

Institution: University of Glasgow
Unit of Assessment: 17B - Geography, Environmental Studies and Archaeology: Archaeology
<p>a. Context</p> <p>The impact of Archaeology at the University of Glasgow (UoG) is wide-reaching with an established pedigree in European and international battlefield and landscape research and strong expertise in and commitment to shaping Scotland's historic environment.</p> <p>Our global reach is demonstrated through the development of the multidisciplinary European Network for Archaeology and Integrated Landscape Research that uses our research to <u>provide policy-relevant research across international borders</u> – and the work of the Centre for Battlefield Archaeology that is active across a number of international fields of conflict with a wide range of research users. Complementing this, our deeply held commitment and contribution to <u>shaping and informing Scottish archaeology</u> – with key users being the agencies and organisations that shape it – is demonstrated in our engagement with the Scottish Archaeological Research Framework (ScARF, 2008-12 – see http://www.scottishheritagehub.com/). Nine staff and a number of postgraduates and honorary staff were represented on the various panels – eg, Driscoll was a member of the Steering Group and three panels were co-chaired by UoG academics (Brophy (Neolithic), Dalglish (Modern) and Jones (Science in Scottish Archaeology)). Our staff hold senior roles in the main governmental organisations with oversight of the historic environment: Huggett was appointed a Commissioner to Royal Commission for the Ancient and Historical Monuments of Scotland (RCAHMS) in 2010 and Driscoll joined Historic Scotland's non-executive board in 2012.</p> <p>We direct our research and research know-how to <u>provide support and expertise to a wide range of governmental, non-governmental, charitable and voluntary organisations</u>, as well as professional period-based and methodologically-focused archaeological groups – including Historic Scotland, RCAHMS, the Society of Antiquaries of Scotland, the National Trust for Scotland and Forestry Commission Scotland. Regional and local organisations with which we work include Glasgow Archaeological Society, Perth and Kinross Heritage Trust, and Arrochar & Tarbet Community Development Trust. We supported the planning and creation of two new spin-out archaeological companies in 2011 – GUARD Archaeology Ltd, and Northlight Heritage – both developed from our former in-house unit, GUARD.</p> <p>All our fieldwork projects have <u>public engagement</u> at their heart – eg, the Strathearn Environs and Royal Forteviot (SERF) project (Brophy, Campbell, Driscoll, et al) has involved local and regional communities since 2006 through an on-going programme of public lectures, fieldwork training and training events, excavation open days, hands-on artefact displays, 'Big Dig'-style events, social media and blogging, and the production of a popular booklet widely distributed in the areas. Our public commitment underpins our <u>engagement with the media</u>, ranging from <i>Time Team</i> specials (Pollard and Banks), expert contributions to programmes on Scottish archaeology (Brophy, Campbell, Driscoll, Hanson, Pollard) and to series such as BBC 2's <i>The Great British Story: A People's History</i> (Driscoll). Public lectures and talks are given to a wide range of community groups, archaeology and heritage societies and general public audiences across Scotland and the UK, as well as internationally – eg, Ireland, Sweden, Cyprus. These include lectures for the <i>Year of the Homecoming</i> (Campbell), <i>MacBethfest</i> (Driscoll), the <i>Glasgow Museums Framework for Local History and Archaeology</i> (Driscoll, Finlay, Hanson), the Glasgow Archaeological Society's 150th anniversary. Overall Archaeology at UoG is distinguished by these carefully stewarded connections, collaborations and contributions.</p>
<p>b. Approach to impact</p> <p>Our impact activities demonstrate reach: geographically across Scotland, the UK and globally; and, institutionally across a wide range of beneficiaries in the heritage, policy, education and community sectors. Their significance is evidenced by the depth of our engagement with particular communities and groups, and the degree to which individuals have been sought out to provide expert advice. Our approach to impact is informed by a re-evaluation of the UoA's research strategy post-RAE 2008 and adjustments in the light of UoG's 2020 Global Vision and Knowledge Exchange Strategies that led us to focus on the importance of promoting archaeology in Scotland by encouraging national and international collaboration across a wide range of organisations and individuals, and the importance of contributions to disciplinary agendas and government policy. These are key aspects of the College of Arts' (CoA) Knowledge Exchange (KE) Strategy. This led us to prioritise the following objectives: <u>creating and interpreting cultural capital</u> by means of knowledge exchange and public engagement; <u>contributing to policy debate, development and</u></p>

Impact template (REF3a)

implementation by working with the heritage sector and other relevant stakeholders locally, nationally and internationally; and, embedding systems of support for maximising the impact of our research, including targeting resources toward this work. Our contributions to these areas represent a significant advance for the UoA over the past five years. This approach requires the following mechanisms:

- Identifying and supporting impact is an important aspect of the annual Performance and Development Reviews for staff. The CoA's appointment of a Business Development Manager as part of its KE Strategy has encouraged increased engagement with private, public and third-sector organisations. The CoA Business Development Office supports KE activities through initiatives such as: Industry Day, which introduced private and public sector organisations to researchers in the CoA – archaeology champions one of CoA's eight KE themes (heritage); a CoA KE magazine *Reach*, <http://www.gla.ac.uk/colleges/arts/knowledge-exchange/newsletter>; a KE blog <http://www.keblog.arts.gla.ac.uk/>; and, a fund to support KE initiatives. Advice from CoA and from the UoG Research, Strategy and Innovation Office has facilitated the development of a number of projects – eg, the development of multidisciplinary partnerships associated with the practice-led landscape research of Dalglish and Brophy. At CoA Industry Day (2013) we showcased partnerships and research expertise, highlighting our contributions to national and local policy development, and media and public engagement locally through our work at Govan, and internationally on battlefields, and in landscape practice and policy.
- Providing advice and input into policy and practice is a feature of our approach to impact. We make significant contributions to the management and oversight of the functions and activities of Historic Scotland and RCAHMS (Huggett and Driscoll). We engaged in developing the business cases around the proposed Historic Scotland/RCAHMS merger, contributed to shaping the new Scottish Historic Environment Policy Review, and are reviewing the associated draft legislative processes. Similarly, Banks and Pollard developed and drafted the Scottish Historic Environment Policy on battlefields, and Driscoll has engaged with local authority regeneration policy in association with Govan Workspace and Glasgow City Council. At the European level, Brophy and Dalglish contributed to the Council of Europe workshop for implementation of the European Landscape Convention. In addition, as noted above, the UoA engaged closely with the ScARF. This work continues as panel reports are reviewed and updated and as projects are developed using the Framework, such as the RCAHMS-led collaborative project *Source to Sea*, a five-year project focused on the River Clyde.
- Embedding impact across our research has been integrated into project design. It has been fundamental to the success of SERF (Brophy, Campbell and Driscoll), attracting Historic Scotland funding to support fieldwork and outreach programmes in Dunning and collaboration with Perth and Kinross Heritage Trust on the production of popular booklets. The *Discovering Dumfries and Galloway's Past* project (Jones) was part-funded by the Scottish Government's Links between Activities Developing the Rural Economy programme, employing a Project Development Officer to set up community-based non-invasive fieldwork and outreach projects in collaboration with local societies, museums, local interest/community groups, as a means of encouraging greater public participation and interest in the region's past.
- A key approach to facilitating impact is through our commitment to the support of archaeological businesses and organisations. Our engagement with the creation of two new spin-out archaeological companies with their very different emphases – GUARD Archaeology Ltd. and Northlight Heritage – proved to be highly successful and, as external SMEs with which we have close links, they have also increased our options and opportunities for grant capture and consultancy work. This has been evidenced in the work on Govan Old Parish Church (Driscoll/Northlight Heritage), the Western Front and Bannockburn battlefield projects (Banks and Pollard/GUARD Archaeology Ltd), and the Royal Society of Edinburgh-funded *Transforming Practice* project (Brophy and Dalglish/Northlight Heritage) out of which grew the European Network for Archaeology and Integrated Landscape Research, the Carnegie-funded *Cultural Heritage and the Implementation of the European Landscape Convention* project and an FP7 bid for the *Sustainable Integration of the Rural Cultural Landscapes of Europe* project. We play a strategic role in the councils, steering groups, and committees of a wide range of local societies, national bodies and charitable organisations within archaeology and the broader heritage sector in Scotland and beyond. This has included representation on and contributions to, among others, the Society for Post-Medieval Archaeology, Archaeology Data Service, Royal Archaeological

Institute, Prehistoric Society, Society of Antiquaries of Scotland, Archaeology Scotland, Science Committee of the British School at Athens, as well as a host of regional and local bodies. Frequently these engagements lead to developing new programmes of work and associated impact: for example, contributions to the Whithorn Trust Research Committee helped to develop the community-based *Machars Archaeology Project*, while work with Glasgow City Council and local development agencies has supported the redisplay of medieval sculpture in Govan Old Parish Church, both in areas of social and economic deprivation.

c. Strategy and plans

Our impact strategy remains focussed on the development of local, national and international collaborations across a wide range of organisations and individuals, contributing to disciplinary agendas and government policies. We will achieve this by meeting these goals:

- shaping international, European, Scottish, regional and local agendas for the historic environment, by supporting staff to continue their commitment in these areas and by mentoring and directing resources – such as targeted teaching buy out and seed funding – to support wider engagement with policy development at all levels.
- pursuing programmes designed to create legacies from our research for the public, schools and other organisations. Plans include the development of the SERF project to extend community participation and to support community-based Heritage Lottery Fund (HLF) grant applications in relation to the potential development of heritage sites. Similarly, an HLF bid associated with the Govan Old programme aims to reconfigure the church as a resource centre for the presentation and study of early medieval sculpture. Community engagement will become an increasingly major aspect of our work, from investigating battlefields to supporting the development of heritage centres. Plans include the pilot *Parkhead and Dalmarnock Community Heritage Project* (Given) which contributes to local empowerment and community development by engaging people with their local heritage through oral histories, exhibitions, open days, and school activities. Similar developments are in train in collaboration with UoG's Glasgow Refugee, Asylum and Migration Network (GRAMnet) (Given). A recent contribution to the Forestry Commission Scotland's Curriculum for Excellence (Level 2) book: *Wolf Brother's Wildwoods: Imagining Mesolithic life in Scotland's forests and woodlands* (Finlay) demonstrates how we can develop impact within a school learning environment. We aim to broaden the range of impact – eg, the *Cide Archaeological Project* (Glatz) engages with local communities in its fieldwork activities both to inform residents and to benefit from local knowledge, and plans are developing in relation to the *Sirwan/Upper Diyala Regional Project* in Iraqi Kurdistan.
- supporting and mentoring staff in the development of KE and engagement with the media. Sharing existing expertise across the UoA is an essential element of our planning, given its importance as a means of outreach and impact: we estimated in 2011 that the Advertising Value Equivalent for the newspaper coverage of the SERF project was at least £120,000, based on column centimetres and newspaper rate cards. Pollard and Banks initiated widespread television and media coverage of battlefield archaeology which will continue through the coming memorials up to 2018, and they provide a wealth of expertise on which to build.
- supporting our postgraduate community in developing its own impact. A significant development has been the creation of the 'Love Archaeology' magazine and social media which reaches a large international audience. Other examples include the development of a programme of school visits and field trips which informed the redevelopment of the Roman exhibits in UoG's Hunterian Museum. Students have been instrumental in community archaeology projects as part of the SERF outreach programme and have worked with communities and organisations nationally, ranging from metal detector groups to local historical societies.

d. Relationship to case studies

Our two case studies – the promotion of Govan's status as an early Christian site and its contribution to regeneration (Driscoll) and the identification, excavation and preservation of battlefields (Banks and Pollard) – demonstrate the local, national and international dimensions of our approach to impact and show how the UoA seeks to support that impact. Both studies highlight our emphasis on fieldwork as underpinning impact and the significance of our advocacy roles which lead debates on conservation and the preservation of cultural heritage and support policy development and change. Both demonstrate the value of public and media engagement, and the way in which impact feeds back into research, again highlighting the training, resources and other support for this work available within UoG.