

Institution: Newcastle University

Unit of Assessment: UoA 17a - Archaeology

a. Context

The principal impacts of the Unit's research are in the areas of cultural heritage and education, and the environment. These impacts have been informed by research in our main research themes, Landscapes, Material Culture and Bodies and Identities. Through this work Newcastle's archaeologists have (i) contributed to the cultural vigour and economic prosperity of the region by strengthening cultural institutions, particularly museums, (ii) enhanced public understanding of heritage through educational impacts, including with disadvantaged groups, (iii) contributed to the commercial archaeology sector through consultancies and development of professional guidelines, and (iv) impacted on the environment (particularly the cultural landscape) by creating resources used in professional practice and by contributing to policy. The external beneficiaries of research in the Unit can be divided into four main categories:

(i) *Cultural bodies, especially museums, heritage agencies and learned societies.* We have developed strong partnerships with regional institutions including the Great North Museum (GNM), Tyne and Wear Archives and Museums (TWAM), Bede's World Museum and Beamish Museum; with museum organisations along Hadrian's Wall (e.g. the Senhouse Trust, the Clayton Trust and English Heritage); and with national and international museums (e.g. the British Museum, National Museum of Scotland, Vatican Museums (Rome)).

(ii) *Schools and education, including disadvantaged groups.* Our vigorous programme of educational engagement enables people from diverse backgrounds to participate in research and discovery through archaeology. With local authority partners in the North East, we have successfully targeted young people from schools in disadvantaged areas with activities shown to develop knowledge and skills, improve self-confidence and raise educational aspirations.

(iii) *Commercial archaeology and other businesses.* Our researchers contribute to the economic success of our clients through consultancy in finds research and cultural landscapes. As editors, referees and authors we also create value for academic and general publishers.

(iv) *Government agencies and NGOs, including national heritage agencies and local authorities.* For example, we have developed environmental datasets or policies for key partners in the UK including English Heritage, the Highways Agency, Newcastle City Council, Devon County Council and the National Trust.

The UoA has a track-record of encouraging applied research, as demonstrated by our success in winning projects from government agencies in Britain and Europe (c. 40% of all contracts 2008-13). Our plans to develop future impact from similar work are discussed below.

b. Approach to impact

Our research is intended to impact positively on substantial audiences beyond Higher Education and deliver concrete benefits for users. This ties in with Newcastle's commitment to be a leading 'civic' university, responding to real-world challenges, contributing to the regional and national economy, and making a positive impact on society from local to global levels. Our strategy is to support staff in developing relationships with core partners (like those noted in section a.) who can benefit from the research we undertake in our key research themes. We strive to develop and maintain interactions in the following areas (with indicative examples):

(i) *enhancing cultural institutions and resources, particularly museums.* Since 2008 our research has contributed directly to the creation of new permanent displays in museums, for example the new Roman galleries at the GNM in Newcastle and at Housesteads Roman fort on Hadrian's Wall. Through our Centre for Interdisciplinary Artefact Studies (CIAS) we have carried out other collaborative work with museums including Dolfini and Fowler's JISC-funded 'Cutting Edge' project with TWAM to document collections and increase public accessibility via the internet. Our work can lead to economic benefits by helping to attract new visitors: for example, since the GNM and its new Roman galleries opened in 2009 over 2.1 million visits have been made to them; in 2011, extensive media coverage of Haynes' fieldwork at Maryport in Cumbria led to a 50% increase in visitors to the Senhouse Museum. We serve on numerous advisory committees for museums and heritage bodies, for example Haynes's work for the GNM Board, Clayton Trust and Vindolanda Trust. Newcastle staff are trustees or hold offices for around 30 heritage-related

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charities and associations.

(ii) *increasing public understanding of heritage through public engagement, education and participation.* Our researchers use several methods to create impacts on public and educational audiences, ranging from conventional public lectures through participatory research to performance art. Over 6,000 members of the public attended our talks, walks and workshops. For example, from 2009-12 Fowler's AHRC-funded 'Tyne-Forth Prehistory Forum' worked with academics, professionals and members of the public to organise 8 meetings attended by over 500 people. The Forum also provided bursaries and small grants to promote collaboration between academics, professionals and amateurs which helped embed our research in new public understandings of the past. In 2010 CIAS's Leverhulme Artist in Residence, Ruth Barker, delivered original public performances informed by our research on material culture including *To Mithras* (at Carrawburgh Mithraeum) as part of her *Low Metamorphosis* project. Ruth has performed work she developed at CIAS in Scotland, Ireland, the Netherlands, Israel, Greece and elsewhere.

We have created significant impacts on public understanding by involving volunteers and young people directly in fieldwork. For example, since 2008 over 400 members of the public have participated in archaeological excavation as part of Haynes' Maryport project and Webster's Bollilhope Common and Derwentcote projects. We have also welcomed over 75 different school parties on visits to our excavations at Maryport (Cumbria), Bollilhope (Co. Durham) and Mothecombe (Devon). Activities on our sites create tangible impacts through activities shown to develop skills and confidence, and raise educational attainment and aspirations, with a particular focus on young people from disadvantaged areas. Since 2011 Webster and Turner have run 'mini-digs' targeted at pupils from primary school to Year 11 as part of our research on historic settlements in north-east England. To date around 400 children from 14 schools in the region have learned how to excavate, record and report on their findings. Over the same period we also developed freely-available 'off-the-shelf' resources designed to link archaeology into schools as part of the National Curriculum from primary to GCSE. They range from teaching packs, through classes delivered on-site by our staff, to 'mini-digs' (all available from Newcastle's 'Teachers' Toolkit' website <http://toolkit.ncl.ac.uk/>). Webster has run the Newcastle Young Archaeologists Club since 2005, with monthly learning activities based around our research and collections.

(iii) *contributing to the commercial sector through consultancy and professional guidelines.* Our consultancy work leads to direct and indirect economic and social benefits. For example, the services we provide to the commercial archaeology sector in artefact analysis allow our artefact-based research to impact on professional reports, standards and ultimately on the public understanding of the past (e.g. Gerrard's extensive work with Pre-Construct Archaeology Ltd). Our consultancy has contributed to the development of industry-standard and/or statutory guidelines (e.g. work for the Highways Agency that contributed to the revision of *Design Manual for Roads and Bridges* 11, HA208/07).

(iv) *developing policies and tools for improved environmental planning and management.* We work jointly with partners in government and industry to create resources for managing cultural heritage assets, including both research frameworks and practical datasets. The Tyne and Wear Historic Landscape Characterisation (HLC) (2012-14), Irish Sea Historic Seascape Characterisation (HSC) (2010-11) and North Sea HSC (2012-13) provide good examples of projects in partnership with local authorities and English Heritage. The resulting databases are used in line with the National Planning Policy Framework (NPPF) by local authorities and national agencies including English Heritage, Natural England and the Marine Management Organisation to inform planning and management from small-scale developments to regional and national strategic plans. We also contribute to heritage management and conservation through partnerships with organisations including English Heritage, the National Trust, National Parks, and Areas of Outstanding Natural Beauty. For example, since 2009 Turner has contributed to the Wearmouth-Jarrow World Heritage Site (WHS) Partnership by chairing the Archaeology Working Group and by leading the project to create a Research Framework from 2012. This work impacted on both the developing WHS bid (e.g. *Wearmouth-Jarrow WHS Management Plan* 6.6), and the respective local authorities' revised planning strategies.

c. Strategy and plans

Between 2014-20 we will continue to deliver impacts from our research in each of four main areas: (i) enhancing cultural institutions and resources; (ii) increasing public understanding of heritage; (iii) contributing to the commercial sector; and (iv) developing policies and tools for environmental

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planning and management. The Unit's strategy is to develop impact through our two key research strands for 2014-20, 'Material Culture' and 'Landscapes'. To promote impact in 'Material Culture', we have established the Centre for Interdisciplinary Artefact Studies (CIAS) to develop public engagement, teaching and applied projects (including consultancy). CIAS is fulfilling its remit through contracts in the public and private sectors with museums, in the media and arts, and in commercial archaeology. An example is Haynes' 'Clayton Collection Project', which is documenting and preserving unique collections from three Hadrian's Wall museums that will provide the basis for new galleries in the future. Researchers in the 'Landscapes' strand will deliver a similar range of impacts through the McCord Centre for Historic and Cultural Landscape which will launch in 2014. Its first major project, 'CHeriScape' (funded by the new JPI Cultural Heritage), will inform European landscape policy and research by exploring and highlighting the interrelationships between landscape and heritage. The University has also underlined its commitment to impact in this area by developing the 'Frontiers of the Roman Empire Digital Humanities Initiative', which will enhance collaborative management strategies and public understanding through commercial heritage experience mobile applications. By providing a framework to reinvest financial surpluses in new projects and bring researchers together with key public- and private-sector partners, both Centres will enable us to extend the reach and significance of our impacts.

The GNM and other museums will continue to be key partners for delivering impact. CIAS has drawn up an action plan with GNM to create new permanent, temporary and digital exhibitions based on our research. We also anticipate significant impacts from several current projects. For example, Haynes' major excavation at Maryport (2011-15) will impact on public understanding of Hadrian's Wall and the Roman army, engage volunteers and young people through participation, and contribute to new exhibitions at the Senhouse Museum and beyond. Turner's research on historic landscapes in the UK (e.g. Tyne and Wear HLC; Irish Sea and North Sea HSCs) will continue to inform landscape planning and management in line with the NPPF from 2013; collaborative research on landscape character in Ireland, Spain and Greece will begin to inform management and planning in those countries via new guidance produced through projects in partnership with the Heritage Council, Catalan Landscape Observatory and Med-INA.

In terms of practical support, the School Research Committee will continue to advise all staff about effective plans for impact when reviewing research bids. All researchers routinely plan activities leading to impact in new projects: they receive formal advice on this during their annual reviews, and informal support through regular meetings of research themes and forums. The School will also continue to support members of staff who act as advisors to relevant organisations and government bodies. As a result we expect to foster a wide range of relationships which will help us maximise the impact of our work in the future. We will continue to benefit from working in the framework of the university's 'societal challenge themes', in particular 'Social Renewal' and 'Sustainability', which facilitate and sponsor activities that enable us to engage with and influence diverse audiences outside HE through our research.

d. Relationship to case studies

The case-studies relate to work in two of our three core research themes active from 2008-13. Both illustrate our civic mission and our commitment to working closely with our partners. *'Material culture of the Roman frontier'* draws on our long-term commitment to Classical archaeology (in particular Hadrian's Wall and the frontiers of the Roman world) and our focus on research in Material Culture. The university's investment of £26m in the GNM, open free to the public since 2009 and the most important archaeological museum in NE England, typifies its commitment to public-facing projects that generate impact from academic research. The case study demonstrates how field- and lab-based research on ancient material culture can be translated into transformative educational opportunities for a wide range of target audiences. *'Historic landscape characterisation'* draws on research in our Landscape research theme. It exemplifies the strong link between theoretical research, empirical studies, and the practical impacts generated through the application of new methods and research results. The impacts created range from datasets used in landscape management that result directly from our applied work (e.g. HLCs and HSCs) to the impact of national policy documents we helped to develop (e.g. Highways Agency guidance on road schemes and historic landscape, DMRB 11, HA208/07).