

<p>Institution: University of Nottingham</p>
<p>Unit of Assessment: 30</p>
<p>a. Context The main types of impact informed by our research are: The enrichment of public life through the interpretation of cultural capital (such as exhibitions, talks and media work); Contribution to economic prosperity through publishing; Contribution to lifelong learning through public lectures and workshops; Influencing the debate around and the content of public policy; Informing the policy and practice of museums and other heritage institutions.</p> <p>Our main non-academic user-groups, beneficiaries and audiences (with indicative examples of how these relate to our research activity) are: i.) Public sector bodies, including members of national and local governments (Young’s involvement in the Foreign and Commonwealth Office’s ‘Learning from History’ programme, with a paper on Britain and the Vietnam War in 2011, and Haase’s role in advising Berlin city council in renaming process of prominent square); (ii.) Those engaged in industry and commerce (e.g. Wrigley invited to write the history of the National Coal Board); (iii.) Museum and heritage services professionals (from curators to volunteers) where consultancies have ranged from the British Library (Baron, advising on major 2010 exhibition ‘Magnificent Maps: Power, Propaganda and Art’ and putting on his exhibition on European refugees after 1945 in Nottingham and Glasgow) and Liverpool Maritime Museum (who Haggerty, has advised on the Atlantic slave trade); (iv.) The publishing industry, which sells our outputs, in the UK and overseas (e.g. Young’s <i>International Relations Since 1945</i> (2004) has sold over 13,000 copies; (v.) Teaching and learning professionals, in schools, where staff have spoken on topics ranging from Richard III to Vietnam (e.g. Appleby, Dodd, Merton, Mawby, Young) and in universities (Booth’s research on the pedagogy of History teaching in the Higher Education sector); (vi.) Tourists (e.g. Harvey’s work at a summer school on the site of the Ravensbruck concentration camp, 2009-11); (vii.) Local historians and members of the public with an interest in history, genealogy and/or family history, especially those who engage through historical societies and groups in Nottinghamshire/Derbyshire, via the media and by visiting museums/exhibitions (e.g. Gaunt’s exhibition on Gladstone; Riden’s work with Derbyshire amateur local historians through the Victoria County History (VCH)).</p>
<p>b. Approach to impact Impact helps us fulfil one our strategic aims, that of engaging with colleagues and audiences beyond the institution, contributing to the strength of the discipline and adding value to the activities of public, private and third sector partners. Impact builds naturally on Nottingham historians’ earlier strategies for Knowledge Exchange, lifelong learning and public engagement, and on well-developed relationships with key personnel, especially within the local community through museums, community-based groups and the heritage sector. For example, our involvement in <i>England’s Past for Everyone</i> grew out of a long history of work on, and relationship-building around, the VCH, while current work with non-academic local historians builds on Wrigley’s work as Chair of the Historical Association. In 2009, the unit began to embed public engagement and knowledge exchange activity more formally, and to develop systems and processes to evaluate activity and deliver impact. It analysed existing and potential new users and audiences for its research (as listed in section a.), and reflected on the potential benefits of its research to these communities: Questions about impact plans now form part of the unit’s appointment process for lecturing staff; engaging non-academic audiences (approaches to and success in) has formed a key item on the agenda of our Research Away Days since 2010; questions about the non-academic impact of research are included in the unit’s system of annual staff reviews; contributions to engaging research users and delivering impact are taken into consideration in the unit’s systems for promotion and annual increments; the unit provides practical support through access to space and equipment for activities (e.g. the VCH), and financial support for travel or initial seed-corn projects (such as Haase’s work on the Doenhoff square). To support the commitment to ‘engaged humanities’, which History has long practised, the School of Humanities has set up a Digital Humanities Centre. As an example of the way such engagement can lead to demonstrable impact, student volunteers from the Centre support volunteer researchers in the Southwell Workhouse project in designing materials to disseminate research findings to a wider audience (PI, Badcock, a specialist in forced labour). Institutional facilities, expertise and resources have been used to support non-academic engagement with the unit’s research in a number of ways: e.g. IT staff have supported the unit in using the University website as a vehicle for research dissemination via the department’s Blog ‘History Past and Present’; staff use exhibition spaces in the Lakeside Arts Centre (the University’s public arts centre, whose</p>

audience is over 90% non-academic); and expert advice from the gallery and the University's Manuscripts and Special Collections team to put on displays (e.g. Gaunt's Gladstone exhibition, 2009-10); lecture rooms are used for public lectures (including those by the Historical Association). Support also comes from the Faculty of Arts, which has appointed an Impact Manager, who helps identify, develop and record activities, and has attended departmental meetings to discuss strategy. All this activity has led to a deepening awareness among staff of the need to engage non-academic users with their research, of ways to achieve this and of the importance of following projects up with measurable impact. Two particular features of our approach (the development of sustainable relationships with research users, and embracing media work as a route to impact through dissemination) are discussed more fully below. To help ensure that our Impact efforts are sustained in future, a new post of **Knowledge Exchange Manager**, funded by the Business Engagement and Innovation Unit but hosted in the Faculty of Arts, will support staff in developing the potential social, cultural and economic impact of their research (including support in accessing KE income streams, relationship-building with partners, and undertaking evaluation of activity).

Sustainable Relationships (Interactions and Follow-through). The following examples illustrate how the unit has fostered partnerships with external groups as a route to achieving impact for its research, and how it has increasingly focused on, and planned for, follow-through from these activities. Between February 2012 and January 2013, the unit took a leading role in 'Writing our History: Digging our Past (phase 1)', a project funded by the AHRC's 'Connected Communities' programme. The PI (Harvey) coordinated seven community-based history projects brought together under the programme, including four led by History staff (Harvey cataloguing and making accessible the John Player's Advertising Archive held by Nottingham City Council; Gaunt exploring the heritage of Nottingham's Raleigh factory in cooperation with a community theatre group and former Raleigh employees; Riden producing a VCH handbook for local history volunteers; and Badcock developing knowledge exchange activities at Southwell Workhouse). Each strand used expertise from the unit to underpin and develop links with local history groups, helping them prepare bids to the Heritage Lottery Fund (HLF) under the 'All our Stories' (AOS) programme. This led to funding to support 'Writing our History: Digging our Past (phase 2)' (PI Gaunt) to run between February 2013 and January 2014, a project that builds directly on phase 1 by providing a framework of further support and advice to fifteen of the local history groups which successfully secured AOS funding in phase 1. Funds support the input of three early career researchers who deliver training (IT, accessing archives, palaeography), professional advice (historiography, bibliographic techniques, interpretive approaches) and a 'Challenge Fund' which allows groups to bid for small additional funds to buy additional University services. These projects demonstrate our impact on communities, who actively use and benefit from the research expertise of our staff.

Running alongside phase 2 is another set of community-engagement projects that builds on the earlier programme by developing projects that did not receive AOS funding. These are: 1) 'Trade and Traffic on the River Trent and Associated Waterways, 1850-1970' (PI Gaunt); and 2) 'The Social World of Nottingham's Historic Green Spaces: A Community History Project' (PI Beckett). These have equal input from academics and community groups, and are funded by the AHRC's 'Community Heritage Development Award'. 'Trade and Traffic' works with the Friends of Newark Heritage Barge and investigates trade on the river and the lives of riverside communities. 'Historic Green Spaces' works with the 'Friends of the Arboretum', 'Friends of the Forest' and 'Nottingham's Women's History Group' to investigate the changing use of public parks in Nottingham. These projects, grouped together under the Connected Communities and Community Heritage Development Award programmes, demonstrate the unit's commitment to and development of public engagement with History, and the value it places on building sustainable relationships, which deliver clear benefits (such as funding, advice and expertise) to those who engage with us.

Engaging the public with history through the media (books, broadcasting, social media) is a feature of all our case studies and of wider Impact activity within the unit. It builds on established patterns of communicating research outputs to non-academic audiences and demonstrates how we reach out to a range of audiences. Types of activity in this area in 2008-13 have included; **writing popular journals** (e.g. Haggerty in *BBC History Magazine*; Cocks in *BBC Who Do you Think You Are Magazine*; Baron in the Russian high-circulation popular history journal, *Rodina*); **publishing and editing work** (e.g. Wrigley on editorial board of *History Today* since 1992; **broadcasting and newspapers** (Cocks' interview on BBC Radio 4 Today and the One Show, BBC1, and serialisation of published research on the classified advert in the *Daily Mail*; multiple

appearances by Kostick on Talking History Newstalk 106FM (Dublin); Lutton as a guest on In Our Time (Radio 4) and consultant on a piece on Robin Hood in *The Guardian*; Merritt as consultant and interviewee for a Time Team Special, 'The Secrets of Westminster Abbey', 2010; and interviews on the German radio station Deutschlandfunk by Harvey and Haase); **delivering public lectures** to groups as diverse as the Nottinghamshire Farmers' Wives and London's Merchant Taylors' Company, and including Cobbing's public lecture at the Japanese Embassy; the **creation of online resources** (e.g. Young on post-1945 international history, hosted by Oxford University Press since 2004 and Dodd on the Medieval English Parliament on the BBC History Website); and **encouraging involvement of the public** in historical research and museum activities (e.g. since 1995 Balzaretto has led a project in Liguria, involving the local community contributing oral histories and artefacts to the Museo contadino di Cassego).

c. Strategy and plans Strategic aims for Impact over 2014-20 and plans to deliver them were agreed (and are reviewed annually) at the unit's Research Away Day. Discussion included a reflection on the degree to which the approach to 2013 had supported both elements of impact (reach and significance), and confirmed a strong commitment to embedding *sustainable* engagement and KE practice (in terms of the types of relationships with external users, and the embedding of non-academic engagement in the career of all our researchers). The aims are:

1. **Making impact an integral part of the research effort of all staff members** by: maintaining the mechanisms outlined under b. above; by fully integrating impact into our systems of appointment, review and promotion of staff; by keeping impact on the agenda of departmental meetings and research away days; and by providing on-going training (through CAS, the Faculty Impact Manager and others, including those from outside the University)
2. **Embedding public engagement activity** and an increased awareness of the responsibilities to communicate effectively with non-academic research users into PGR training and staff support by encouraging take-up of opportunities to engage provided by the Graduate School, and involving PGRs and ECRs in relationship-building activity such as the Connected Communities initiatives.
3. **Developing larger-scale projects with improved potential for strong reach** and significance by encouraging more staff to collaborate on engagement projects with other staff members from within the unit, other units in the university and external bodies. Current collaborative projects in the pipeline include a UK-Japan comparative study of 'Motor Cities' by Townsend, linked to the University's Centre for International Business History and the Centre for Urban Culture; and Umbach's work with the Holocaust Centre, Laxton, with plans for an internship programme at PhD level to support knowledge exchange with the museum.
4. **Ensuring continuity** with projects into the future by maintaining such existing research strengths as local history and pedagogy (Booth's retirement, for example, has been offset by the decision of another staff member to focus on pedagogy).
5. **Improving dissemination** and promoting better public access to research insights and findings through a new impact section on the unit's website, a focus on social media as a tool for amplifying the impact potential of our research, and the creation of online displays linked to research projects.

d. Relationship to case studies The selected case studies relate to the approach set out under point b (above) in the following ways. The VCH Derbyshire project exemplifies our traditional approach. It sprang from the long-term research agenda of staff in local history (Beckett, a former Director of the VCH; Riden) building on excellent publications and many years of involvement with others in the field, especially local history associations. It demonstrates our engagement with members of the public interested in History, as does Gaunt's case study, which grew out of his scholarly expertise in 19th century British political history, and the potential which he identified in bringing the contents of two collections of archive material on Gladstone to a wider public audience. It engaged with staff from the Manuscripts and Special Collections Department of the University and made use of institutional exhibition spaces. The other two case studies have been informed by the new engagement agenda from the outset and are therefore representative of a more strategic approach, following our 2009 review discussed in b. They also provide examples of junior members of staff who have been enabled by the support mechanisms the unit put in place. Haase's case study demonstrates our engagement with public sector bodies, in this instance Berlin City Council, while Baron's engages with both museum/heritage services and teaching/learning professionals in schools.