

<p>Institution: University of Exeter</p>
<p>Unit of Assessment: 29 English Language and Literature</p>
<p>1. Context</p> <p>1.1 The research of staff in Exeter English promotes engagement with and awareness of many different aspects of Anglophone literary and visual cultures, from medieval devotional practice to new media art, from Victorian antiquarianism to creative writing. The main impacts of our research, which have been achieved in a range of local, regional, national, and international contexts, have been to:</p> <ul style="list-style-type: none"> • engage different publics with literary and cultural heritage • participate in and contribute to creative economies • preserve, conserve, and present literary and visual media • inform and influence public understanding of the cultural dimensions of place and environment, and their relationship with regional and national identities <p>These contexts broadly correlate with the interests of individuals and teams associated with the Department's four main research Centres: South West Writing; Victorian Studies; Intermedia; and Literatures of Identity, Place, and Sustainability.</p> <p>1.2 Our impact is shaped by the interdisciplinary activity that is fostered by these research Centres and which is an important context for understanding the nature of the Department's research as a whole (see REF5). Beneficiaries of this research outside the academy can be categorized into three principal groups: different publics, cultural industries, and public bodies. Main pathways to impact followed by members of the Department include collaborating with partners outside higher education, addressing non-academic bodies, influencing policy makers, and working with the media. Historically Exeter English has always had links with museums, literary festivals, arts and film councils, and funding bodies beyond RCUK. These links have been broadened and deepened, but our impact activity during the REF period is also characterized by collaborative ventures with increasingly diverse and perhaps unexpected external partners, ranging from local football clubs ('Exeter Time Trails') to regional action groups ('Science at the Seaside') to international horse-riding tours ('The Evliya Çelebi Way'). The Department's strategy for 2014-19 is to continue and increase these more diverse partnerships, including expanding into areas such as commercialization, as well as further to embed impact in staff's research plans and activities.</p>
<p>2. Approach to Impact</p> <p>2.1 Colleagues have been supported in such interdisciplinary and collaborative ventures by the Department's involvement in major RCUK-funded hubs whose primary goals are impact-related. 'Research and Enterprise in Arts and Creative Technologies' (REACT) is a knowledge exchange hub supported by a four-year, £3.9m AHRC grant. Since 2012 REACT has funded collaboration between creative economy companies and humanities scholars at its partner universities in the South West of England and Wales. Kaye is co-director of REACT and English staff have been notably successful in winning collaborative PhD studentships and other funding from REACT: three of the four collaborative doctoral studentships thus far awarded to Exeter by REACT have gone to Giannachi (with Exeter Royal Albert Memorial Museum and Tate) and T. Kendall (with Gloucestershire Archives and the F. W. Harvey Estate). Giannachi is a co-investigator in the 'Horizon' digital economy hub (2009-14), a £12.5m EPSRC project which involves collaboration with over 30 industrial partners. In the period of her £237k award she has collaborated on a series of digital projects with partners including the British Library, The Hadley Centre at the Met Office, the artist collective Blast Theory, and Tate, and those collaborations are now leading to impacts in the creative sector and the community ('Novel Strategies' CS). Another source of support for forms of interdisciplinary collaboration aimed at creating impact has been the Exeter Science Exchange (2010-13), in which Gagnier played a leading role as co-investigator. Supported by the EPSRC's 'Bridging the Gaps' programme (£600k), the Exchange provided seed-funding for collaborative projects between English staff, colleagues from STEM departments, and external partners: one example is the £1.4k awarded to Hall and a colleague in Engineering to begin a partnership with C&J Clark Shoes to restore and exhibit the 'Eureka Machine for Composing Latin Hexameter Verses' built by John Clark in 1845. English has also benefitted from the University's LINK Fund, which awards academic staff up to £1k to support the forging of relationships with external</p>

businesses and organizations, and from Exeter's strategic use of £2.1m from the Higher Education Innovation Fund (HEIF) to support external partnerships (see 2.4).

2.2 Exeter English has campuses in both Devon (Streatham) and Cornwall (Penryn) and we have sought to develop a specific research focus on the writing and culture of the South West region, including Dorset and Gloucestershire. This decision stemmed from the presence of a number of members of staff working on writers from or associated with the South West, as well as the University Library's extensive archival holdings of South West writers. The Centre for South West Writing (SWW; dr. **T. Kendall**) was established in 2007 to create opportunities to engage the public in the region's rich literary heritage. SWW subsequently incorporated the Programme for Creative Writing and the Arts (dir. **Brown**, 2002-8), which has a strong tradition since its introduction to the Department in 2002 of linking research, creative practice, and vocational provision and of working with local, regional and national external partners, particularly Arts Council England and the Royal Literary Fund ('Creative Writing' CS). A recent example of the regional impact activity led by members of SWW is 'WordQuest Devon: A Literary Map for Devon', a collaboration between Exeter English, Aune Head Arts (a creative arts charity with a particular focus on Dartmoor), Literature Works (the literature development charity of the South West), and Devon Libraries (Devon County Council) to engage the public in creative explorations of the relations between Devon's literary heritage and the natural environment. A central component of the project, in which 7,384 people participated directly, was the series of public lectures given by staff exploring writers' connections with Devon, including Keats (**Wagner**), Hardy (**Richardson**), Betjeman (**Williams**) and Ted Hughes (**Gill**).

2.3 The Department's Centre for Victorian Studies is internationally renowned for its research, especially in the areas of visual and material culture. The Centre has long collaborated closely with the University's Bill Douglas Cinema Museum (opened 1997; academic dir., **Hanson**), which has an exceptional collection of early forms of visual media, to engage public visitors in issues surrounding the preservation of cultural heritage, relating in particular to Victorian popular culture and the pre-history of cinema ('Moving Images' CS). More recently the Centre has sought to make Exeter's Royal Albert Memorial Museum (RAMM), re-opened after a decade in 2011 and named 'Museum of the Year' in 2012, a key local partner. One example of collaboration in public engagement is 'Encountering the Victorians, Exploring RAMM', held on 23-4 March 2012, when the Department's Victorian specialists introduced public visitors to the history of the museum (**Plunkett, Wagner**) and then to the museum's collections, placing them in the context of the Victorian heritage of museums nationally (**Richardson, Young**). A related public exhibition will be held in RAMM in 2014 as the culmination of the AHRC-funded project 'Community, Identity and Victorian Medievalism in the South West' (2011-14, £146k) led by **Parker** and **Wagner**.

2.4 Projects developed with RAMM also exemplify how colleagues have pursued innovative research in the digital humanities through impact-led collaborations with partners in the local, regional, and national creative economies. The integration of the Centre for Intermedia (dir. **Giannachi**) since 2011 has allowed the Department to broaden its involvement in the areas of visual media and digital humanities and to build new relationships with the cultural and public service sectors through collaboration with galleries, museums, artists and technology companies, including a significant partnership with Tate ('Novel Strategies' CS). The work of the Centre, while focused on new media, complements the literary concerns of SWW in its emphasis on the public dissemination of research on archives and the preservation and conservation of cultural heritage. Projects include 'Moor Stories: Reimagining the Dartmoor Landscape', a project led by **Giannachi** in 2012-13 in collaboration with RAMM and the Exeter internet consultancy 1010 Media. Funded by REACT (24k) and HEIF (6K) 'Moor Stories' developed a web and mobile application facilitating encounter with and annotation of RAMM's collection of objects relating to the physical sites and oral histories of Dartmoor. **Giannachi** has again collaborated with RAMM and 1010 Media to create a web application for Exeter City FC's Football in the Community Charitable Trust. 'Exeter Time Trails' facilitates encounters with local heritage and history, particularly in relation to sport history. Supported by HEIF funding of 5.7k, the application was tested in the Trust's 'Kick Start' Programme for children who are at risk of disengaging from the schooling system. This has led to a commercialisation bid to the AHRC (Oct. 2013) and a Heritage Lottery Fund bid to be submitted in

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Dec. 2013. The evolution of this project illustrates the value of the seed-funding awarded by REACT and internally through HEIF.

2.5 The reach of the Department's impact stems partly from engagement with the literary and cultural dimensions of place and environment and their relationship with regional and national identities. This engagement is promoted both by individual staff members and by the activities of the Exeter Centre for Literatures of Identity, Place, and Sustainability (ECLIPSE, dir. **Groom**), which has been developed in tandem with the University's new £30m Environment and Sustainability Institute at the Penryn campus to ensure that public-facing research into the environment encompasses literary and cultural dimensions (ECLIPSE CS). ECLIPSE incorporates the 'Atlantic Archipelagos Research Project', established in 2010 in collaboration with the Moore Institute (NUI, Galway) and which through a series of events has engaged the public in exploring how old ideas of the British Isles relate to identities emerging from a range of more complex configurations. Research in these issues is reflected in influence on public policy. **Groom's** well-known work on flags and national identity was cited in the decision in 2011 to fly permanently the Union Jack over Parliament. An example of international reach in the context of research into questions of environment and identity is the 2009 recreation by **Maclean**, renowned for his pioneering work on the cultural aspects of early modern East-West relations, of the 400-mile equestrian expedition in western Turkey recorded by the 17th-century Ottoman traveller Evliya Çelebi. UNESCO subsequently named Evliya 'Man of the Year' in 2010 and the Turkish government approved the Çelebi Way as Turkey's first equestrian cultural route ('Çelebi Way' CS).

2.7 Staff regularly communicate their research expertise and practice to the public in a variety of ways, from the 'Spectacular Attractions' film blog of **Dan North** (at Exeter 2003-12; 'Moving Image' CS) to the many media appearances and lectures at literary festivals by **Philip Hensher** (at Exeter 2005-12), whose novel *The Northern Clemency* (2008) was short-listed for the 2008 Booker Prize and Commonwealth Writers Prize. **Hensher** spoke about how his book draws on research into the history of the British novel in appearances on, for example, BBC Radio 4's 'Today' programme in 2008 and ABC's Book Show in Australia in 2009. Staff regularly discuss their research in national media outlets. Some representative examples include **Groom** talking about the Union Jack on BBC 4's 'Today' programme and in *The Sun* (ECLIPSE CS); **McDowell** discussing John Milton and Ireland in a full-page interview in *The Guardian* (8/2/2008); and **Mack** on BBC 2's 'Newsnight Review' talking about his edition of *Sweeney Todd* ('Moving Image' CS).

2.8 Since 2010 impact and knowledge exchange has formed part of the annual Personal Development Review process undergone by all staff, who are asked to set impact-related goals and then reflect on the extent to which these goals have been achieved. Staff are assisted in this by the University's Research and Knowledge Transfer office, established in 2009. In 2011 the English Department established an English Impact Group, which includes present and past Directors of Research as well staff with particular experience of working with the public and non-academic organizations. The English Impact Group is guided by the University's Impact Strategy Group, which was founded in 2011 to develop University strategy across all disciplines and includes non-academic members. English is strongly represented on this Group: **Giannachi** has been chair since its inception and **Plunkett** is a member. **Giannachi** was also co-investigator on Exeter's 2013 DESCRIBE project, funded by JISC to investigate the definitions, evidence and systems for capturing the impacts and benefits of research. The Department's impact activity is also assisted by Catalyst, a three-year, RCUK-funded project (£300k) to support and develop a culture of public engagement with research within the University of Exeter. **Plunkett** was one of four staff from across the University who were appointed as Catalyst 'Champions for Public Engagement' in 2012-13; **T. Kendall** has now been appointed in 2013-14. The Department takes a leading role in the University's Arts and Culture Strategy, launched in 2010: **Kaye** chairs the Arts and Culture Management Board and **Helen Taylor** (Professor of English 1999-2008) is Arts and Culture Development Fellow, working closely with the Department on public engagement opportunities such as the Literary Festival in Fowey, Cornwall, of which Taylor is a co-organizer and in which a number of staff have participated in recent years ('South West' CS). Since 2011 English staff have benefitted from the College of Humanities Impact Fund, which assists activities such as public lectures, exhibitions and meetings with potential partners. In 2012 the University

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launched Exeter Impact Awards, which annually presents awards in different categories of Impact. In 2013 two English staff were nominated for the 'Outstanding Public Engagement Award': **Richardson** for her work with Dorset County Council on the preservation of an archive relating to Thomas Hardy ('South West' CS); **Hanson** for 'Screen Talks', a collaboration with Exeter's Picture House cinema involving academics introducing selected films to the public.

3. Strategy and plans

3.1 As demonstrated by the presence of staff in key strategic roles, the English Department has been one of the key drivers of impact strategy within the University and we intend to cement that position in 2014-20. We will continue to develop existing and new partnerships with the public and with non-academic bodies that reflect the growing strength and breadth of our research. We will do this by supporting staff working on existing projects involving impact pathways; by having colleagues experienced in public partnerships mentor and peer-review funding applications; and by supplying seed-funding for impact projects through College and University funds. We also aim to recognize and reward achievements in the area of impact through publicity (such as the Impact Awards) and staff promotion policy. Staff are supported in any involvement in directing impact policy at a national level: currently **Richardson** jointly holds the post of Public Engagement Officer in the Council for College and University English (2012-).

3.2 The success of colleagues in winning various forms of funding for impact-directed research will lead to significant impacts after 2013. **Lyons**'s interactive documentary, 'The Risk Taker's Survival Guide', is being made in collaboration with the production company Rubber Republic and is funded under REACT's 'Future Documentary' theme (2013-14; £36k). **Schwyzler**'s 'Speaking with the Dead: Histories of Memory in Sacred Space' (funded by the Leverhulme Trust, £209k) will lead to public exhibitions in 2014 at the cathedrals of Canterbury, Chester, Durham and St. Albans. **Schwyzler**'s 'The Past in its Place: Histories of Memory in English and Welsh Locales' (2012-16, ERC Starting Grant, €1.25m) involves collaboration with English Heritage, CADW (Wales), and the National Trust on exhibitions at heritage sites including the Roman ruins at Wroxeter and Caerleon. **McRae** and **Schwyzler**'s AHRC-funded 'Poly-Olbion Project' (2013-16, £387k) involves collaboration with the Royal Geographical Society and the children's charity Flash of Splendour. **Giannachi** has just won an AHRC grant (2014-16, £270k) to create a public archive of performance at Tate since the 1960s. An example of our increasingly diverse sources of funding support for impact is 'Science at the Seaside: Pleasure Hunts in North Devon' (CI **Plunkett**), which seeks to engage local communities with the growth of environmental tourism in North Devon during the Victorian and Edwardian periods and has been given 33K by the North Devon Fisheries Local Action Group. This project was initiated by £1k seed-funding from the University LINK fund. A major departmental initiative is the launch in 2014 of a new Centre for Archives to develop impact opportunities related to the University's expanding collections: two staff have been appointed as Lecturers in Archives: **Hay**, a prize-winning biographer who has spoken at prominent literary festivals, and **Henderson**, previously in charge of public engagement at the Royal Society. **T. Kendall**, director of the new Centre, will in 2014 present a BBC4 documentary on war poet Ivor Gurney, on whose literary and musical archive he has worked extensively ('South West' CS).

4. Relationship to case studies

The six case studies offer prime examples of the long-standing but also rapidly developing approach of Exeter English to communicating its research beyond the academy. They embody our efforts to engage different publics with cultural heritage ('South West'; 'Moving Image'; 'Çelebi Way'); to participate in and contribute to creative economies ('Novel Strategies'; 'Creative Writing'); to preserve and present literary and visual media ('South West'; 'Novel Strategies'; 'Moving Image'); and to inform public understanding of the cultural aspects of relations between place and identity ('Çelebi Way'; 'ECLIPSE'). The Department's efforts to embed impact in its research activity are evident in how the impact detailed in the case studies derives from the work of key research centres established both before and after 2008. Impact has been supported by a series of external awards, internal funding initiatives, and well-established institutional structures. Crucially the case studies also reflect the benefits for impact activity of staff's commitment to interdisciplinary research alongside their fundamental research focus on Anglophone literary and visual cultures.