

Institution: Anglia Ruskin University
Unit of Assessment: UoA36 Communication, Cultural and Media Studies
<p>a. Context</p> <p>Staff in the submitting unit have been actively engaged in the dissemination of research findings to non-academic beneficiaries. Through public talks and media productions we have enriched and expanded public appreciation of culture. We have also contributed to policy making by addressing issues of social inclusion and cohesion. Our non-academic stakeholders include film audiences, community groups, governments and NGOs, media producers and school age learners. Our impact activities relate to the full range of research in the unit, drawing on work in film theory and film philosophy; 'race', ethnicity and migration; and the politics and philosophy of media.</p>
<p>b. Approach to impact</p> <p>Our commitment to impact is built into staff evaluation and training at UoA and faculty level. Staff submitted in this unit are based in the in the Faculty of Arts, Law and Social Sciences (ALSS). Since 2008, our annual Faculty Research Survey, which is considered at staff appraisal, has evaluated impact activities as well as more traditional indicators of research success. Impact is also a key criterion for promotion, accounting for 20% weighting in our reader and professor application processes. Impact activities are a standing agenda item, under 'good news', at departmental meetings, and further reported to our Faculty Management Team and Corporate Management Team. Materially, our workload model includes space for impact activities, sending a strong signal to staff that impact is part of our core academic duty. This recognition and support for impact has ensured that we can demonstrate a high level of impact activity.</p> <p>Our institutional research strategy, augmented with a discrete Research Impact Strategy in June 2013, has long expected that we make 'a key contribution to the enhancement of social, cultural and economic well-being.' One example of an institutional intervention in support of impact has been to establish a number of research institutes, including Cultures of the Digital Economy (CoDE). This was set up to forge and foster links between researchers and various partners in industry, heritage and other sectors, and supports the work of the Anglia Research Centre in Media and Culture (ARC Media). CoDE's first director, Jussi Parikka (now of the Winchester School of Art) was based in the submitting unit until 2011. Anglia Ruskin has recently signed up to the National Coordinating Centre for Public Engagement's Manifesto, as a public statement of its support for the Concordat on Engaging the Public with Research.</p> <p>Within the submitting unit we have encouraged staff to apply for funding to pursue impact activities. Parikka, with Hands, led a major AHRC-funded Networks and Workshops project (£36,000, 2009-2011), 'Exploring New Configurations in Network Politics'. This project was framed and funded in recognition of the pressing need to understand the impact of the network society on politics, and on the very notion of what can be understood as political. The project involved a wide range of participants from beyond academia. It engaged with and connected activists, theorists, practitioners, programmers, hackers and civil society, bringing together disparate stakeholders in thinking through networks and democracy. It explicitly addressed issues of social equality, inclusion and cohesion, having major significance on wider public policy debates, which it informed via publications and public events.</p> <p>We have supported staff to organise and participate in public engagement events to disseminate our research findings nationally and internationally, providing both time for staff to undertake these activities, and some funding to support them. For example, 'Network Politics' enabled three key public events to be organised in Cambridge (2009, 2011) and Toronto (2010). Directly inspired by their book, <i>The New Extremism in Cinema</i>, Horeck and Kendall were invited to speak about their research at a public event at the British Film Institute in London on 30 May 2013 to accompany a retrospective of the work of Lars von Trier. In 2011, Walter visited Canada and New Zealand and delivered a series of invited lectures that were widely advertised and produced large audiences (40-60) who took part in very lively discussion. In the UK, she presented public lectures on her work, including a talk to the Society of Poole Men, in Dorset, based on her research on Irish emigration to Newfoundland and links with Poole (26 March 2012). Jensen (who was based in the submitting unit until 2010), also gave public lectures based on his research, including at the Faiths in the Media lecture series at the Michaelhouse Centre, Cambridge in March 2009. The 'Network</p>

Impact template (REF3a)

Politics' project also brought to Cambridge a number of high-profile speakers (such as Gary Genosko, Steven Shaviro, Charlie Gere and Wolfgang Ernst) who have delivered public talks open to all in the local community and invited them into Anglia Ruskin, encouraging its role in the wider community and generally extending awareness of our research as a step towards impact.

We have sought to work with community groups, NGOs, government and public organisations and other policymakers, for whom our research can shed new insights and help determine policy and practice, particularly around issues relating to multiculturalism, migrant communities and their identities. For example, Walter's research on the Irish in Britain led to her being called upon to work with the Irish Government, the British All-Party Parliamentary Group on Ireland, the Federation of Irish Societies, Action for Irish Youth, and the Office of National Statistics. Walter's work proved crucial to the lobbying for the Irish to be included as a separate ethnic category in the UK Census, and an Irish category now also routinely features in ethnic monitoring data collected across the public sector. This has brought benefits to the Irish community by allowing protection in law of minority rights, and provides an objective basis for campaigns for support from policy makers. She was a keynote speaker at 'The Irish in Wales: Identity in Context' (March 2012), a roundtable discussion meeting involving Welsh MPs and community groups. Walter's research has also been used by the Federation of Irish Societies to campaign on issues such as recognition of particular health problems faced by the Irish in Britain. It has also been used in police training programmes to emphasise awareness of anti-Irish discrimination.

We have also worked with cultural organisations, media industries, and commentators within civil society to interpret culture and inform public discourse. Special efforts were made through the 'Network Politics' project to work with organisations that aim to stimulate public debate and influence public policy and behavioural change, such as the 'New Left Project' and 'Open Democracy'. The paradigm of the 'new extremism' developed by Kendall and Horeck, and referred to by prominent film journalists and programmers, has informed public debate about controversial filmmakers, and their terminology has influenced programmes by a range of users in cultural organisations, including the British Film Institute, the European Film Commission, and the Ministry of Foreign Affairs Denmark. Campbell's work on second-generation Irish musicians in England has led to the production of a television series for TG4, an Irish language broadcaster, for which he is Series Adviser.

Members of the submitting unit have taken advantage of the support provided by the University's Press Office to engage with the public through a variety of media appearances; the Press Office runs media training to enable researchers to make the best of these opportunities. For example, media interest arising from the 'Network Politics' project led to interviews on BBC Radio Cambridgeshire (15 July 2009) (audience: 36,000) and Resonance FM (21 June 2011; 3 Feb 2013), as well as an article in the *Times Higher Education* (27 November 2009) which responded to the government's Digital Economy Bill. Walter has given media interviews about her research on contemporary settler identities, for example to Radio New Zealand (18 May 2011) and CBC Newfoundland (23 October 2011). We have also sought to develop an online presence (such as through the 'Network Politics' website, <http://www.networkpolitics.org>), and to make use of new forms of social media such as Twitter (@Networkpolitics has over 1,500 followers) and blog posts. Clips of a public lecture given by Rings ('Making the most of your stay abroad. The mono-cultural challenge revisited') for Cambridge University Press (17 March 2011) were used for the production of a multi-media course book to support academic migration.

Finally, the unit has been active in schools outreach and other educational activities involving non-academic stakeholders. Jensen (now of Warwick University) was commissioned by the Fitzwilliam Museum, Cambridge in 2009, to conduct a groundbreaking study of the museum's family outreach programme. This research, funded by the Museums, Libraries and Archives Council (who subsequently published the report) focused on encouraging young mothers with low-educational achievement to attend museums. The unit is also closely aligned with the Cambridge Film Consortium. Trish Shiel, the Film Education Officer for the Consortium, is based in the Department of English, Communication, Film and Media, and has facilitated a series of lectures given by members of the unit, including Sarah Barrow (who was based in the submitting unit until 2010),

Impact template (REF3a)

Kendall and Rings at the Cambridge Arts Picturehouse to audiences from local sixth forms, as well as members of the general public.

c. Strategy and plans

Our strategy and plans are congruent with a university-wide formalization of our longstanding investment and involvement in impact, public engagement and outreach. At the institutional level an Impact Working Group of the Research Committee has been established to further embed impact in the research environment, establish systems to record and track evidence of impact, advise on staff development needs, monitor best practice in the sector, ensuring it is shared across the institution, and implement the Concordat for Engaging the Public with Research.

Our unit will build on and increase our range of impact activities, and has ring-fenced 20% of conference and research funding for activities in support of impact generation. In these endeavours, we will both capitalise on and extend existing partnerships, forging stronger links with key stakeholders from the fields of education, media, the creative industries and heritage sector, and develop new collaborations with new beneficiaries of our research. Several new initiatives build on our collective and individual research strengths and extend these beyond the academy, using our networks to facilitate high impact events. In this context, Campbell is convening a public screening of the TV documentary series on which he acted as Series Adviser (and which drew on his research) (see REF 3b Case Study 1) in London on 9 March 2014. Staff will continue to present their research findings in public forums, and this has already started to happen. Long spoke about her research on pornography on a range of media channels, including the BBC World Service (4 October 2013) (audience: 40 million). Campbell gave a public lecture on his research on the Irish in England at Luton Irish Forum on 5 November 2013. Similarly, Horeck is scheduled to give a public talk based on her research on ‘true crime’ in film at Long Road Sixth Form in Cambridge in February 2014.

d. Relationship to case studies

The two case studies submitted demonstrate our approach to impact as discussed above. Case Study A reflects the way the unit has fostered the dissemination of academic work to a broad audience. It provides evidence of the unit’s endeavour to intersect academic research (e.g. Campbell’s monograph) with public engagement activities (e.g. community-based talks) and with media industries (e.g. Campbell’s Series Advisor role on the TV series). Case Study B is aligned to a wider initiative regarding public education outwith the university sector, as evidenced by Horeck and Kendall’s event at the British Film Institute, and Hands’ work on the Network Politics project. The two case studies thus encapsulate the unit’s engagement activities.