

Institution: Glyndŵr University
Unit of Assessment: 36 Communication, Cultural and Media Studies, Library and Information Management
<p>a. Context</p> <p>The University's vision is to 'become indispensable as a significant, relevant and expert partner in regional and national economic and social development'. That is reflected in the research activity related to UoA36. The focus is on research the results of which can be applied for economic, social and cultural benefit. In UoA36 researchers engage with collaborators and clients in the UK, Europe and across the world.</p> <p>Non-academic users of research outcomes include commercial and not-for-profit business (e.g. View Holographics Ltd, Bloc, Circus Starr) and public sector organisations (e.g. South Bristol Community Hospital).</p> <p>Research users benefit through the delivery of reports, dissemination of research outcomes through seminars, workshops and publications, and through licensing or assignment of IP.</p>
<p>b. Approach to impact</p> <p>Engagement with non-academic research users to enable fruitful research relationships is effected through a variety of means.</p> <p>Academic staff engage in professional and academic networks and develop and maintain their relationships with more specific groups and organisations relevant to their research focus, enabling the creation and maintenance of opportunities for new research.</p> <p>Advisory roles and consultancies create and reinforce relationships which can and do lead to more substantive research collaborations. An example is Madoc-Jones (Associate Inspector with Her Majesty's Inspectorate of Probation).</p> <p>University and departmental Business Development support staff also create opportunities for the development of new relationships and support existing relationships through speculative marketing activities and through their contacts with business support intermediaries.</p> <p>The overall aim of those activities is to enable the creation and enrichment of relationships which form the basis of effective research partnerships, increasing the likelihood of successful research projects which produce benefits for the research users.</p> <p>Examples of productive relationships include:</p> <p>Woodford-Smith - <i>The (Dis)location of Time and Space: Transcultural Collaborations in Tokyo</i> in the Journal of Media Practice, is a collaborative article with Mikyoung Jun Pearce (Kaywon School of Art and Design, South Korea). Woodford-Smith's current research enquiry is based on contemporary performer practice and training, specifically drawing on Japanese performer training systems and practice.</p> <p>Harrison's role at the University sees her collaborating with a range of external organisations in projects at all levels. These collaborators include: BBC Wales; BBC Radio 4; NWN Media; Heart FM; and Midland News Association. She has recently secured project funding from the Welsh Government SEAP (Single Equality Action Plan) to prove a mechanism for students, who are in the Department of Creative Industries, to participate in enterprise activities with local charities and organizations.</p> <p>Madoc-Jones is an Associate Inspector with Her Majesty's Inspectorate of Probation. As part of</p>

Impact template (REF3a)

this role he assists in the development and inspection of criminal justice services, taking a particular interest in Welsh language services in the Criminal justice System in Wales, leading to him contributing to a number of HM Inspectorate reports between 2009 and 2013.

Thompson's work involves collaboration on several levels, most notably where her outputs have been specifically commissioned, such as in the case of the Colour Commission with South Bristol Community Hospital / Bristol Infracare LIFT Ltd. (completed in 2011). Previously, Thompson was commissioned to conceive a flooring design for the main foyer as part of the Hull Teaching Primary Care Trust, LIFT Arts and Health Programme-Orchard Park. She collaborated on integrated colour scheme for way finding and area identification throughout the Health Centre.

Liggett [impact case study] has a successful series of collaborative exhibitions and academic outputs in conjunction with Karen Heald (Bangor University), based on collaborative research which mainly focusses upon art and therapy for patients with mental health issues.

There has been a long standing relationship with the **Bloc** arts organisation, most recently on the Northern Bloc 4 (NB4), in collaboration with Surgery DAR, and Northern Bloc 5 (NB5), in collaboration with DATRYIS, projects. These projects were led by Bloc and match funded by the Arts Council for Wales, with the University featuring as an academic and enabling partner. These projects featured a range of community and arts facing activities such as digital workshops, performances, and development of a Welsh poetry app, public art installations, and a range of commissions to external artists. One such commission in the NB5 project saw collaboration with View Holographics Ltd. in developing holographic artefacts.

c. Strategy and plans

The focus in terms of project-based research is to seek further opportunities for applied research the results of which can be applied for economic, social and cultural benefit.

The University aims to continue to underpin future impact by appointing staff who can make a particular contribution to developing and strengthening research based external relationships. Exemplars are Drakakis (English Literature and Drama) and Earnshaw (Digital Media, who is part of the UoA 11 submission). Staff now establishing their research careers will in turn become mentors to less experienced colleagues.

As capacity and reputation grow, opportunities for research collaboration are increasing. Staff are now approached as experts within their respective domains and opportunities for collaborative project bids are increasing. The strategy is to continue to grow this research capacity and performance through further grant funding, re-investment in people and facilities and the further development of national and international partnerships (using the Erasmus student and staff mobility programme to support the development of new links, for example).

The University is committed to undertaking research which contributes not only to economic development, but also to social and cultural development. The University hosts the science discovery centre Techniquest Glyndwr (TQG, <http://www.tgg.org.uk/>) on its main Wrexham campus. This provides opportunities for staff to contribute to public engagement activity, and its presence has stimulated new interdisciplinary research. As an example, staff in Communications Technologies are working with colleagues in Computing and Health Sciences and with TQG staff, to investigate both technological and behavioural aspects of how 'domes' (usually used as planetaria) can be used to provide enhanced interactive experiences for education, creative arts, training and entertainment.

d. Relationship to case studies

The Impact Case Studies describe outcomes enabled by the focus on applied research complemented by effective external engagement.

Impact template (REF3a)**Using art to capture the changes to the self during antidepressant treatment**

Liggett's research is based on collaborative practice, using networks such as PARC North West [Practice as Research Consortium] to lay the foundations for partnerships. Crucially, Liggett aims to work with practitioners in other fields (in this case, mental health) to take forward her creative work.

Impact of network radio broadcasts on the audience and critical peer environment

Harrison's outputs combine elements of research and practice emanating from her key role as a media producer. Her research and outputs are necessarily based on external collaboration with presenters, writers, producers, and production managers. Harrison's most recent works are done in collaboration with Woolyback Productions, such as 'On it' (2011 & 2013), which won the Gold Award at the Sony Radio Academy Awards in 2012. Her role at the University sees her collaborating with a range of external organisations in projects at all levels. These collaborators include: BBC Wales; BBC Radio 4; NWN Media; Heart FM; and Midland News Association. She has recently secured project funding from the Welsh Government SEAP (Single Equality Action Plan) to prove a mechanism for students, who are in the Department of Creative Industries, to participate in enterprise activities with local charities and organizations, laying the foundations for future impact.