

Institution: University College London
Unit of Assessment: 17A - Geography, Environmental Studies and Archaeology: Archaeology
a. Context

UCL's archaeological research is based at the Institute of Archaeology (London), and at our new campus in UCL-Qatar. Our research delivers numerous benefits to a wide range of core user groups. Work on the theory and practice of community and development archaeology has benefitted **local communities** in many areas of the world in which we conduct fieldwork, through its use to enhance tourist experiences and increase visitor numbers, to contribute to identity-building by raising awareness of cultural heritage, and to inform local planning decisions. We share our research in cultural heritage management, museum studies and the use of new digital media with **cultural heritage professionals and policy makers** internationally, via workshops, meetings and publications, including consultancy work. This enables us to support innovation and best practice in museum conservation, exhibition design and display, and to improve the conservation and interpretation of archaeological sites open to the public. Our Centre for Applied Archaeology provides vital services to **local authorities and developers in the UK and overseas**, including undertaking surveys and excavations in advance of development to mitigate destructive impacts on cultural resources and to enhance awareness of the nature and potential value of those resources. **Audiences in London and its environs** have benefited from our leadership in developing and maintaining community archaeological fieldwork in and around the city; our commitment to involving diaspora and source communities in the management and interpretation of transported elements of their cultural heritage; and our work with London schools whose pupils we introduce to archaeology in open days and community outreach projects. Our broad scholarship and research-based subject knowledge has allowed us to provide **teachers and museum educators** with resources aimed at specific age and subject groups. We have also developed less traditional partnerships with **health professionals**, who have used our research on the therapeutic benefits of object handling to enhance patients' subjective wellbeing. We are providers of specialist CPD scientific training for **UK and overseas archaeologists** who have benefited from our workshops and short courses, and our authorship of market-leading archaeological textbooks and lab and field manuals. A '**general public**' has benefited from dissemination of our primary research results in traditional broadcast and new digital media; interpretation of larger processes of social, economic and environmental change on TV, radio and the internet (as narrators/ interviewees or as technical consultants, drawing on our scholarly knowledge); dissemination of research in our Open Access journals, on our websites, and our in-house archaeological magazine. The opening of our campus in Qatar in 2012 extends our reach geographically as we export our expertise in fieldwork, archaeological science, conservation, museum studies and cultural heritage to achieve impacts in these areas with new **education and museums-sector partners in the Arab and Islamic world**.

b. Approach to impact

Our staff take a targeted and tailored approach to interacting, engaging and developing productive working relationships with the audiences identified above. Our relationships with local communities are developed through our **involvement of community groups in archaeology and cultural heritage projects**, both in the UK and overseas (case study 17A-GRA). We have developed the principles of community archaeology in our books and in a pioneering journal (*Public Archaeology*) that we edit in this field, the readership of and contributors to which include non-academic practitioners; we view **non-academic publications** as important pathways to community archaeological engagement. Community archaeology has also been central to our approach to engaging with and providing benefits for our audiences in London and its environs, to whom we have provided leadership through projects such as the Thames Discovery Project (case study 17A-MIL), the Hendon school dig (2006-present), the Time Cheam pottery workshops (2010-12), and the Hertfordshire 'Connecting Communities' project (2012-present). We also engage with London-based and wider diaspora and source communities **through co-research interpreting displaced material culture** of high symbolic significance to those communities. Examples include our conservation and interpretation of the Hinemihi Maori meeting house in Surrey (case study 17A-SUL) and co-curation of a temporary exhibition at the British Museum in 2013 on the 'Sowe Mask - Spirit of Sierra Leone' (case study 17A-BAS). In 2013 we hosted an international conference on ancient Egypt and object diasporas in which Egyptian professional colleagues were invited to open and steer the discussions, aiming for practical policy outcomes.

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The Institute's **Centre for Applied Archaeology (CAA)** is a research and support division founded in 2006 to encourage **research and innovation in professional archaeological practice** and to build links between commercial practice, academic research, and local communities. The CAA is involved with archaeological work in 14 countries. Its contracts division, Archaeology South-East, enables us to use our specialist skills in archaeological project management, surveying, materials analysis, historic buildings, environmental impact assessment, public archaeology, and various other areas of technical competence to benefit local authorities and developers.

The **transfer of key research findings and specialist expertise** likewise underpins our engagement with cultural heritage professionals and policy makers in the UK and elsewhere (case study 17A-WIL). We regularly organize events and courses relevant to heritage professionals and we undertake **consultancy activities**, including research on museum visitor preferences and behaviour, for institutions in the UK, USA and elsewhere. The UCL Centre for Museums, Heritage and Material Culture Studies, in which Institute staff play leading roles, organized in the REF period ten short courses for museums professionals in partnership variously with the British Museum, the Horniman Museum, UCL-Qatar, Qatar Museums Authority, and others. Our engagement with this sector involves us in **entrepreneurship**. Ubiquity Press, founded in 2008 with support from UCL Advances, UCL's centre for entrepreneurship and business interaction, publishes open access peer-review journals in archaeology and heritage studies (among other fields). The CAA leads the EDUCCKATE project (2013-14), bringing together four European universities, five businesses and two training organizations to support 105 established Cultural and Creative Economy entrepreneurs as mentors to train the next generation. Local and national entrepreneurs are a demographic with whom we previously had relatively little contact.

To transfer our fieldwork and lab-based expertise through **provision of relevant training**, we hold regular **short courses and CPD events** both on and off site; the CAA is particularly active in this field. Much of this support is provided to professionals in the UK, but the CAA also supports partners across the developing world. In addition, we are leaders in **authoring textbooks and laboratory manuals in archaeological methods and techniques**, including seven of CUP's market-leading *Cambridge Manuals in Archaeology* series. These widely-used reference handbooks are designed for an international audience of professional archaeologists and archaeological scientists in universities, museums, research laboratories, field units and the public service. Since 2008 our staff have authored one new Manual (Waldron) and revised another for a new edition (Orton); a new edition of a third (Macphail) is expected to appear in 2014. Then-staff member Flatman (left UCL 2012) authored *Becoming an Archaeologist: A Guide to Professional Pathways* (CUP, 2011), voted Book of the Year 2012 in the Current Archaeology Awards.

As well as providing professional training, the Unit shares its expertise with other non-HE educators such as schoolteachers and museums educational professionals, to whom we deliver benefits particularly through **engagement events and our development and provision of reusable teaching and learning resources** (case studies 17A-STE and 17A-CHA). We have, for example, engaged with several hundred school pupils in London since 2008 through a programme of open days, Taster Days organised by U. of London (not directly linked to recruitment and more about subject awareness), and through our participation in careers fairs. Our museum loan boxes have reached about 2,000 external visitors/users during the REF period, and other external loans reach yet higher numbers (for example, 86 objects loaned in 2011 to an art installation in Nottingham that had 46,000 visitors). The CAA also advises external partners on outreach and education policies and provides outreach events and educational resources for communities and schools.

Finally, we share our research findings with a broader 'general public' through **media engagement activities** intended to build broader public awareness of, and engagement with, our research. We work with the broadcast and print media and use our own public-facing in-house journals *Archaeology International* and *Present Pasts* to share research findings. We have recently begun using **social media** such as Twitter to announce paper uploads to UCL's open access repository (UCL Discovery); we have also redesigned our website and various project websites to enhance their interest to and usability by external visitors, and have made podcasts – for example of our 75th Anniversary Debates and of our conference on Archaeology and Development (both 2012) - available online.

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The agility and success of our approach to engagement with external partners is evidenced by grants awarded by the European Commission (DG Education & Culture) for the EDUCCKATE project (2013-14); by the AHRC's Connecting Communities scheme for the Hertfordshire community archaeology and archives project (2012 and 2013); by the AHRC for 'Crowd & Community-fuelled Archaeological Research' (2013-15); by the HLF for the Thames Discovery Programme (2008-2011; see case study 17A-MIL); and by university-industry studentship schemes (e.g. three new AHRC Collaborative Doctoral awards with the British Museum in the REF period). Staff/postgraduate meetings with speakers from the heritage industry and from UCL's central public engagement and impact teams have been organized to raise awareness of the impact agenda, and to discuss and debate the Unit's approach to establishing credible and workable models of best practice. A series of high-profile 'Question Time'-style debates was organized in 2012, discussing the future of public archaeology with specialists in the private and public sectors including print and TV journalists and editors. We have **supported and enabled staff to achieve impact** from their research by creating co-ordination and leadership roles within the unit; putting in place a support and reward structure for staff who play key roles in developing impact case studies; and developing and implementing appropriate impact measurement systems and procedures. A working group was formed in 2012 to manage the design and delivery of impact-related activity associated with existing and future grant-funded projects, and new 'Impact & Public Engagement Champions' have been appointed in 2013 from the academic staff, the academic-related staff, and the Library staff with briefs to lead in relevant aspects of the development of our impact strategy. The CAA's Director is one of UCL's Knowledge Transfer Champions, and the CAA has also appointed in 2013 a Public Engagement specialist. IoA staff who provide role models in developing and documenting beneficial impacts as outcomes of their work are eligible for a substantial workload tariff, support by relevant members of the IoA administrative team, and financial support in evidence-gathering. Wherever appropriate we put these staff forward for UCL's recognition in its Public Engagement awards scheme, and we encourage staff to include impact-generation as part of their portfolio of achievements when preparing cases for promotion.

Analysis of our activities has allowed us to identify the main groups of non-academic beneficiaries outlined above, and this has, in turn, supported our identification and development of effective, targeted modes of interaction with each. Our use of **institutional facilities, expertise and resources** has also supported our broader approach to impact. Notable examples of such support include our collaborative development of the EDUCCKATE project and of Ubiquity Press with UCL Advances and UCL Enterprise, and our work with UCL's Public Engagement Unit to increase media impacts and with UCL Discovery to increase the impact of our research publications.

c. Strategy and plans

The work we undertook in 2012-13 to classify our main groups of non-academic beneficiaries has allowed us to identify effective modes of interaction with each group; over the next five years, we plan to capitalise on this, and on existing public engagement and knowledge exchange activity not only to deliver outstanding short-term impacts but also to build long-term collaborative relationships with key external partners, to ensure sustainability and continuity. The EDUCCKATE project, for example, will be used to sustain and enhance our impact among **cultural heritage professionals and museum educators** by training 21 members of the academic staff of European universities so as to incorporate lessons learned from the project into future taught degrees in the cultural and creative industries. We also plan to capitalise on the opportunities offered by that project to maintain and extend our burgeoning engagement with local and national entrepreneurs as a new group of research users. The CAA will develop further pathways to impact by consolidating results from its **applied archaeological work** into regional syntheses structured by clear and engaging narratives. In England, we will use our extensive existing programmes of **community archaeology** to expand local networks of amateurs, particularly among those monitoring the archaeological impacts of coastal erosion. Further afield, we plan to develop our influence on **regional heritage policy and community engagement in the Arab and Islamic world** through our new campus at UCL-Qatar. In addition, we will engage more widely and intensively with a **broader set of online audiences** by expanding our use of social media, including Twitter and podcasts, and by playing a more active role in the Wikipedia editing community in our subject areas.

The remit of the working group formed in 2012 to manage the design and delivery of impact-related activity associated with existing and future grant-funded projects will, in future, particularly include

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compiling and distributing guidance on best practice in - and on sources of specialist support for - impact-producing activity. The group has already defined our public engagement policy. We anticipate that this group will provide leadership in embedding impact more widely in the Institute's culture; pragmatically, we must identify, plan and manage a fresh set of model impact case studies involving each of our core user groups, but we aspire to more widespread culture change in UCL Archaeology to encourage the achievement of beneficial social and economic impacts from our research. The group will compile and maintain central databases and workflow charts for impact-related activity in new and existing research projects, and for logging impromptu public engagement activity. The working group will also be tasked with developing and implementing appropriate **impact measurement systems and procedures**, including website visitor tracking, museum exhibition visitor-led evaluation, assessment of science news impacts from analysis of blog commentaries and re-tweets, and structured community impact logbooks for fieldwork projects. Selected staff will receive **appropriate, on-going training and support** to establish a skills base for such quantitative and qualitative monitoring and evaluation methods, and we plan to take a lead role within the UK in this area. Working groups have also been formed to develop the unit's leadership roles in Heritage Policy, and in Research Communication (including digital and audiovisual media).

We will **continue to provide research leadership** in the fields of public and community archaeology and cultural heritage policy, including editing and publishing conventional and Open Access academic journals, organizing and publishing international conferences and workshops, securing grant funding in community-led or impact-oriented RCUK thematic schemes, and authoring research articles and monographs. In particular, as we work with UCL to develop leadership in **Open Access publishing**, we plan to expand content and readership to involve a wider range of our key non-academic audiences.

d. Relationship to case studies

The seven case studies illustrate our main pathways to impact through engagement with our core user groups. Analysis and refinement of each of them has helped us to develop our current strategy. *Thames Discovery Programme (TDP, 17A-MIL)* exemplifies our community archaeology approach, supporting **local communities** researching their own cultural heritage (for *TDP*, this also means engaging with **audiences in London and its environs**). *Lamanai* (Belize, 17A-GRA) and *Merv* (Turkmenistan, 17A-WIL) brought employment and other social and economic benefits to **local communities**, helping through excavation and survey, conservation and interpretation to enhance visitor experiences and increase visitor numbers. These three case studies also illustrate our pathways to impact through engagement with **local authorities and developers**: the underpinning research for the *TDP* has had impacts on planning policy for foreshore developments in London and elsewhere, the long-term involvement in Belize of the *Lamanai* fieldwork team has led to its involvement in planning policy advice on Ambergris Caye, and *Merv* has also led us to take a leadership role in developing UNESCO's transnational World Heritage Site listing policy for the Silk Road. These three case studies emphasised for us the important long-term nature of many of our role-model projects: all three are rooted in continuous histories of field research by our staff since the 1990s, and this investment has been key to building trust with external partners.

Hinemihi (17A-SUL) illustrates our pathway to impact through co-research with **diaspora and source communities** in the post-colonial era (including **audiences in London and its environs**), while *Reanimating Cultural Heritage in Sierra Leone* (17A-BAS) exemplifies our work with **cultural heritage professionals and policy makers** internationally to enable sustainable development of cultural heritage and identity-building resources overseas. These projects emphasised for us the importance of applying specialist skills in conservation and in critical heritage in dialogue with leaders and educators in inheritor communities, to ensure that conservation is participatory and that there is shared ownership of the process of interpretation.

Voicebox (17A-STE) exemplifies our pathway to impact through engagement with **school teachers**, and *Heritage in Hospitals* (17A-CHA) exemplifies our impact through engagement with **health professionals**. These demonstrated to us the importance of working in teams with experts in other fields (academic and non-academic), and of refining our approach by ongoing evaluative assessment, to ensure that we understand the needs for and ways of engaging with knowledge resources in our user groups (here, pupils and patients).