doyle’s research on the economics of media industries has led to numerous invitations to address or advise industry bodies. These include an address to an Association of Commercial TV in Europe conference in Brussels (2011), a workshop organised by the Asian Development Bank Institute in New Delhi (2012) and research-based advice on media pluralism to the European Commission. Doyle was advisor (2012) to the OECD, presenting her work to a meeting of international experts on the economics of television; she was commissioned to write an official study of audiovisual trade; she was invited by the Norwegian Culture Ministry to address its committee of experts on the design of media ownership policies (2011), helping to inform new policies on media concentration in Norway; and, she was invited to speak at the European Parliament (2013) on policy implications of media convergence.
- **Enriching cultural, educational and civic life** is central to the UoA’s work. Heddon’s research on verbatim theatre informed the *Montreal Life Stories* project (2009-12). She was also the non-artist contributor to a Whitechapel Art Gallery six-week course, *Unravelling Modern and Contemporary Art: Performance and Live Art* (2011). The performance *Bridging Part 1* (Donald) was identified by Ben Spencer (Director, Velocity: a cultural response to the Glasgow 2014 Commonwealth Games) as a significant contribution to regenerating and re-imagining the River Clyde through creative practice.
- **Enhancing cultural heritage:** The College of Arts (CoA) has a memorandum of agreement with Glasgow Life (GL), the trust that manages arts, archives, libraries, museums, community centres and sports for the City of Glasgow. With a turnover of more than £114m and 16.5m personal engagements with its work and facilities each year, GL is the largest organisation of its kind in the UK. It is responsible for the best civic museums and archival collections, the largest complex of museums and the most visited museums and art galleries outside London, which contribute to the city’s vibrant cultural life, educational provision and creative and tourist economies. There is extensive KE between members of the UoA and GL staff. The UoA’s engagement with GL is underpinned by a commitment to public engagement and KE with the people of Glasgow and the

city's many visitors. *The Glasgow Lectures on Culture* (2011-12), co-organised by Schlesinger and Dr Mark O'Neill, GL's Head of Policy and Research, took place in the Glasgow Royal Concert Hall, addressing a general public. O'Neill frequently speaks at both CCPR and TS events. Two CDA researchers are presently working with GL: one exploring visitor agency in the new Riverside Museum in Glasgow; and, one undertaking a pioneering history of cultural policy making in Glasgow, 1970-89. One CDA graduate was supported by the AHRC's Postdoctoral Internship Scheme to undertake 12 weeks of research activity within GL.

c. Strategy and plans

The strategy for impact operates at **College, School** and **UoA** levels and will do so in future. As part of its KE strategy the **CoA** has appointed a Business Development Manger to raise exposure to the knowledge base and expertise within the CoA and to encourage an increase in formal engagement with private, public and third sector organisations. The CoA supports KE via initiatives such as the Innovations Fund and it will develop partnerships eligible for support from UoG's KE Fund. As before, strong support will be provided via ArtsLab, a specialist unit within CoA advising on research-development, KE and impact. The UoA will continue to play a key role in and provide expertise and case studies for the CoA's *Industry Days* which showcases our partnerships and provides an opportunity to share our research expertise with industry leaders. These events are industry focused with input from our key partners including GL. Two colleagues in the UoA – Archibald and Donald – are CoA KE theme leads (for Film & Broadcasting and Performing Arts). In line with present practice, further support will also come from the **School's** Research Committee who is tasked with facilitating the on-going mentoring and support for staff (at all levels) and identifying opportunities for building impact into their research activity. Within the **UoA** CCPR will remain pivotal and inspirational. Three current CCPR RCUK-funded projects (to conclude in 2014-15) are concerned with relationships between digitisation and the organisation of media production, and the work of two public support agencies for the creative industries (one UK, one Scottish). Three other CCPR projects on different aspects of media, culture and copyright are linked to the programme of the RCUK Centre *CREATE* (2013-16) (Schlesinger is Deputy Director). Together these will inform policy-making and industry concerns at Scottish, UK and EU levels. CCPR's commitment to research making a difference beyond academia is shared across the UoA as whole, which will continue to engage in regular symposia, public workshops and other events including performances, conferences, exhibitions as well as direct participation in festivals in Glasgow and across the UK. There will be sustained individual and collective engagement with the public domain including consistent contributions to media reporting. Recent appointments across the UoA have sharpened our focus on practical work and professional practice, facilitating an expansion of the range of links between the UoA and media institutions and creative industries. We intend to exploit these new collaborations by building on our portfolio of seven AHRC CDAs (from 2008) in coming years. These have delivered engaged academic research inside institutions, connecting PhDs and supervisors with a wide range of practitioners in the National Theatre of Scotland (2008), BBC Scotland (2009), Edinburgh International Festival (2010), Mull Theatre and Glasgow Film Theatre (both 2010), the Riverside Museum (2011) and Catherine Wheels Theatre (2012). A new phase began in 2013 with two AHRC CDP awards with the British Library and GL.

d. Relationship to case studies

Our case studies demonstrate the range of engagement and research impact that typify the UoA's work. Our distinctive focus on **public policy and discourse** is revealed through the shaping of media and communications policy and improving the empirical and analytical basis of high-level decision-making and is highlighted in the case study of expert advice to Ofcom (Schlesinger). This work underlines the UoA's distinctiveness, with its Scottish base looking outwards to the wider UK and beyond. Our commitment to enriching **cultural life and heritage** is illustrated by the AHRC-funded project on *Pantomime in Scotland* (Scullion) that aimed for, and delivered, impact through partnerships with private and public sector companies and public engagement with a range of beneficiaries and partners including community groups, commercial and subsidised theatre companies, and agencies across Scotland. A final case study focuses on impact in relation to **education** and demonstrates how a European sports governing body (UEFA) uses education informed by our research to effect organisational change at national football association level across the continent, by facilitating the development of professional sports administrators in media and public relations (Boyle). Together, these case studies highlight and illustrate the UoA's extensive range of impact and engagement with a diversity of audiences and professional bodies.