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Institution: Queen Mary University of London (QMUL)
Unit of Assessment: English Language and Literature (D29)
a. Context

QMUL English is committed to an outward-looking model of humanities research. In the assessment period, we applied a conception of the 'public understanding of the humanities' to drive Department strategy, building on research findings to maximise impact on the wider community. We ensure that our research is integrated within, and a significant contributor to, a vibrant and innovative cultural economy, and we make full use of our location in east London, a centre of the capital's creative and cultural industries to achieve this. Since 2008, research income in excess of £5.0m has supported five major interdisciplinary research centres and two interdisciplinary research initiatives, including one devoted to knowledge exchange.

Our impact-driven research is guided by several principles: strategic communication of research outcomes in accessible, non-technical form; development of opportunities for encounters between researchers and the general public to share and explain ground-breaking research; and clearly defined programmes of public education in areas where the existing specialist research is difficult or obscure. The pursuit of impact is embedded in the design of research centres and departmental ethos; training programmes and mentoring schemes, supported by internal resources and external funds, aim to encourage researchers to find an audience beyond the academy. Working across disciplines, the Department's researchers have learnt to express and share research findings in an accessible dialogue with the non-specialist. With 45 members of staff (42.13fte) in the unit, this narrative demonstrates that 32 (76%) have engaged in impact and public engagement activities.

Our experience has shown that recognition of impact and its principles is an important precondition to its achievement. The Department has played a leading role in defining and applying the concept of impact to the humanities, both in practice and in regard to public policy. Evidence for this is demonstrated by the involvement of practicing researchers of international eminence in formulating AHRC policy with regard to the impact agenda in the humanities. Jardine (QMUL 1987-2012) served on the AHRC Council from 2003-07 and chaired the AHRC working party on the 'Public Understanding of the Humanities' in 2007-08, whose report established parameters for understanding impact in the humanities. Welch (QMUL 2004-12) was Programme Director of the £5.5m AHRC Strategic Programme, *Beyond Text* (management budget £494,536), whose remit included innovative conceptions of impact. Shiach (QMUL 1990-) is the PI of *Creativeworks London* (an AHRC knowledge-exchange hub), a strategic partnership between London HEIs and the cultural and creative economies, establishing an interdisciplinary, cross-sectoral network that acts as a strategic intermediary between arts and humanities research, creative business, and cultural institutions.

b. Approach to impact

The overall approach has addressed goals of strategic, outward-facing research alongside customary objectives of advancing fundamental knowledge, and explored collaborative modes of research supported by project-based grant applications. The dissemination of research findings aims at public benefit and cultural enrichment through (i) broadcast media (radio and television); (ii) commercial book trade; (iii) newspapers and popular press; (iv) new media; and by the engagement of cultural and creative industries in the research process, especially through: (v) museums and galleries; (vi) public lectures; and (vii) literary festivals. In section 'd' below, these encounters and processes are presented in outline form; the case studies themselves provide further and more detailed evidence. Our impact strategy was devised within the context of the 'Knowledge Creation' and 'Knowledge Dissemination' aims described in the *QMUL Strategic Plan 2010-15* (www.qmul.ac.uk/docs/about/32329.pdf). Institutional resources that helped to build connections to media and cultural industries include:

- 1. Creativeworks London** (established 2012): creates and encourages collaboration and exchange between academics and SME companies, organisations and individuals, to share learning, ideas and experience. QMUL English provides the administrative home and the PI (Shiach) of this major interdisciplinary collaborative network between arts and humanities researchers in 15 HEIs, cultural and creative business, and cultural institutions such as museums, libraries, and performance organizations. The three research areas explored by Creativeworks teams locate their three post-doctoral research assistants in the unit. To build capacity for the

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future of humanities impact, in its first full year, Creativeworks has funded (in the network) 26 creative vouchers, seven PhDs in residence and 10 creative entrepreneurs in residence.

2. **Centre for Public Engagement:** a major outreach initiative to encourage engagement with the public and to support researchers to identify and maximise impacts resulting from their work. As part of its RCUK Catalyst award of £300k to grow the culture of public engagement, it has funded (£8,730) the expansion of Brady's 'Archive of the Now', described in the case study 'Public Understanding of Poetry', augmented by £7,040 from QM Innovation Fund (July 2013).

3. **TCCE: The Culture Capital Exchange** (the successor organization to the London Centre for Arts and Cultural Exchange (LCACE), in which QMUL was a founder) has promoted the exchange of knowledge and expertise by establishing a mutually beneficial network between academia, business, and the cultural and creative sectors across London. QMUL researchers, especially early-career, have participated in the annual TCCE Inside Out festival (2009-), designed to showcase humanities research to the wider public.

4. **QMUL investment** in research centres that promoted public-facing research dissemination events: Centre for Renaissance and Early Modern Studies (c. 15k for research seminar activities), Dr Williams's Centre for Dissenting Studies (c. 15k), the Centre for Editing Lives and Letters (2008-2012, c.12k), Centre for 18th Century Studies (c. 15k), and in 2013 the new Centre for Poetry (c. £1,000) and Centre for Early Modern Mapping, News and Networks (CEMMN.net) (c. £1,000). Future research projects currently in development explore innovative modes of blended research and impact strategies. The **QMUL Communications Office** publicised staff research around significant events (publications, symposia, conferences), exploiting media contacts, writing press releases, and using social media.

These institutional facilities were utilized in a departmental initiative to build capacity for impact through **media training**. Building on the media training courses offered by the Communications Office (completed by Howarth, Maxwell, Rubery and Valman), training modules for graduate students have included transferable skills necessary to enable them to contribute to an impact strategy (including training in public speaking, voice training, media training, and journalism), alongside more traditional conference-related skills of presentation and delivery.

Impact strategy for early-career researchers. QMUL English has identified early-career researchers, including postdoctoral fellows, as a key constituency for media and impact training, and have accordingly developed a distinct strategy reinforcing our understanding of the seamless relationship between academic and public spheres. Five early career staff and PDRFs have undertaken media training (Atkin, Ahnert, Bari, Taunton (QMUL 2010-12), Hewitt (QMUL 2009-11)). Bari and Hewitt, both early career researchers, were successful in the BBC's 'New Generation Thinkers' competition (see case study below). Ahnert, Atkin and Taunton attended Broadcast Media Training workshops run by the AHRC in conjunction with the BBC (March, July and September 2011), and Atkin attended events run by TCCE. This training in disseminating research beyond the academic community offered: an introduction to programme making; best practice tips based on experiences of academics already successful in broadcast media; developing and pitching a programme idea; and one-to-one sessions with a broadcaster.

New Generation Thinkers (NGTs) case study: Shahidha Bari was selected as one of ten NGTs in 2011 in a competition run by the by the AHRC and BBC Radio 3, designed to present specialist research by early-career researchers to a broad popular audience, via pre-recorded national radio broadcasts, live discussions and participation in the Radio 3 'Free Thinking Festival'. Bari featured on the Radio 3 flagship culture programme *Night Waves*, discussing her work on Orientalism and Romantic literature, and was involved in several further broadcasts. Through her participation in the programme she received specialist media training (in both presenting and producing broadcast media), and made extensive contacts in the media and creative industries. Since the completion of her media training, Bari has appeared on BBC Radio 4 on 12 occasions as a cultural commentator, including *Night Waves* and *Front Row*, and she regularly reviews for the *Times Higher*.

c. Strategy and plans

The Department's approach to enhancing research impact in the future is expressed in our research strategy, which states our aim 'to engage with users of our research in academia, education, commercial and media enterprises, based on our distinctive view of English research'. We will continue to exploit and encourage assistance from College structures (Communications

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Office, Centre for Public Engagement). Our engagement in Creativeworks and TCCE will lead to further collaborations between our researchers and SMEs in the cultural and creative industries in London, as well as museums and media. The School has invested in two new administrative posts (an e-Strategy Manager and a Web and Marketing Manager) to facilitate these plans: the College plans to expand its support for humanities digital research (including a revised data-curation policy and three new staff dedicated to digital research development).

Our impact strategy is embedded in new research themes and projects, supported by project-based grant applications embedding impact plans into their research programmes. The Department's new early modern research centre, CEMMN.net (2013-), exploits contemporary critical developments in mapping, networks, and material texts (Raymond, Atkin, Ahnert). Hiatt and Brotton's new Leverhulme-funded international research network on cartography between Europe and the Islamic world includes collaboration with map libraries (including the British Library and Bodleian), and fine art practitioners, to facilitate workshops and a new exhibition in collaboration with Factum Arte, the Cini Foundation and the Venice Biennale.

Research in the 18th and 19th centuries aims to exploit new work in literature and visual culture, cultures of consumption, and the history of science to build further links with museums and galleries. An example is Barrell's research on the Welsh painter Edward Pugh, for which he has curated an exhibition at Ruthin Library, Wales (July-Sept 2013), tied to further community engagement activities, and an episode of Welsh television company S4C's 'Pethe'. The Dr Williams's Centre inaugurated its new Crabb Robinson project in Jan 2013, planning a very large-scale edition of his diary, and integrating innovative digital methods for public engagement. Research on the senses in 19th century literature (talking books and sound in literature by Rubery and Halliday; perfume by Maxwell) will develop collaborations between the Department and SMEs in relevant industries, such as audio book producers, and a large scale conference in 2014 on technology and blindness in collaboration with the Royal National Institute of Blind People. Valman's work on the literary culture of the Jewish East End and Howarth's on poetry in schools will reinforce our engagement with local communities.

In contemporary literature and culture the Department aims extend its work on the public understanding of poetry into broader issues in the public understanding of creativity, innovation and novelty. Research on technological innovation, including work on sound recording and the new media, and research into notions of the contemporary in literary theory and aesthetics, will complement research on contemporary poetry and fiction. The unit aims to exploit the impact of its research on contemporary literature by designing public engagement collaborations with schools, museums, venues and SMEs, especially in these areas: The Archive of the Now (Brady), Literature Now (James, Currie), and technology (Howarth, Halliday, Price, Rubery).

d. Relationship to case studies

The five case studies demonstrate how QMUL English has built impact, and its measurement, into its research environment. Each of the case studies shows how our research makes a contribution to the public understanding of the humanities, through collaborations and public engagement. The impact detailed in the case studies is contextualized by a wider range of impact activity by our researchers, detailed below, in ongoing and enduring collaborations with radio and television, newspapers, periodicals and new media, and through collaborations with museums, theatres, literary festivals and public lectures.

Radio: Reynolds 'Adventures in Poetry', described in Case Study 'Public Understanding of Poetry'. Further examples, for BBC Radio 4: *In Our Time*, (Boffey); *Thinking Allowed* (Ellis, Bari); *Off the Page* (Reynolds); *Midweek* (Reynolds,); *Front Row* (Brotton, Bari), *Making History*, (Valman), *Today* (Brotton); for BBC Radio 3: *The Essay* (Bari), *Word of Mouth* (Rubery); *Nightwaves*, (Brotton Reynolds, Bari,). One-off programmes; Brotton, 'Caravaggio' BBC Radio 4, (March 2010), 'English Baroque' (2013); Reynolds, 'Revealing Anne Lister' (BBC2); Brotton *Talk of the Nation*, NPR (USA) (2012); and Barrell, *The Philosopher's Zone*, ABC Sydney (2010).

Television: Brotton's series *Maps: Power, Plunder and Possession* (BBC4) and *Mapping Ulster* (BBC Ulster) are described in Case Study D: 'Mapping Knowledge'. In addition, contributions to: Boutcher, *Shakespeare and Italy* (2012); Howarth (*One Show*, BBC One, 2008); Valman (*One Show*, BBC One, 2011); Ellis, *Who do you think you are?* (2010); Preston, *The Century that Wrote*

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Itself (BBC4 2013); Raymond, *17th Century Women* (BBC Two 2012); and Reynolds, *Revealing Anne Lister and Faulks on Fiction* (BBC Two 2011).

Commercial book trade: The Department has encouraged the dissemination of research in trade publications that reach wide audiences in the UK and abroad. Brotton's *History of the World in Twelve Maps* (Penguin) is described in Case Study D: 'Mapping Knowledge'. Important research publications which achieved 'cross-over' success from the last RAE period include books by Brotton, Rose, Schalkwyk, and Wills (whose *Dublin 1916* was *Irish Times* Book of the Year 2010).

Newspapers and magazines: Research findings have been delivered to a wide range of public audiences through print media. For example: Brotton, *Independent, Guardian, Corriere della Serra, New Scientist*; Rose, *Guardian*; Reynolds, *Times*; Preston, *Independent, Times*; Valman, *Jewish Quarterly, Jewish Chronicle* (2009, 2010); Van der Vlies, *Art South Africa* (2010), *Independent* (2010); Valman (*East London Advertiser*); Rubery, *Harper's Magazine* (2011), *LA Review of Books* (2013), and Bari (*Guardian, Times Higher*). Book reviews in literary media: *TLS* (Barrell, Boffey, Ellis, Preston, Van der Vlies, Wills); *LRB* (Barrell, Howarth, Rose); *Bookforum USA* (Rose); and *Times Higher* (Bari, Barrell, Preston). Book reviews for newspapers: Barrell (*Guardian*), Brotton (*Sunday Telegraph, Sunday Times, Independent*), and Reynolds (*Times, Guardian*).

New media (web, blogs, twitter): Brady's 'Archive of the Now' is described in Case Study 'Public Understanding of Poetry'. Online publications by The Dr Williams's Centre have transformed public engagement in the field, as described in Case Study B: 'Dissenting Studies'. Blogs by Bari ('*How to Live*', 2009); Ellis, Coulton and Mauger ('QM History of Tea' blog 2012-); Raymond ('Early Modern News Networks' blog); and Rubery ('The Audiobook History' blog). Bari, Coulton, Mauger, Price, Rubery, maintain research twitter feeds. Originated podcasts: Ahnert and Atkin, Psalm network (2013), Bari, *Times Higher Education Podcast 'Sex and the Citadel'* (2013); Brotton, Guardian podcast on Mercator (2012), Janowitz, *Mary Robinson*, National Portrait Gallery (2011); Reynolds, 8 podcasts for Glyndebourne Festival Opera (2012, 2013); Rubery 14 literary podcasts for Deepbook Productions' *Great Expectations*; and Woodberry Poetry Room (2012). Faculti media (<http://facultimedia.com>) research presentations: Ahnert, Barrett, Brotton, Lincoln, and Price.

Museums, galleries, theatres: Researchers have significant collaborations with museum curators at major museums and galleries, as described in detail in Case Study A: 'Exhibiting Cultures: Impact on Museums and Exhibitions'. In addition: Sharpe (QMUL 2004-, died 2011) was historical consultant for *Anthony Van Dyck and Britain* at Tate Britain (2009); Price, performance for Victorian Science Spectacular for British Science Association (Manchester, Newcastle, London and Birmingham, 2013) Ellis historical consultant for 'Tea & Coffee in the Age of Johnson', Johnson House Museum (2008); Valman, talks at Museum in Docklands and the Jewish Museum London. Talks at theatres: Bari, the Sage, Gateshead; Valman and Ellis, *Danny Boyle's Frankenstein*, National Theatre (2011); and Reynolds, English National Opera (2011).

Public lecture series: Department-initiated public outreach programmes have pitched expert knowledge at wider public audiences. Rose's co-organisation of the speak-out network Independent Jewish Voices is described in detail in the Case Study 'Debating Israel/Palestine'. 14 staff have delivered 24 public lectures and teach-ins in a wide variety of non-HEI institutions: Atia (P21 Gallery London), Barrett (Bishopsgate Institute), Boffey (John Rylands Library Manchester), Colclough (St Paul's Cathedral), Brotton (Royal Geographical Society, British Library, Mercator Museum, Cini Foundation); Ellis (Bishopsgate Institute, Johnson Society Lichfield, Austen Society, Burney Society), Hiatt (British Library); Howarth (St George The Martyr Queen Sq, Dymock Poets Society); Janowitz (Tate Britain), Reynolds (King's Place), Rose (Purcell Room), Schwarz (Freud Museum); Valman (Golders Green Synagogue, Bishopsgate Institute, Holocaust Survivor's Centre Hendon, Calvert 22 Gallery Shoreditch); and Vigus (Dr Williams's Library, King's Place).

Literary festivals: 10 staff have made 27 presentations of their research to the general public at 15 literary festivals, including Bari, Brady and Brotton at Hay (2010, 2011, 2012, 2013), Atkin, Bari, Brady, Valman at the Inside Out Festival (2010, 2012). In addition, Brotton (Taunton Literary Festival (2012), Ilkley Literature Festival (2012), Sheffield Festival (2012) Chorleywood Festival (2012); Reynolds (Bath Literary Festival 2008; Cheltenham Literary Festival, 2008, 2011; London Book Fair, 2008); Raymond (Salisbury Literary Festival 2010), Rose (Calcutta 2008, Bath Literary Festival 2008, Jewish Book Week, London, 2008); Valman (Battersea Arts Festival); and Van der Vlies (LSE Literary Festival, Cape Town Open Book, 2012), Wills (Oxford Literary Festival 2008).