

<b>Institution: University of Roehampton</b>
<b>Unit of Assessment: Panel C, UoA 24 Anthropology and Development Studies</b>
<b>a. Context</b> <p>The research of the Centre for Research in Evolutionary and Environmental Anthropology (CREEA), across its three overlapping research clusters, has a wide range of beneficiaries. Work on 'life, health and well-being' - for example on sexuality and reproductive health, and on mental illness and well-being - provides important anthropological perspectives for local, national and international government policy makers, medical professionals and health NGOs. Studies of 'human-animal-nature interrelations' provide empirical data and anthropological viewpoints for conservation organisations, and for policy makers working on issues such as fox hunting, bullfighting and the coexistence of humans and large carnivores. Such work also provides important cultural and historical anthropological perspectives for museums, and for theatre and television production companies. Finally, research in the area of 'humans and other primates' has developed and applied methods to assess and improve welfare of captive and wild primates. This research provides important new tools and empirical data for animal colony managers, zoo keepers and the wide range of organisations involved with wildlife tourism.</p>
<b>b. Approach to impact</b> <p>A commitment to research excellence has underpinned our overall approach to impact. In line with the values and ethos that underlie our work, we have focussed our efforts and resources to maximise impact in areas with the greatest potential benefits for society. We have engaged fully with potential beneficiaries to optimise the impact of our research, which has involved three mutually reinforcing and complementary activities: <b>communication, consultation and collaboration</b>, delivered in the following ways:</p> <p><b>Communication:</b> The Unit has a comprehensive communication strategy for dissemination of research to desired audiences. This has a number of overlapping and complementary components. Firstly, a proactive policy of engagement with print, broadcast and online media allows us to reach wider public audiences. Press releases are written well in advance of research outputs being published, and are distributed to established media contacts. The strategy is aimed not only at securing coverage across different media, but in particular at achieving coverage in places that set the news agenda. For example, interviews were secured on the Radio 4 Today Programme for <b>Davies</b>, talking about work on anti-depressants and psychotherapy, and <b>Semple</b>, talking about work on human stress and coping behaviour; these stories also secured extensive coverage in newspapers and online. Secondly, publications aimed at non-academic as well as academic audiences broaden the reach of our research by presenting this work in a very accessible form. For example, '<i>Cracked</i>' by <b>Davies</b> draws on primary research on anti-depressant use, and '<i>Wolf</i>' by <b>Marvin</b> is based on original research on wolves in history and culture. Following publication of <i>Cracked</i>, <b>Davies</b> signed a contract to write and present a documentary about psychiatry for Chimerica Media, and he has also written pieces on this topic for <i>The Guardian</i>, <i>The Times</i>, <i>The New Scientist</i> and <i>Salon</i>. The publication of '<i>Wolf</i>' led to <b>Marvin</b> contributing to the 'Comment is Free' section of <i>The Guardian</i> website, and also giving public talks for the UK Wolf Conservation Trust. We also proactively seek coverage of our work in popular scientific publications. Examples from among the extensive coverage achieved this way include a piece on <b>Rae's</b> work on Neanderthal fossils in <i>New Scientist</i>, and a piece in <i>Geography</i> on <b>Lehmann's</b> research on the impacts of global warming on great ape conservation. Finally, key networking opportunities to increase impact are identified and exploited, with funds made available for visiting, contributing to, or organising events where potential beneficiaries can be engaged. For example, <b>Ross</b> co-organises the bi-annual Gashaka Field Day, which brings together for networking opportunities a multi-national body of conservationists, policy makers and NGOs who work in or around our field site in Nigeria's Gashaka-Gumti National Park, or whose work is related to our research activities there. <b>Rae</b> presented his work on human and non-human primate morphology at the British Science Festival, <b>MacLarnon</b> spoke about her research on the Flores hominin at the Centre for Life in Newcastle, and <b>Marvin</b> talked on human-animal relationships at public events at the Natural History Museum and the Pitt Rivers Museum, Oxford.</p> <p><b>Consultation:</b> Providing expert consultancy for prospective beneficiaries ensures we maximise the potential of our research to influence the actions of the intended audience. For example,</p>

**Beckmann** is a steering committee member of the International Research Network on AIDS and Religion in Africa, and has carried out consultancy work on obstetric fistula in South Sudan for the United Nations Population Fund. **Davies** has drawn on his recent critique of the pharmaceutical industry and concern with uncritical international extension of the use of the Diagnostic and Statistical Manual of Mental Disorders (DSM) to non-western cultures in interactions with leading psychiatrists in the USA. This work has also been of interest to policy makers in the UK, and he has addressed a House of Commons select committee (chaired by Andy Burnham, MP) on the problems and dangers of psychiatric medications, and participated in a debate at the House of Commons on whether psychiatric treatments are really helping children and adolescents. These events have led to him becoming a member of a small policy lobbying group on tranquilizer addiction, headed by Jim Dobbin, MP. **Semple** has joined a panel to advise on scientific research on the Gibraltar Barbary macaques, following an invitation from the Minister for Health and Environment in the Gibraltar Government. **Marvin** is an advisor to the UK Wolf Conservation Trust and a trustee of the Powell-Cotton Museum and has provided expert insight on fox hunting to a range of policy makers and pressure groups. He has also provided consultation related to his work on human-animal studies, for example to the producer and director of a BBC4 programme, *The Story of British Zoos* (broadcast November 2013).

**Collaboration:** Staff in the UoA work closely with external partners to develop and enrich the impact of our research. For example, **Praet's** work on the cultural aspects of natural science and on recent debates about the definition of life in the context of space exploration has led to incipient collaborations with a range of institutions engaged in astrobiological research: NASA's Jet Propulsion Laboratory, the European Southern Observatory, and the UK Centre for Astrobiology. **MacLarnon** and **Semple** have an established collaborative relationship with Trentham Monkey Forest, working closely with the Director and other staff there to develop projects addressing key issues relating to the husbandry, management and welfare of the Barbary macaques in the park. One such project has investigated the effects of contraceptive implants (used for population management) on behavioural and psychological aspects of welfare of female Barbary macaques; the results of this study allow a more accurate evaluation of the relative costs and benefits of alternative methods of population control in this species. At our field site in Gashaka Gumti National Park, **Ross** has worked closely with the Nigerian National Park Service for over 10 years, facilitating the translation of our research on human-wildlife conflict into positive and pragmatic solutions to these issues.

A key aspect of our approach to impact is that these three engagement activities inter-connect and feed back to each other, rather than existing as part of a linear process. In this way, we maximise the translation of communication about our research into consultation and collaboration with end users, and increase the extent to which these users drive incipient research programmes.

### Support of impact

Institutional resources and local support mechanisms facilitate these activities. There are central impact support funds, for which we have successfully applied for projects related to our engagement strategies. Examples include the award of £1,000 for **Semple** to support the development of his relationship with policy networks in Morocco, whilst **Marvin** drew on the funds to support his travel and initial interactions with WildWorks, the impact of which is evident in the case studies. **Davies'** consultation work with psychiatrists in the USA around the DSM has drawn on Santander funds and departmental funds in order to effect change. Similarly, **Ross** and **Praet** have been supported with departmental funds to work in Nigeria and to attend industry-led conferences respectively.

General training on impact is provided on an institutional basis, and we have also commissioned localised training to enhance this area of our work, for example from a leading *Guardian* journalist. In addition, the University's Impact Officer provides more individualised training and support. To encourage and establish good practice in this area of our work, we have recently selected an Impact Mentor who supports colleagues to ensure effective delivery of these activities, and subsequently the appropriate evaluation of impact. In particular, the Impact Mentor coordinates and enhances our media activity through close work with the communications department, who have also provided *ad hoc* media training to our staff. There is formal workload provision for impact related work, allocated according to annual research plans and appraisals. The departmental

## Impact template (REF3a)

Research Advisory Group is also responsible for monitoring impact and advising on strategies for its development through group peer-review of project plans and funding bids, with particular focus on outlining of 'pathways to impact'. We further monitor the development of impact through individual research plans, whilst impact also features strongly in the department's annual business plan.

The department has also appointed a Research Facilitator, who provides guidance and supports research-led engagement and partnerships. Training will be provided to this post-holder, who will also work closely with the Impact Mentor, to ensure that they are providing relevant support for impact evaluation across the unit.

### c. Strategy and plans

Our future impact-related activities will continue to be underpinned by an emphasis on excellent research and a commitment to maximising the benefits for society, and we will build on our achievements to date to increase the significance and reach of our work. We will achieve this by:

Raising the profile of our key research strengths amongst public audiences: The Impact Mentor and Research Facilitator will work closely with Unit 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, **Marvin** is co-investigator in a new AHRC-funded 'Science in Culture' project on Human-Chicken Interactions (start date: Jan 2014). Building on the project's interactive website, social media, and school visits, the research will form the basis of a series of exhibitions in museums and other venues throughout the UK, constituting a 'The Chicken Trail' which will present the story of the chicken's domestication in Europe. This will form the basis of engagement with the public more broadly, whilst work with poultry breeders/keepers, industry, and butchers, will enable the research to reach more targeted audiences. A further example is provided by **Skinner**'s research on social dance as a mechanism for healthy and successful ageing. This project has already provided important benefits to a variety of groups; it will be significantly expanded in the future through collaboration with colleagues in Departments of Dance and Life Sciences, to reach a wide range of new audiences including migrant communities in London and people with early stage dementia in residential homes.

Fostering partnerships with external users, built on a commitment to research excellence: We will consolidate links with existing users of our research, and also take 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 being primarily consumers of our research. An example of this approach is provided by an NC3Rs funded project (start date: Jan 2014) assessing and improving welfare of socially housed laboratory primates, on which **MacLarnon** and **Semple** are co-investigators. This project has been designed in partnership with the Medical Research Council's Centre for Macaques, and we will liaise closely and continuously with the Director of this facility as work progresses, to ensure our methods and findings have the greatest potential value for those involved in managing laboratory-housed primates. Similarly, the partners in **Praet**'s nascent project on astrobiology, including NASA and the European Southern Observatory, not only provide 'field sites' and informants for this ethnographic work, but also – where appropriate – contribute to shaping the direction of the research. In this way, the full potential reach and significance of the impact of this work is explored, allowing the necessary steps to be taken to ensure such impact is realised.

### d. Relationship to case studies

The case studies of **Marvin** ("*Anthropological perspectives on managing human-animal relations*") and **Semple** and **MacLarnon** ("*Effects of tourism on wild primates*") bring into focus the three engagement activities, and exemplify our overall approach to achieving impact. Underpinned by excellent research, and facilitated by broad ranging support for the staff involved, these case studies have involved successful and wide ranging communication, leading to consultation with a diverse body of end users, and ultimately driving mutually beneficial collaborations.