

<p>Institution: University of Manchester</p>
<p>Unit of Assessment: 17b (Archaeology)</p>
<p>a. Context</p> <p>Manchester Archaeology has developed a history of impact from research activities, and we continually aim for our work to contribute to wider society in spheres that range from community to national and international scales of impact. Drawing on our research expertise outlined in this submission, we have had impact in four key areas:</p> <ul style="list-style-type: none"> • Improving public access to, and understanding of, cultural heritage resources • Shaping policy development in both governmental and non-governmental bodies • Curation, conservation, and promotion of our unique and fragile archaeological record • Training of student practitioners for national and international careers within both commercial and public sectors <p>Our impact activities take place at a range of scales, including work with local communities (e.g. Friends of Whitworth Park, Manchester; Historic Hilton Trust, Scotland; Yikpabongo, Koma Land, Ghana; Tasmanian Aboriginal Land & Sea Council, Australia) and with both national (e.g. Historic Scotland, English Heritage, Council for British Archaeology), and international (e.g. Provincial Governor of Kahramanmaraş, Turkey; Cyprus Tourism; National Research Fund, Qatar) organisations. We actively disseminate our research through a combination of media work and public engagement events, in addition to our collaborations with a diverse spectrum of key user groups, including but not limited to heritage management authorities, government departments and non-governmental bodies, tourism & heritage promotion organisations, primary & secondary schools, community associations, museums and curatorial bodies.</p>
<p>b. Approach to impact</p> <p>Our commitment to impact is grounded in the conviction that meaningful influence on non-academic organisations, wider society and the archaeological environment derives from effective engagement between excellence in research and a diversity of user-groups. We aim to maximise the value of our primary research findings to users through the following approaches:</p> <p>Encouraging and supporting staff engagement with impact activities: We aim for staff to become leading proponents of user and public engagement, whilst also generating research of the highest international quality. Individual impact and outreach plans are formulated for all staff in annual Performance and Development Reviews. Early Career Staff are mentored in impact activities by an experienced staff member. We have a one-semester-after-six sabbatical leave policy and impact activities are now explicitly supported in sabbatical criteria and planning. For example, Jones' sabbatical (2012) developed her impact work with Historic Scotland on authenticity in heritage conservation (see case study), and Casella (2010) worked with the Tasmanian Parks & Wildlife Service to establish new heritage protection and tourist resources for Sarah Island, an Australian World Heritage listed site. Impact activities are further supported in our wider institutional context. The University's promotion criteria explicitly recognise knowledge exchange as one of four key criteria (along with research, teaching and service/leadership); for example, Richards' 2011 Professorial promotion drew on a combination of excellence in both research and knowledge transfer. Skills for impact practices are developed through the University's professional development programmes for staff and postgraduate students.</p> <p>Developing strong relationships with users of our research: Drawing from their research activity and expertise, staff provide policy advice to a range of domestic and international bodies in the public, private and NGO sectors including the Council for British Archaeology and Young Archaeology Club (Jones), English Heritage (Casella & Conneller), Historic Scotland (Jones & Richards), Ghana Museums and Monuments Board for UNESCO World Heritage application (Insoll), CONAF, Rapa Nui, Chile (Richards) and the Provincial Governor of Kahramanmaraş, Turkey (Campbell). Engagement and consultation work with indigenous groups and local communities also constitutes a particular strength of Manchester Archaeology, and staff enjoy close collaborations with the Friends of Whitworth Park (Jones, Giles & Cobb), the Bredwardine Community of Herefordshire (Thomas), the Yikpabongo of Koma Land, Ghana (Insoll),</p>

stakeholder faith groups of Al-Khamis Mosque, Bahrain (**Insoll**), the Kissonerga Community Council of Cyprus (**Crewe**), the Tasmanian Aboriginal Land and Sea Council, Australia (**Casella**), and the Narlı Community, Turkey (**Campbell**). We hold close links with museums, with our research incorporated into **Insoll's** partnership with The British Museum on the *Hajj* exhibition; **Campbell's** design of the permanent exhibitions at Kahramanmaraş Museum; **Giles' Lindow Man** and **Conneller's Ancient Worlds** exhibition collaborations with Manchester Museum; **Crewe's** production of a digital visitor resource showcasing excavations by **Casella, Crewe, Campbell**, and **Insoll** delivered in the *Ancient Worlds* gallery and through the associated website; and **Richards'** development of exhibition material for the Sebastian Englert Museum, Rapa Nui.

Targeting funding to facilitate impact: Since 2008, research funding has increasingly come from impact-related sponsors, including grants from government bodies, the heritage and conservation sources, charities and the private sector. This has helped to closely align our research with the needs of different audiences. Key exemplars are the Heritage Lottery Fund and Manchester City Council for the Whitworth Park Project (**Jones, Giles & Cobb** 2011 £41,700), Viking River Cruises for the Ardnamurchan Transitions Project (**Cobb** 2012 £10,000), Parks & Wildlife Service of Tasmania for the Australian Convict Experience project (**Casella** 2010 AUD\$15,000), the Wellcome Trust 'Peoples' Award' (**Insoll** 2013 £16,000), the Swedish Foundation for International Cooperation in Research and Higher Education (STINT) (**Thomas** 2009 £300,000 over four years) and British Embassy, Baghdad (**Campbell** 2013 £10,000).

Shaping current policy makers and the next generation of practitioners through our teaching, consultancy work, and PGR programmes: At all levels of our degree programmes, Manchester Archaeology delivers training that not only advances the promotion and protection of our fragile heritage resources, but also cultivates an appreciation of social responsibility and public outreach, and support the development of outreach skills through students' civic action and future professional careers. External consultancy is an important activity for Manchester Archaeology, with staff providing CPD materials (**Berg** 2010 on 'Cultural Material X-radiography'), professional training (**Jones** 2008 for English Heritage Inspectors of Ancient Monuments Group), and expert advice to governmental statutory bodies (**Casella** 2013-2016 appointment to the English Heritage Advisory Committee). Additionally, since 2008 our alumni have developed careers in commercial heritage (Marcus Brittain, Cambridge Archaeology Unit; Matthew Leivers, Wessex Archaeology; Robert Isherwood, Community Archaeology); and the public sector (Joanna Wright, British Library; Helen Kristmanson, Government of Prince Edward Island, Canada).

Preserving the past for the future: Dedicated curatorial and conservation work by Manchester Archaeology has translated our unique data sets and artefact collections into long-term public resources, available for future research and outreach/interpretation projects. Examples include the Alderley Sandhills Project Collection (**Casella** 2008-9, digital archive maintained by the Archaeology Data Service, artefact collection curated and exhibited by the Manchester Museum), the replica Bronze Age roundhouse of Kissonerga-Mosphilia, Cyprus (**Crewe** 2010, tourist attraction and educational resources curated by the local public authority), the *Domuztepe*, digital archive (**Campbell** 2012, maintained through the OpenContext/Alexandria Archive www.opencontext.org), and, in consultation with the Ministry of Culture of Bahrain, conservation of Al-Kharnis Mosque (**Insoll** 2012-13).

Adopting a wide range of venues and media for research dissemination: To communicate with potential research users and the wider public, we have used a range of public engagements and media activities to broadly disseminate our research. The University's Media Relations Office provides strong support, enabling the translation of our research results through a broad range of media outlets, with the 'Viking Boat Burial' of the Ardnamurchan Transitions Project (**Cobb**, 2011) generating 47 national and 37 international reports across broadcast and print media, the Ur Region Project (**Campbell**, 2013) attracting 37 national and 105 international reports, and the "World's First House" of Star Carr (**Conneller**, 2011) similarly featured in 38 national and 16 international items. Staff also contribute research to specialist media formats, with recent consultancy work commissioned by Bearkatt Productions/Channel 5 ("Bog Bodies," **Giles**) and BBC2 ("Sacred Wonders of Britain," **Thomas**). We also actively generate wider public activities, including project open days such as the Australian Convict Experience, Apr 2010 (**Casella**, 3,500 visitors); the Whitworth Park Project, Sep 2010 & July 2013 (**Jones, Giles & Cobb**, 1,600 visitors);

Impact template (REF3a)

construction of a replica settlement at Kissonerga-Skalia, Jun 2011 (**Crewe**, 70 participants); Rapa Nui excavations, 2009 (**Richards**, 1,000 visitors). Staff regularly deliver public lectures in partnership with key user groups, including events in Malta, Melbourne, and Prince Edward Island (**Berg** 2010), *Current Archaeology Live!* annual showcase at the British Museum (**Crewe**, **Campbell** and **Casella** 2010), the Prehistoric Society (**Giles** 2013), the Indian Museum, Kolkata, India (**Thomas** 2012) and the Chilean Embassy of London (**Richards**, 2011).

c. Strategy and plans

Impact beyond academia which yields economic, social and cultural benefits is one of the three central objectives of the University of Manchester's *2020 Vision* strategic plan. It also explicitly identifies social responsibility as another of these three key goals. To meet these aspirations, our strategy builds on existing strengths to further enhance our research through four principle mechanisms:

1) Enhancing our support mechanisms for impact. Rather than restricting our impact activity to consultation and dissemination, we will continue to embrace a reflexive and on-going integration between research and public engagement, with community interests and participation activities incorporated into the basic formulation of our research. To support this, staff undertake an annual Performance and Development Review that includes public engagement, knowledge exchange, social responsibility and research impact as key indicators.

2) Improving our avenues for research dissemination. We cultivate sustained relationships with specific professional organisations, NGOs, museums, and heritage and conservation bodies. By extending these long-term relationships we will continue to productively incorporate stakeholder concerns, needs and interests, increasing the impact of our research on heritage policy as well enhancing wider economic and cultural values.

3) Cultivation of an appreciation of Impact within our postgraduate community. We encourage students to develop the impact of their own research and provide opportunities for impact activities through regular participation in staff research. Such activity is monitored through the University's eProg on-line system, which requires regular reports on students' knowledge exchange and public outreach activities, and thereby supports an appraisal of their impact activity during formal supervision panels.

4) Expanding resources for impact development. A variety of institutional mechanisms offer vigorous support for impact-led research, with our efforts at development of the Centre for Archaeological Sciences supported through both the Faculty's Strategic Investment Reserve Fund (SIRF) and the University of Manchester Research Institute (UMRI), both of which explicitly identify impact and social responsibility as key agenda. We will prioritise identifying and utilising additional funding streams to enhance the resources we can draw on.

d. Relationship to case studies

Our two impact case studies intersect with our departmental strategies. **Jones'** sustained external relationships demonstrates that research and state heritage bodies may be mutually responsive, and thereby shape conservation policy, guidance and practice in the UK and beyond. This interactive approach links with our projects such as **Giles'** work with the Blackden Trust, where community workshops link her research to local artists and craftsmen. Similarly, as a result of his sustained relationships with heritage bodies, NGOs and stakeholders, **Campbell** has designed the Ur Region Archaeology Project to respond to the sensitive needs of the local heritage sector in post-war Iraq, while enhancing its available training and knowledge resources.

As an outstanding example of the public communication of research, **Richards'** work on the World Heritage landscapes of Neolithic Orkney reflects similarly vibrant community relationships reflected in other staff projects. Our research results are frequently incorporated into local museum exhibitions and tourist resources. Our projects also demonstrate the impacts generated by organic and sustained relationships with both local communities and indigenous groups.