

Institution: University of Brighton
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Unit of Assessment: D36 Communication, Cultural and Media Studies, Library and Information Management
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a. Context

The main institutional users and beneficiaries of our research include:

- (i) consumers of cultural heritage e.g. the Louvre, Berlin State Museum, Rijksmuseum, Musées Royaux d'Art et d'Histoire Brussels
- (ii) cultural and archival practitioners and strategists e.g. British Board of Film Classification, the Victoria & Albert Museum, Europeana
- (iii) professional and expert bodies e.g. Wired Sussex, the National Council for Universities and Business, the Granta and Bloomsbury presses, Nouveaux Pictures
- (iv) campaigners for equality and identity e.g. International Youth Council (Kenya Chapter), Focus Youth International (Kenya)
- (v) community activists and volunteers e.g. Action in Rural Sussex

In addition to this our civic beneficiaries include individual members of, for example: rural communities in Kenya and the South East of England; emerging authors and readers of fiction in different cultures; world citizens who are empowered by digital technologies and resources along with others who consume cultural heritage.

The range and types of impact include: the development of an international community of practice in digital cultural heritage; digital standards and an integrated 'workflow' that have transformed ICT use in the heritage sector; the production of video accounts of 'victimized members of tribal communities'; new study materials on literary products and writers for international audiences; a model of socio-economic values of heritage events and sites; a neighborhood planning model for rural communities and populations; digitisation schemes for networking urban populations; new boundaries of censorship in film classification, and; a research agenda underpinning the preservation, conservation, and representation of cultural heritage.

b. Approach to impact

Approach: The vision driving our approach is to combine ICT innovations with critical social theory in order to understand and shape professional and civil communities and their practices. We deliver this by transforming public access to artefacts and their histories, confronting issues of empowerment and cohesion in disenfranchised communities, and, reclaiming the cultural politics of popular representations. To manage this range of impact we have refined our research infrastructure so that it is responsive to the diverse needs of our user groups and beneficiaries.

Researchers and users: Researchers work closely with our Economic and Social Engagement (EaSE) team. This is embedded within the Centre for Research and Development Arts and Humanities (CRD A&H), and aligned with the award winning Community University Partnership Programme (CUPP). These two teams support and shape economic, social and cultural collaborations, helping to build links between the researchers, beneficiaries and users. Established in 2003, CUPP fosters civil society and entrepreneurial initiatives through partnerships, mobilising and nurturing research and co-produced knowledge in the development of sustainable communities and their initiatives. Winning the 2008 *Times Higher Education* award for 'outstanding contribution to our local community' CUPP has provided a unique environment for planning and generating cultural and social impact and offering high-level cross-institutional support and guidance for research with impact.

Mentoring: Working closely with the CRD (A&H) and supported by our research leaders, we have developed a dual mechanism through which researchers are individually mentored on the significance of impact as appropriate to their research trajectories and projects. Support is provided in a number of ways, including: one-on-one mentoring and academic guidance; workshops and presentations at research seminars, and; through individual project-related discussions. Doctoral students benefit from similar support that forms a part of the university Researcher Development Framework (RDF) and that aims to foster an understanding of multiple forms of impact and the research designs and collaborative dynamics that can enhance impact.

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New appointments have also prioritised the importance of understanding and developing effective impact models.

Follow-through: We have also adopted a number of follow-through activities, including: gathering evidence about communities, including those in professional contexts and those who are benefiting from the research; seeking feedback on our work and its influences and effects in order to think reflexively and critically about future developments, and; organising knowledge exchange, events, and bringing together stakeholders, where we have worked closely with new participants to share and consider results and best practices.

Partnerships: To further advance our impact agenda we will place increasing focus on sustainable partnerships that are appropriate to the user groups and beneficiaries in our research areas. This builds upon current work where researchers in this submission have established relationships with over 150 non-HEIs. Significant among these are museums, galleries and cultural foundations (49) and businesses (19) within the cultural heritage network as well as community groups (15) and NGOs (15) related to ICTs in the community and in the creative and digital economy. The following examples demonstrate the range and diversity of these partnerships and the enabling mechanisms for their development.

- Using the vehicle of large European framework grants ARNOLD (REF3b [1]) assembled a new international community of researchers, developers, users, and policy makers in the field of digital humanities and 3D technologies, fusing ICTs with theoretical and practical knowledge (EPOCH), subsequently resulting in a large-scale international research development and knowledge exchange network, (3D-COFORM), that produced new influential communities of practice and has ensured 3D digitisation is achievable and a regular practical proposition for cultural institutions.
- SHAW has been instrumental in developing a multi-sector approach by bringing a major international cultural agency, the British Council, into new forms of relationship with a series of publishers that include Bloomsbury and Granta, to showcase British literary culture in an international arena. SHAW has also developed a web-based hub for C21: the Centre for Research in twenty-first century writings to enhance public understanding of the myriad forms of cultural production in e-publishing.
- YOUNGS co-organized network events, which included for example, NESTA, and the Said Business School, University of Oxford, to contribute to the agendas for the TSB national Catapults as part of her ESRC Digital Policy research seminar series. She has engaged policymakers from the Welsh Government and, brought together researchers, policymakers, creative industries and ICT sector leaders across England, Wales and Scotland.
- MENDIK by creating an environment where academic researchers and filmmakers share and exchange knowledge, insights and critiques MENDIK has defined and developed global cult film traditions through his Cine-Excess international Film Festival and its associated conference.
- Day (REF3b [2]) has developed collaborative practical partnerships with local NGO leaders in Kenya, empowering communities through the use of ICT and media centres. These employ techniques, including digital storytelling and the development of networks that ensure that digital developments address the everyday concerns and cultures of each community. Similarly, GANT (REF3b [2]) has employed co-design to mobilise digital collaboration to stimulate rural activism including engaging children and young people in exploring digital citizenship.

Infrastructure and impact base: A characteristic feature of our approach to impact is the degree to which our external partnerships have, in turn, helped to stimulate the increasing flexibility and accessibility of our research environment. Embedded in the ethos of the university and its Strategic Plan (2012–15) is a commitment to ‘internationally recognised translational research that has a direct impact on lives and communities’. This commitment is demonstrated by the appointment of a Research Policy Officer within the university’s Research Office to advise on connecting projects to potential user groups and identifying potential forms of impact. Our EaSE team within the CRD forms the strategic conduit into the university’s infrastructure and we have continued to shape our physical and digital architectures, so as to accommodate different forms

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of knowledge and impact development, capture dynamic data and map the reach and effectiveness of our research.

c. Strategy and plans

We will extend our reach in media, creative and digital economy by: (i) advancing the policy and practice related networks; (ii) consolidating our professional networks, and; (iii) fostering applied activities within the digital heritage, museum and arts sectors.

We will increase the significance of our impact by: (i) further stimulating wealth generation and inclusiveness in the digital and creative economy; (ii) contributing to new digital approaches in areas such as film and literature, and; (iii) enable new business models and forms of audience experience.

We are managing the development of our strategy for impact by:

- identifying and developing a series of impact exemplars for future reference that include data tracking and mapping evidence of impact
- drawing on models and systems to develop impact training workshops and ensure all researchers enhance their understanding of impact and how to identify and evidence it at all stages of the research
- appointing impact 'champions' as leaders and mentors in developing our culture
- developing workload models that recognise and reward leadership and innovation in translational activities
- engaging stakeholders and user groups to work with and to articulate their understandings of impact and the relationship of our research to their policies and priorities

Our overall strategic aim is to develop a robust impact base, with an extended network of partners and a new generation of researchers.

d. Relationship to case studies

Both case studies: are geared towards the needs of user groups in cultural sectors, public services and community development; highlight how digital developments are transforming areas of practice, from curatorial techniques to digital activism, and; stimulate public debate that can translate into professional, technical and institutional practice and/or policy. They embody partnerships with end users throughout the research process, and sustainability through participative principles and co-design. *Shaping 3D Digital Cultural Heritage* – Impacts have highlighted the commitment to the co-production of knowledge and techniques in evolving digital practices. A visionary mix of expertise has generated new forms of collaborative effect, outputs and enduring applied communities. We will draw on this as a model of excellence. *Community Engagement: ICTs and Empowerment* – Impacts have confirmed the importance of collaborative, participatory work across local-global contexts and their wider community potential.

People: REF3b [1] illustrates the result of institutional support in sustaining the cultural heritage work throughout and beyond the periods of the EPOCH and 3D-COFORM projects, and confirming researchers (including KAMINSKI) as permanent staff. REF3b [2] has demonstrated sustained support for Day and GANT in working with local, national and international partners in engagements with communities and identification of their developmental needs.

Infrastructure: We have targeted our resources to maximise impact, as in the use of the UoB Gallery for the 3D-COFORM Exhibition in 2012, generating extensive national and international media interest and public engagement.

Impact base: We have formed and maintained partnerships with an extensive network of HEI and non-HEI user groups, cementing strong international partnerships (REF3b [1,2]), and with cinematic and literary festivals and events that are establishing a strong base for future impact.