

<p>Institution: Cardiff University</p> <p>Unit of Assessment: UoA 17 Archaeology</p> <p>a. Context</p> <p>Archaeologists in Cardiff University are consistently in demand to provide services, inform practice, excite interest and influence understanding of the historic environment and all staff are committed to bringing the results of their research to a wider audience. The department has championed the importance of publicly engaged research since the 1960s when Atkinson was filmed digging Silbury Hill and Alcock directed the South Cadbury project. We impact on the outside world by:</p> <ul style="list-style-type: none"> • changing people's understanding of the past through new discoveries, popular writing, interactive experiences and media performances • providing professional heritage services to outside contractors • influencing government policy towards the Historic Environment. <p>A good example of knowledge transfer was the excavation at Caerleon (Guest) in 2011. This was planned to maximise contact with the public from the beginning and had 61 volunteers, over 9K visitors and generated worldwide interest, logged in the 20K blog hits, 41K Facebook interactions, 471 Twitter followers and an audience of over 500k who, in the first weekend, viewed an online interactive digital reconstruction. Guest has delivered 15 public talks on his work and the excavations featured in a <i>Time Team</i> episode, <i>Digging for Britain</i> (BBC2) and in the <i>Story of Wales</i> (BBC Wales). A popular pamphlet <i>Lost City of the Legion</i> has been widely distributed to the general public (3000 copies).</p> <p>Other examples of popular writing include <i>Ancient Uists: Exploring the Archaeology of the Outer Hebrides</i> (2008), an initiative of Comhairle nan Eilean Siar based on the results of a long-term field project on South Uist, Western Isles, and which is on sale in all the Tourist Offices on the islands.</p> <p>Creative activities that use the past to stimulate artistic responses have become a major conduit for impact. The artist Paul Evans works closely with Mulville on human/animal relationships (see case study 2), and participated in Mills' work at Măgura, Romania and the CAER Heritage Project, Cardiff. Lane's excavations at Llangorse, Powys, inspired the production of an HLF funded opera, <i>Island of Glass</i>, by Theatr Soar in 2013.</p> <p>Contributions to regional and national media. Aldhouse-Green, Whittle and Sharples appeared on the BBC2 series <i>The History of Ancient /Celtic Britain</i> broadcast in 2011. Many have appeared as specialist commentators on <i>Time Team</i> and contributed to ITV's <i>Britain's Secret Treasures</i> series. Aldhouse-Green makes regular appearances on television programmes, including <i>Human Sacrifice</i>, <i>Cold Case</i>, <i>Tony Robinson's Superstitions</i> and <i>The Last of the Druids</i>.</p> <p>Professional services include the Cardiff Conservation Services (Parkes), which provides an essential facility for conservation in Wales and has received Cadw funding since it was established in 1993. Between 2008-2012 this provided services worth £155K to archaeological units, museums and heritage organisations throughout Britain. The Osteoarchaeological Research Group (Mulville) and the Graphical and Digital Illustration Unit (Dennis) also provide services for regional and national bodies, such as Oxford Archaeology, Amgueddfa Cymru - National Museum Wales (ACNMW) and Cadw.</p> <p>The Materials Research Group helps develop policy in the museum sector. Watkinson was a member of the Heritage Science Forum Steering Committee implementing the House of Lords Report on Heritage Science and now serves on the National Heritage Science Forum Transitional Board. Henderson is on the Welsh Government's Museums Strategy steering group and is a Trustee of the Welsh Federation of Museums and Art galleries. Henderson has developed projects with Welsh National and regional museums to examine Welsh national costume and as the co-investigator, <i>Taxonomy and Taxidermy</i>, is leading research on the natural science collections in Welsh museums.</p> <p>The principal research areas (see Environment Template) with impact are <i>Fieldwork and Data Collection</i>, <i>Materials Research</i>, and <i>Human and Animal Lifeways</i>. The <i>Fieldwork</i> group's new discoveries at excavations generate intense public and media interest; e.g. work at Ham Hill was reported on the BBC's <i>Today</i> programme. The <i>Materials Research</i> group has well established commercial contracts with external companies and is also where policy issues are most often addressed. The <i>Lifeways</i> group has developed a series of challenging and innovative approaches</p>
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to rethinking our understanding of the relationship between humans and animals (see case study 2). Additionally, research within the thematic groups, *Built Environment* and *Chronologies*, has involved significant partnerships with national bodies, such as English Heritage and ACNMW which have received substantial funding (see Environment template).

b. Approach to impact

We believe in enhancing long-standing relationships with external audiences and beneficiaries and achieve this via a two-fold approach. We translate our research into impact by: (a) extending the reach of our research to non-academic audiences, and (b) working closely with national and regional organizations in the heritage and culture sector to ensure that they are fully aware of the results of recent research. All promotions take into account Innovation and Engagement activity and the University has recently agreed to support a pathway to promotion that is based on strength in this area. We work to support and enable impact through the following mechanisms:

The School has put in place both **infrastructure and personnel** to enhance impact. This includes a Director of Innovation, Impact and Engagement who coordinates initiatives and a designated academic member of staff, responsible for developing opportunities. The Director of Research disseminates information on impact opportunities and works to capitalize the impact potential of staff research. These activities are supported by a 0.8FTE administrator who communicates staff research through events, in-house publications, social media and newspapers.

Internal sources of competitive impact funding (£8K per annum) provide **strategic investment** opportunities, in addition to funding for travel to meetings and the collection of evidence. Additional university funding of £20K in 2012 stimulated the development of the CAER heritage project, and resulted in successful applications for AHRC funding (£100K) in 2013. Mulville also acquired funding from the AHRC student-led initiative (£3.5K), and the *Islands in a Common Sea* project benefited from the AONB sustainability fund (£45K). We managed an AHRC funded (20K) postdoctoral researcher researching how to measure and enhance Cardiff University's engagement activities.

Dissemination and the co-production of research: The School has facilitated community participation and co-production of research based around our distinctive specialisms in the work at Caerleon (2008-11), Cosmeston Medieval Village (2007-11), Ham Hill (2011-2013), and the CAER Heritage project (2013). *Future Animals* was a partnership project with ACNMW and Techniquet (a science exploration centre) that was Beacons-funded, a RCUK initiative to promote public engagement. There were high-profile public lectures (Mulville presented at TEDx Cardiff, an international conference designed to develop world-changing ideas) and numerous invitations onto media discussions (e.g. Aldhouse-Green and Hines on BBC R4 *In Our Time*). Staff have organised important public events, such as the Archaeological Festival (Current Archaeology conference 2009) designed to bring together academic and non-academic audiences.

Consultation and guidance for key stakeholders: The School supports staff participation in bodies outside academia. For example, Sharples is vice-president of the Prehistoric Society and has contributed to The Maritime and Marine Historic Environment Research Framework, Stonehenge and Avebury Revised Research Framework, and the Medieval and Iron Age panels of the Scottish Archaeological Research Frameworks. Guest is on the committee of the Society for the Promotion of Roman Studies and was a Trustee of the Glamorgan-Gwent Archaeological Trust. Henderson is a trustee of ICON. A database of activities undertaken by staff allows the School to identify impact potential. Madgwick is a committee member of the Association for Environmental Archaeology.

Institutional facilities, expertise and resources in the University extend the support available from the School. Humanities Connect, a forum for promoting research, provides opportunities for knowledge exchange and coordination for impact activities. The University Community Engagement Team provides support to staff to promote their research: for example, via media and press releases, public talks (e.g. Aldhouse-Green's work on Celtic religion), or dedicated events. Success in gaining Beacon for Wales funding provided a further mechanism to build capacity in knowledge exchange and impact, by facilitating partnerships, contacts and good practice (e.g. Mulville *Future Animals* and Hines' work at Cosmeston). We also work closely with REACT and CEWN (AHRC-funded Hubs for the Creative Economy).

Training for Impact is provided through impact workshops on skills related to knowledge

exchange; for example, in speaking to and writing for the traditional and social media, evaluation strategies to help them develop expertise in these areas. AHRC funding has been used to develop an online best practice toolkit for working with community groups. The training embedded in our 'SHARE with Schools' programme is targeted at both postgraduate and undergraduate levels. Mulville is a National Co-ordinating Centre for Public Engagement (NCCPE) ambassador, and both Mulville and Madgwick are STEM ambassadors, as are many PGs.

c. Strategy and plans

The principal strategic objective is to enable staff to maximise the impact of their research, outside the academic arena, by providing the resources, support, training and facilities that will enable them to realise the potential of their work. This will be achieved by:

- **Embedding impact into teaching** with a new 'Communicating Heritage' module and develop PGT/R research culture; for example, through the ESRC Wales Doctoral Training Centre and AHRC BGP2 programme.
- Encouraging and enabling ECRs to **enhance media skills** through participation in university training courses and development of contacts and opportunities.
- Using the **appraisal** process to ensure that impact activities are fully endorsed by staff who understand that these activities are beneficial to their career.
- **Enhancing training** for staff in impact; for example, by supporting more staff to become NCPPE and STEM ambassadors, to develop further pathways to impact.
- Enhancing and extending our **relationships with external organizations**. Within Wales we have initiated regular (bi-annual) meetings with Amgueddfa Cymru - National Museum Wales and Cadw to discuss ongoing projects and inspire future developments. Outside Wales we will build on existing contacts with other National Heritage organisations in Britain and Europe.
- **Increasing funding** for impact initiatives by capitalizing on existing successes (e.g. AHRC Connected Communities, CEWN) and untapped resources (e.g. through REACT and the Heritage Lottery Fund) to further develop existing projects (e.g. CAER Heritage Project).
- **Developing new audiences and partnerships**, for example by creating an annual programme of events and activities (such as speed networking) around key themes that bring staff and external beneficiaries together.
- **Building on the success** of existing projects – for example, by involving more staff and students in the 'SHARE with Schools' programme and targeting Communities First schools to improve skills and shape curricula.

d. Relationship to case studies

The two case studies selected are representative of some of the impact-related activities undertaken.

Watkinson's work on the ss Great Britain showcases the long-term research of the *Materials Research* Group into the decay of iron. The project aims to set standards for all museum collections of iron that are based on replicable scientific evidence and demonstrates the strength of the close working relationships the department has built up with major Museums and Heritage organisations throughout Britain.

Mulville's uses her osteological and scientific research on animals to reconfigure public understanding of human animal relationships. She provokes individual reflections on these important relationships through a series of workshops, exhibitions and media interventions, many of which target non-traditional venues and audiences, e.g. her work at music festivals. She has developed important relationships with creative artists, scientists, musicians, re-enactors and craftspeople.

Both projects build upon high-quality research, are integrated in the delivery of teaching, and have had the resource investment to maximise the potential of their reach and significance. The relationships built up in these projects have been developed by other projects; e.g. the artist Paul Evans, initially brought in as an artist in residence, has now undertaken work reacting to our research on the origins of the early Neolithic in Romania and the Iron Age hillfort at Caerau, Cardiff.