

<p><b>Institution: University of Roehampton</b></p>
<p><b>Unit of Assessment:</b> Panel D, UoA 30 History</p>
<p><b>a. Context</b></p> <p>The extensive range of research across the unit – including the themes of gender, violence, early-modern socio-economic history (radicalism, distribution of wealth, material culture), historiography and visual sources – has enabled us to address questions relating to education, policy and cultural production, preservation and display, which are relevant to broadcasters, museums, teachers, charities, and creative artists. A strategic approach has been adopted through the communication of research to wider audiences and the creation of effective collaborative partnerships with non-academic users of our research, ranging from national and international organisations to local bodies and individual beneficiaries. The main types of impact and key beneficiaries include:</p> <ul style="list-style-type: none"> <li>• conserving and presenting the cultural heritage (Centre for Hearth Tax Research and the National Archives; Behr and the Portable Antiquities Scheme/Treasure Committee/coroners' inquests; Pennell and the National Trust at Ham House),</li> <li>• influencing the form and content of higher education outside the HEI (John Tosh's fundamental historiographical studies; McHardy and Deacy on teaching sensitive subjects),</li> <li>• providing expert advice to charities (Vallance and the Prince's Teaching Institute, advising established and newly-qualified teachers on aspects of A-Level syllabus related to his research on radicalism, with practical advice including on lesson plans and visits);</li> <li>• influencing policy through research on gender, conflict and conflict resolution (Hamilton's research on women and the Spanish terrorist organisation ETA cited in an Organization for Security and Co-operation in Europe report following an expert roundtable on preventing women terrorist radicalization),</li> <li>• influencing creative practice (Garcia Morcillo's involvement in the Imagines Project and its dialogues with practitioners in the visual and performing arts; Dean and historical crime-novel-writing, advising on judicial procedures),</li> <li>• creating and interpreting cultural capital (Vallance and local/national groups such as Republic, Our Democratic Heritage, and the Tom Paine Society).</li> </ul>
<p><b>b. Approach to impact</b></p> <p>Since 2008 our approach to impact has evolved to include a responsive approach to evaluate impact, and a more targeted approach to engaging with potential users of our research, and thus maximise the impact of our work. The former approach is achieved by Department members updating a central database to enable appropriate follow-up by dedicated staff, and by the use of media and internet monitoring software both to indicate research-related impact and to facilitate the evidencing of this impact. The latter approach has been achieved through the <b>communication</b> of research through a variety of means, and <b>consultation and collaboration</b>.</p> <p>Staff in the Department have actively <b>communicated</b> their research to non-academic audiences, through: symposia with non-academic participants, new media and popular publishing formats, provision of expertise to non-academic institutions and individuals, and collaboration with external bodies to feed research into non-academic organisations. For example:</p> <ul style="list-style-type: none"> <li>• the Hearth Tax Centre's symposia regularly reach out to non-academic users of its research (family historians, charities); Hamilton spoke at a 2012 non-academic conference 'Applying UNSCR 1325 to Cyprus and the Region'; Keogh delivered lectures to popular audiences at the annual Tyneside Irish Festival in 2012;</li> <li>• proactive engagement with print, broadcast and online media allows us to reach wider public audiences and enhance public understanding of history: Vallance has made contributions to <i>New Statesman</i> and the <i>Guardian</i>, and to <i>BBC History Magazine</i>, documentaries on BBC 2 and 4, BBC Radio 3 and 4, and Dutch and French TV, and especially to BBC's 'Who Do You Think You Are?' as consultant and on-screen expert, where his expertise was attested to be vital to the production. Hamilton was interviewed as an expert on the Basque country, Spain and Cuba for BBC Radio 4 'Woman's Hour', Press TV's 'The Real Deal', <i>The Observer</i>, and <i>The Advocate</i> (US). Some of Vallance's media engagements are directly connected to material on his blog. Other authors of research-related blogs in the Unit include Deacy (14,000 page views since 2009) and Dean (<a href="http://medievalcrimehistory.wordpress.com">http://medievalcrimehistory.wordpress.com</a>);</li> <li>• trade and popular books also enlarge the non-academic consumption of our research: for</li> </ul>

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example, Tosh's *The Pursuit of History* and *Why History Matters* (combined sales have exceeded 40,000 since 2008, see case-study), Tempest's *Cicero* and Vallance's *Radical History of Britain* (sales have exceeded 7,000). Tempest's *Cicero* has resulted in over 25 invitations to speak at schools and teacher CPD events.

The nature of **collaborative** and **consultative** relationships with non-academic users has included both the long-term and strategic and the occasional and transactional:

- long-term collaborations with local history societies and the BRS (the Hearth Tax Research Centre), providing family historians with training in palaeography and documentary interpretation;
- long-term advisory positions to external organisations (Behr for Portable Antiquities Scheme, assessing and reporting on new finds);
- medium-term consultancy on extended projects (Pennell at NT Ham House, consultant for new interpretation and display of 'Life below Stairs', bringing to this her expertise on artefacts, food and provisioning, impacting on staff, volunteers and visitors, Keogh influencing the development of a permanent exhibition at the Discovery Museum, Newcastle);
- single requests for expertise from private individuals or associations (Vallance advised TV producers (BBC 1 and 4) and a charity (Prince's Teaching Institute); Dean advised a historical crime novelist (Zeba Clarke) on judicial procedures for a novel set in Bologna; Hamilton advised NGOs; Hearth Tax Project responds to genealogical and local-historical enquiries);
- collaboration with artists: Garcia Morcillo's participation in 'Imagines' research network on classical reception ('Antiquity in the Visual and Performing Arts') and its dialogue with, for example, a graphic novelist, a playwright and a landscape gardener;
- HEA-funded pedagogical research with application outside the host HEI (McHardy and Deacy on teaching sensitive subjects, drawing on their research on rape; Vallance on the role of e-learning in the transition to HE).

Institutional resources and localised support mechanisms facilitate these means of engaging the users of our research and recording impact. In the first instance, training to support engagement strategies has been provided on an institutional basis since 2012. The University commissioned localised training programmes and attendance at training events to enhance this area of our work, and more specialised training and support is offered on an individual basis. To encourage and establish good practice the department has appointed an Impact Mentor who, as well as providing support to colleagues, works closely with a post-doctoral Research Facilitator in the Department to ensure the effective delivery of the engagement strategies for different projects, and the appropriate evaluation of impact; training is provided to this post-holder to ensure that she provides relevant support for impact evaluation in this Department. There is formal workload provision for impact-related work, and impact now features in departmental business plans, and in appointment/promotions criteria. In addition, there are central impact-support funds, for which we have successfully applied for particular projects. Beyond this more general support, engagement and impact is supported and delivered in the following ways:

- Individual researchers are supported within the Department through mentoring by professorial and other REF senior academic staff, and by peer-review of project plans and funding bids, with particular focus on 'pathways to impact';
- The departmental Research Advisory group (RAG) is responsible for monitoring impact and advising on strategies for its development;
- Impact activities have been included in the role of the research officer in the Hearth Tax project;
- Increasing use has been made of the expanded University Communications team, the web team, and the Conference Office, while the Research Disseminator in the newly rebalanced Research Office provides support and develops opportunities to communicate research to the wider public.

**c. Strategy and plans**

Our future strategy and plans for maximising the impact of our research will build on our success in embedding engagement and impact evaluation as a standard aspect of research activity. A fundamental aspect of this future work will be to ensure that external relationships and partnerships with users continue to be built on research excellence, and provide demonstrable and significant mutual benefit. Where appropriate, we will seek to increase the extent to which we engage the

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users of research at the inception of research projects, in order to move away from simply engaging them as the consumers of research, and also to drive our research in new directions. Our plans to achieve this strategy focus on:

Raising the profile of our key research strengths amongst public audiences: The Impact Mentor and Research Facilitator will work closely with UoA members to develop this profile, and we will also draw on centralized support from the university's Communications Department. Enhancing the profile of our research strengths via social and traditional media, as well as through more targeted communication and public events directed at specific audiences, will allow us to initiate a significantly greater level of engagement with potential users of our research. As an example, the plans for publication of the London Hearth Tax data in 2014 have included a comprehensive publicity campaign across several media, and discussions are already underway with a commercial ancestry-related company for broadening access to unpublished Hearth Tax data held by the Hearth Tax Research Centre. Other colleagues are seeking new non-academic audiences for their work, for example, Brown at the Royal College of Surgeons.

Fostering partnerships with external users, built on a commitment to research excellence: Our impact working group will consolidate links with existing users of our research, and also promote a more strategic and ambitious approach to engaging new users. By formalising and initiating such relationships, we will to a greater extent engage users of our research at the inception of our projects, rather than them being primarily consumers of our research. As an example, Vallance's project on allegiancy oaths engages directly with the beneficiaries of the research through crowd-sourcing techniques, or McHardy and Deacy's continuing research on violence against women, which is linking with local and national campaigns against domestic violence. We are planning to intensify and diversify our existing links with the National Archives through CDAs in some of our core areas (e.g. seventeenth century studies). We have also won funds from Creativeworks, a Knowledge Exchange Hub for the Creative Economy funded by the AHRC, to develop an augmented reality app to enhance visitor experience at the Watts Memorial to Heroic Self Sacrifice in Postman's Park, London, with Prossimo Ventures Ltd.

Ensuring greater training for, and evaluation of, impact: impact will be an important aspect of appraisal and mentoring within the Department, and will continue to be recognised and rewarded in workload analyses. In order to support impact activities, our impact working group will organise workshops for staff in collaboration with external partners, along with basic engagement and impact training for doctoral students and ECRs. This will help to develop greater awareness of collaborative working practices. Departmental funds will be set aside for specific impact-related activities, and a formal system for recording impact on an on-going basis will be put in place, with records held centrally

#### **d. Relationship to case studies**

Our two case studies exemplify the approach described in b) in the following ways:

1. Hearth Tax Centre and Project: Outreach to and impact on non-academic users is foundational to the Hearth Tax project and systematic, given its links to local historical associations and family historians. At an earlier stage in the project, these groups provided the volunteer transcribers whose work forms the basis of the subsequent publications and analyses, and now local historical societies continue as sponsors, funders and co-publishers, while collaborations with these groups lead to further public engagement, in the form of events, newsletters, exhibitions. The project has also used its website to provide pre- and post-publication access to data, and its twitter account to attract interest in unusual findings. At its symposium on 'Charity and Community' (2009), the Centre ran a contemporary-focus session, involving charitable organisations.

2. John Tosh, *The Practical Application of History*: Tosh's *The Pursuit of History* explicitly addresses audiences both outside and inside HE and has been reinforced by his other historiographical publications in traditional (*Why History Matters*) and new formats (contributions to 'History and Policy' as vehicle to engagement with policy-makers and debates over citizenship). These have enabled Tosh to communicate extensively to non-academic audiences, and to influence the teaching of history, debates about the uses of history, and ideas about citizenship.