

<p>Institution: University of Salford</p> <p>Unit of assessment: D29 English Language and Literature</p> <p>a. Context: Research impact in English Language and Literature at the University of Salford is concerned with promoting cultural visibility and increasing participation, empowering people and communities to gain confidence in self-expression, developing new creative economies, and uncovering and disseminating archive resources. Research impact places focus on cohesion and inclusion, and forming abiding and responsive relationships with the communities and organisations which work with us. Research impact is especially generated through expertise in contemporary writing (production and criticism, with an emphasis on innovative writing), and the analysis of poetry and poetics, periodicals and print culture. The core achievement of the research unit's impact consists of supporting people, communities and economies in promoting cultural visibility; generating original forms of participation and access to writing; developing local literary communities; supporting the practice of creativity as a viable economic option; and bringing archives into the public domain in accessible and interactive formats.</p> <p>The main non-academic user groups, beneficiaries or audiences and main types of impact specifically relevant to research within UoA D29 English Language and Literature include:</p> <ul style="list-style-type: none"> • People and communities of diverse cultural heritage; people and communities living with multiple levels of deprivation and exclusion; women's groups; young people; religious communities; unemployed people; disabled people; carers and the voluntary, public and community sector organisations which support them. Beneficiaries also include early-career writers and performers, and new and existing audiences for creative writing: <ul style="list-style-type: none"> ○ Impact is generated through the Writing Lives project, which supports groups and organisations in the development of thriving community infrastructures. It creates opportunities for helping people improve their confidence and literacy skills. It offers a range of formal and informal opportunities in community storytelling to raise aspiration and to help, through creative writing, participants overcome obstacles to growth. ○ Impact is focused on offering routes to publishing through small presses and performance, on developing inclusive, lively literary communities and on creating new spaces and places for the development and showcasing of innovative writing at the cutting-edge of publication. Activities promote original forms of expression, viable alternative routes to publishing and support creative economies nationally. ○ Impact is focused on scaling up the benefits of community storytelling and self-expression through the Write North West competition, offering an open opportunity to enter a creative writing competition with stories, poems and memoirs inspired by people's experiences of the North West region. ○ Impact is focused on bringing archives into the public domain in accessible and interactive formats, creating new resources with museums, libraries and archives. These offer a range of opportunities for engagement and participation for new and existing audiences. <p>The impact described relate to the following range of research activity or research groups in the Unit:</p> <p>English Language and Literature research at Salford benefits from its proximity to key research libraries and other archives, including the Working Class Movement Library, the Imperial War Museum North, the Manchester Jewish Museum, the John Rylands Library, Chetham's Library and the International Anthony Burgess Foundation. The University of Salford Library complements these facilities, housing archive material dating from 1559 to the present day. Work in the Centre is sub-divided into 4 research clusters: Creative Writing, Performance and Innovation; Radical Formations; Poetry and Poetics; and Periodicals and Print Culture. These clusters operate as a hub of activity relating to internal and external collaborations and reflect the roles in which we participate as active researchers within national and international research networks. What makes English Language and Literature research distinctive at Salford is a commitment to both mono-disciplinary and interdisciplinary research. To that end, particularly strong research links have been established with colleagues in the Centre for Communication, Cultural and Media Studies (CCM). Of our four research clusters, two are mono-disciplinary in focus (Poetry and Poetics, Creative Writing: Performance & Innovation) and two interdisciplinary in focus (Periodicals and Print Culture, and Radical Formations).</p>

Impact template (REF3a)

b. Approach to impact: The Unit's approach to interacting with, engaging with or developing relationships with key users, beneficiaries or audiences to develop impact from the research is as follows:

- Supporting groups and organisations in the development of thriving community infrastructures and supporting carers in challenging isolation by facilitating the development of community and personal narratives and identities through evolving an innovative, empowering and self-selecting model for participation. The model is focused on adopting a listening and responsive approach, ensuring participants feel ownership over their engagement. The approach is tailored to meet their objectives, rather than being pre-structured and imposed. In addition, the impact is structured through evolving partnerships which do not end abruptly with the research:
 - **Evidence of impact:** [*Impact Case Study*](#)
- Creating new spaces and places for the development and showcasing of innovative writing by diversifying audiences through the creation of inclusive communities of expression, promoting original forms of participation and defining new contexts for publication and performance, and supporting new generations of writers in creating career paths in their field through supporting their engagement with and development of small presses:
 - **Evidence of impact achieved:** [*Impact Case Study*](#)
- Scaling up the benefits of community storytelling and self-expression by developing an open competition. Write Northwest invites people to submit stories, memoirs and poems inspired by their experiences of the Northwest of England. It generates over 700 entries and offers the opportunity for the work to be published in an anthology by Liverpool-based writers' co-operative and small publishing house Erbacce Press:
 - **Evidence of impact achieved:** [Link to competition details](#)
- Bringing archives into the public domain in accessible and interactive formats, creating new resources with museums, libraries and archives by devising new approaches and developing original forms of access to archival material in open and digital formats.
 - **Evidence of impact achieved:** Link to www.davy-letters.org.uk

Staff within the Unit, from early-career researchers to established research colleagues, were specifically supported and enabled to achieve impact from their research through the following initiatives:

- Fee waivers in key areas of research;
- Workload allocation, allowing dedicated time to pursue impactful research;
 - The application of discretionary funding to enable staff to capitalise on opportunities to generate or enhance impact, to precipitate additional impact or evaluate research for impact;
 - Establishing mechanisms for non-academic partners to engage with the research throughout its development and recruiting professional representatives from appropriate sectors to champion the research.

The unit made use of institutional facilities, expertise or resources in undertaking these activities through:

- Promotion and development of impact through the [Salford Impact](#) initiative:
 - Salford Impact Advisory Group with cross-university and external representation to build momentum and develop excellence in evidencing impact;
 - Impact Fund to support researchers in generating impacts and celebrating impact in the Vice Chancellor's Research Excellence Awards.
- Embedding impact in funding bids.
- Early Career Researcher training in impact.
- Sabbatical scheme with a key focus on generating impact.

c. Strategy and plans: With a record of generating research in partnership, the University of Salford is well-placed to articulate its impacts. It has developed an institutional approach, [Salford Impact](#), with the aim of evidencing, developing and celebrating the transformational impact of University of Salford research. English Language and Literature exemplifies Salford Impact in its current and future research practice through developing its expertise in generating research impact which is moving from a focus on what stories institutions choose to tell about research outcomes, towards a focus on people, as subjects and funders of research participating in a more open research process.

Impact template (REF3a)

English Language and Literature research at the University of Salford will continue to develop this focus on impact as a community university in a location rich in story-telling, capitalising on historic and ongoing relationships of trust and engagement with people and partners, generating empowerment, new narratives and cultural visibility, through its responsive, innovative and participatory approach to working in partnership.

d. Relationship to case studies:

Case Study 1: Writing Lives exemplifies and has informed the development of the Unit's approach to impact through the development of an innovative, empowering and self selecting model for engaging with and creating personal and community narrative.

Case Study 2: Writing and the Small Presses exemplifies and has informed the development of the Unit's approach to impact through developing sophisticated approaches to publishing poetry and diversifying audiences, promoting original forms of participation.