

Institution: Cardiff
Unit of Assessment: 28 Modern Languages and Linguistics
<p>a. Context: Organised institutionally as a School of Welsh and a School of Modern Languages, Translation and Politics, the Unit of Assessment at Cardiff carries out interdisciplinary research into:</p> <p>(1) <i>Language policy, practice and planning</i> in Wales, UK and internationally;</p> <p>(2) <i>Cultural production, history, cultural theory and translation</i> from the medieval to the modern period in Spanish, Italian, Irish, German, French, Catalan, Polish and Welsh language cultures.</p> <p>There are 3 areas of impact from our research:</p> <p>(a) on public policy at international, national and regional levels of government, e.g. EU, Canada, Ireland, UK, Basque Country, Catalonia, and Wales;</p> <p>(b) on professional practice and capacity building in the education, heritage and creative sectors nationally and internationally;</p> <p>(c) on the enrichment of cultural life in multicultural contexts within Wales and in the global Welsh diaspora.</p> <p>The user groups, beneficiaries and audiences are:</p> <p>(a) institutions and individuals in European, UK and Welsh government, public policy and planning, and civil society (such as elected representatives of Catalan, UK, Welsh and local Government; senior civil servants and policy makers in Welsh Government and public administration; UK Equality Commissioners, Ombudsmen, Language Commissioners in Wales, Ireland and Canada);</p> <p>(b) creative companies, visitor centres and sites in the heritage sector in Wales and Europe; community organisations, cultural institutions and cultural/arts practitioners such as contemporary European poets, writers and digital artists; museums, libraries and arts promotion organisations in Europe and Wales, particularly through work supporting SMEs such as the <i>Générale d'imaginaire</i> (Lille), Hodcha UK and <i>Writemedia</i>, as well as established institutions such as the Imperial War Museum, the National Library of Wales, Bibliothèque des littératures policières (Paris), Literature Wales, and the Cardiff Story Museum.</p> <p>(c) migrant groups in Wales and Patagonia, e.g. the Polish Community of the Valleys, the Amici Val Ceno, the Somali Integration Society, the Sub-Saharan Africa Panel, community and arts organisations of Chubut province, Argentina and Cymdeithas Cymru-Ariannin.</p> <p>b. Approach to impact: We recognise that research impact is achieved through planned routes to impact from the developmental stage of research projects onwards, and through responsive mode activities which enable swift reaction to external partners' agendas in the co-creation of projects drawing on our research. We encourage individuals to use their field-specific knowledge to map out the most effective pathways to impact, while also providing structured support and advice and drawing on institution-wide support, to facilitate impact from our research groups. Our planned routes to impact in the research groups are structured around four themes:</p> <p>1. Conducting commissioned research, providing expert advice, making key recommendations to government on language legislation, planning and policy. For example:</p> <ul style="list-style-type: none"> • Advising on structural reform and policy improvement in European Language Policy and Multilingual Services, preparing the draft 20 Year Irish Language Strategy, and co-writing a draft Irish Language Act for Northern Ireland initiated by POBAL (Williams). • Providing evidence-based language policy advice to Parliamentary and government committees and departments, and other agencies at European, UK and Welsh levels, leading to recommendations to the EU for improving Official Language Strategies (via the Network for the Promotion of Linguistic Diversity (NPLD) and the EU Language Rich Europe Project (Mac Giolla Chríost, Williams); and to the establishment of a Welsh Language Commissioner as part of the reconfigured Welsh language regulatory regime; Welsh for adults education strategy (Mac Giolla Chríost); and providing commissioned recommendations to the Welsh Government on community language planning (Evas, Williams). • Working with Irish, Welsh and Finnish official language agencies to evaluate the implementation of official language legislation through the From Act to Action project (Williams). • Influencing the research design and capacity-building activities of the Scottish Government's Soillse Gaelic programme (Williams, Chair of the Advisory Committee); providing expert advice

on the reform of the National Curriculum in Welsh secondary schools (Davies, as Chair of the Welsh Second Language review group).

2. Promoting knowledge and skills transfer for commercial and cultural benefit to media, arts and community organisations and creative industries, with a strong emphasis on the digital economy. For example:

- Shaping the agendas of cultural businesses and organisations e.g. at the Imperial War Museum, impacting on exhibition agendas and interpretations of the World Wars (Gorrara); at the BBC and at cultural associations in Lille, Buñol, and Ancona, shaping cultural and media programming at European and UK levels (Griffiths, Nuselovici, Marinetti); at the National Botanic Gardens of Wales, reconstructing plant-based remedies for contemporary applications based on medieval medical texts (Luft).
- Creating commercial benefit by co-producing the digital live-event publishing platform Book Kernel now freely available with Hodcha UK which was awarded £36,737 by the AHRC REACT hub (Marinetti, Nuselovici); developing a mobile app with *Writemedia* which adapts Mabinogion information for cultural and tourist benefit (Davies).
- Creating cultural benefit through long-term investment in technological resource development, in the KESS Welsh Language Distance-Learning Project (£45,000, Williams); the Cardiff-led JISC funded Welsh Ballads project digitising 4,000 ballads (2008-9) (James); the AHRC-funded Guto'r Glyn project (Foster Evans); the Welsh Prose 1300-1425 website of 54 manuscripts and 2.8 million words (Luft).

3. Building capacity and establishing professional exchange networks in policy, education and heritage sectors. For example:

- Establishing an International Association of Language Commissioners for information-sharing and training of commissioners' staff from 9 jurisdictions across 3 continents; improving the professional capacity of agencies to reform statutory French language services through the Canadian Humanities and Social Sciences Research Council sponsored *Alliance de recherche universitaire communautaire* (ARUC) research programme (Williams, Mac Giolla Chríost).
- Brokering relationships between Welsh and European cultural practitioners through best-practice exchange work with European cultural businesses such as Literature Wales, *BRAND* (Berlin), *NUR* (Łódź) and the *Générale d'imaginaire* (Lille) (Marinetti, Nuselovici, Langford).
- Providing advice to the Catalan Government's *Linguamon* initiative and the Basque Academy's investigations on comparative language policies (Williams).
- Co-delivering the Welsh Government's National Sabbatical Scheme for teachers to build Welsh-medium capacity in the education sector (Davies).

4. Strengthening the cultural vitality of Wales and its diasporic communities. For example:

- Improving the accessibility of the literature of Wales globally through multilingual translational activity, e.g. multilingual translations of Dylan Thomas' work (Marinetti, Nuselovici), and translation of the Mabinogion leading to impact on contemporary creative writing and storytelling (Davies).
- Initiating a Wales-wide triple literacy scheme Mother Tongue Other Tongue for schools in partnership with CILT Cymru and Literature Wales, running writing competitions and multilingual poetry workshops across 13 languages plus English and Welsh and showcasing the work internationally at the Llangollen Eisteddfod 2013 (Langford).
- Improving sustainability of Welsh culture internationally with support from Santander Universities (£60,000 since 2008), strengthening Welsh language, cultural transmission (James); building Argentinian research capacity by hosting 7 visiting research scholars who have made 10 visits to the Unit since 2008. As Chair of Heritage Sub-Committee and Committee Coordinator of the national committee organising the 150th anniversary celebrations of the Welsh Settlement in Patagonia, staff have shaped the programme of activities, including a number of publications and lectures, the erection of memorial plaques and an international conference (James and Brooks).
- In response to requests from the Somali Integration Society and the Polish Community of the Valleys Association, developing a Youth Community Ambassadors scheme for young Welsh-Somali and Polish people to provide intercultural awareness training to schools and prospective teachers, a scheme which is now being extended to include prospective doctors in partnership with the Cardiff Medical School (Langford, Wren-Owens, Goluch).

c. Strategy and plans: We will build on our strengths in language policy and planning, translation studies, visual cultures and textual interpretation to generate sustainable impact activity in the UK and internationally through continued planning and management of activities in partnership with policy and governmental actors; cultural and heritage organisations, creative companies; and the education and community sectors. Our plans have three axes:

(1) *Impact training and impact pathway evaluation:*

Research active colleagues from PGRs to ECRs to senior staff have access to **bespoke 'on demand' training** and to **group training activities** through the University Graduate College, the AHRC DTP and ESRC DTC. From 2013 we have initiated a programme of discipline and interdisciplinary workshops drawing on expertise developed through the AHRC REACT hub and the Great Western 4 consortium (Bath, Bristol, Cardiff, Exeter) of research-intensive universities. This will help colleagues at all stages of their careers to continue to develop their understandings of impact as an integral component of new research projects. From 2013 **our research monitoring documentation** was redesigned to encourage creative pathways to impact in the short, medium and long-term, so that our research mentoring procedures can further embed impact in individual career trajectories. In 2013, School Research Committees modified funding allocation to provide around £10,000 p.a. ring-fenced for activities supporting research impact.

(2) *Strategic collaboration and resource investment:*

We will focus expertise and invest staff time in areas where our research specialisms add value to new initiatives. We will offer strategic support financially and through adjustments to teaching and administration work-loads to support **on-going and new collaborative partnerships** such as: scoping and initiating the annual **Wales-Africa Film Festival** in partnership with the Sub-Saharan Africa Panel (Langford, 2014-); working with the **Imperial War Museum** to influence curation of the Visual Legacies of War (Gorrara, 2014-); in collaboration with **Microsoft, Google** and the **Network to Promote Linguistic Diversity**, analysing language behaviour and improving the quality of machine translation in European languages (Evas, 2014-); working with the **Welsh for Adults Sector** and Welsh Government providing a research-based data set focused on pronunciation, language corpus and dialectical variation (Mac Giolla Chríost, Morris and Rees).

(3) *Public engagement and knowledge transfer:*

We will **grow our capacity to support dissemination and engagement through targeted investment and strengthened administrative support**, releasing specific administrative resource to engage prospectively with potential end-users; creating an event database and improving opportunity scanning capacity; gathering media reports and impact testimonials to provide a firm base for extending our knowledge-transfer and co-creation activities with policy implementers, creative partners, business and public sector decision-makers.

d. Relationship to case studies:

Both case studies illustrate our broader approach to impact:

Case Study 1 derives from **sustained engagement with policy makers in minority language legislation and policy reform**: Since 2005, work in our Language, Policy and Planning Research Unit has influenced Public Policy in Wales, the UK and internationally with respect to Education, Community Development, Language Policy and Planning. We have developed research agendas that have subsequently become mainstream activities in response to funding streams and tenders, working in particular on Local Authority and Welsh Government Welsh Medium and Bilingual Education Policy (Davies, H.S. Thomas, Williams). We actively pursue competitive research contracts, resulting in, for example, the Welsh Government-funded project directed by Mac Giolla Chríost et al (2012) which heavily influenced the Welsh Government *Raising Our Sights* report (2013) by recommending reform of the national structure of the Welsh for Adults sector.

Case Study 2 derives from **our commitment to co-production of cultural work with creative partners**: Davies' translation and interpretation of medieval texts is rooted in work across Welsh and Modern Languages harnessing translation's applicability for commercial, creative and heritage sector benefit, with the aim of making research findings more accessible through digitisation and creative and cultural outreach and partnership. Engagement activities for impact have reached users in creative writing, events production, heritage and tourism, storytelling, and the schools sector.