

Institution: Manchester Metropolitan University
Unit of Assessment: D30 History
<p>a. Context</p> <p>The primary non-academic user groups, beneficiaries and audiences for research in the History UOA at Manchester Metropolitan University (MMU) are local communities and residents, including both adults and school pupils. In addition, a range of individuals, museums, heritage organizations and public sector bodies have been beneficiaries. Impacts that have been sought and achieved include: Facilitating communities' own efforts to improve cohesion by providing activities which serve as focal points for community engagement and activity; helping to improve self-esteem and a sense of agency in individuals by providing opportunities to engage in constructive activities and the delivery of training in areas such as team-building and evidence-based research; informing the content of education through the involvement of pupils in activities related to specific projects and through the creation of educational materials; shaping public understanding of historical issues through public lectures, curation of exhibitions, organization of conferences and festivals, provision of advice to heritage organizations and the creation of popular publications and films, and conserving the heritage of local communities through the creation of archives, publications, films, exhibitions and educational materials. To date, the impact activities with the greatest reach and significance have derived from research done by staff working on Community History, which is the leading research cluster in the UOA.</p>
<p>b. Approach to impact</p> <p>Staff in the History UoA at MMU have long engaged with the wider public in ways that have had benefits for society, culture and education and public engagement activities exist in all of the research clusters. Activities not described in the case studies include:</p> <p><i>Visual and Textual Cultures and Practices</i> - communicating research findings to room volunteers at the American Museum in Bath (Armstrong) and collaboration with Manchester Jewish Museum on a conference on 'Jews and Visual Culture' (Johnson).</p> <p><i>Nations, Frontiers and Civilisations</i> - lectures to the public on the 150th anniversary of the start of the American Civil War (Phillips); participation in the 'experts seminars' of the Chilcott Inquiry into the Iraq War (Hurst); charring the Manchester-St Petersburg Friendship Society and working with the councils of both cities to facilitate contacts between people and institutions (Danks); advice to Historic Scotland on the renovation of Stirling Castle; (Spangler); public lectures for the Second Air Division Memorial Library in Norwich (S. Edwards); interview with <i>BBC History</i> magazine (Crowley).</p> <p><i>Sports History</i> - Talks for National Trust members (Day); helping families uncover the lives of their sporting ancestors (Day, Oldfield).</p> <p><i>Archaeology</i> - Archaeological consultancy services; (B. Edwards) community involvement in digs at Oakington, Cambridgeshire and Birley Fields, Hulme (Simpson).</p> <p><i>Community History</i> - Curation of an exhibition on automobility at the People's History Museum, Manchester (Horner); consultancy services for Manchester City Council/English Heritage (Kidd, Wyke); assistance in organizing and running the Manchester Histories Festival (MHF) (Tebbutt, Horner, Wyke); membership of the Steering Group of the Manchester Histories Strategy, a City Council led initiative to develop a coherent strategy for heritage and history initiatives in the city (Tebbutt); historical adviser on a Greater Manchester Public Transport Executive schools education project about the History of Public Transport in Greater Manchester (Wyke).</p> <p>All staff also go into local schools as part of a schools liaison programme organised within the UoA and staff publications are publically accessible on our institutional repository (e-space).</p> <p>The short time frame within which it has been necessary to translate public engagement into impact led us to focus most of our efforts on exploiting those opportunities with the greatest potential for immediate impact. To this end, we focused on the strengths developed by the Manchester Centre for Regional History (MCRH) as a result of its accumulated expertise. The MCRH was established in 1998 with a specific mission of disseminating academically rigorous but popularly accessible research. By developing an exceptional degree of expertise in local history</p>

Impact template (REF3a)

and seeking to disseminate it to the wider public and non-academic institutions, MCRH members (Kidd, Horner, Tebbutt, Wyke) have established it as a vital resource for a wide range of collaborators and beneficiaries. In addition to the various activities listed above, staff associated with the MCRH have presented many exhibitions and talks for local history groups, museums and heritage organizations and made multiple appearances in the media. The research done within the MCRH led to Kidd being asked to act as a consultant on both the Greater Manchester Historic Landscape Characterisation Project for Greater Manchester Archaeology Unit (2012, funded by English Heritage) and the Vision of Britain Through Time Project for the Office of National Statistics (2008, funded by the North West Regional Development Agency). The MCRH's expertise similarly led to Kidd and Wyke being invited to provide consultancy on Manchester City Council's UNESCO World Heritage Site bid (funded by English Heritage). Whilst the bid was unsuccessful Kidd and Wyke contributed to *Manchester: The World's First Industrial City for Inclusion on the World Heritage List* (Manchester: English Heritage, 2006) which has been used to inform English Heritage's urban strategy. MCRH members have also played a central role in organizing the Manchester Histories Festival (MHF), sitting on the board and presenting talks, tours and other events (<http://www.manchesterhistoriesfestival.org.uk/>). The two iterations of the MHF so far have attracted some 13,000 visitors and 37% of the visitors to the 2012 festival had not previously been to a history or heritage event. Eighty-four community groups exhibited at the 2012 MHF and most reported an increase in interest in their activities as a result. The groups also found the festival to be an effective means of developing collaboration and partnership with other groups and heritage institutions.

Impact has also been taken into account in recruitment policy. In particular, by appointing two members of staff (Simpson and B. Edwards) who have a specific interest in community archaeology and the involvement of local people in the preservation of their own heritage, the UoA has been able to significantly extend the reach and potential significance of its impact activities. Simpson and Edwards have developed a close working relationship with the Greater Manchester Archaeology Unit and led excavations which have had significant benefits for local communities at Oakington in Cambridgeshire (<http://www.ifrglobal.org/files/docs/2013%20Syllabus/Syllabus-UK%20Oakington%202013.pdf>) and at Birley Fields in Manchester (<http://www.mmu.ac.uk/birleyfields/Birley-Fields-Archaeological-Report.pdf>). Whilst these staff were appointed too late for these projects to form the basis of impact case studies for REF 2014, they will make an important contribution to our submission to the next such exercise.

The UoA has also made effective use of MMU's institutional resources and support to enhance its impact activities. Since 2008 MMU has been a partner in the Manchester Beacon for Public Engagement project (funded by RCUK, HEFCE and the Wellcome Trust) and was one of the original signatories of the National Co-ordinating Centre for Public Engagement's Manifesto (<https://www.publicengagement.ac.uk/why-does-it-matter/manifesto/signatories/manchester-metropolitan-university>). In 2008 MMU initiated a series of Public Engagement Fellowships that each provided £10,000 to support projects designed to produce a genuine two-way exchange of knowledge with the wider community. The 'Moving Memories' project (case study 2) was one of six projects supported. That project also demonstrated the strong links established between the MCRH and the North West Film Archive (NWFA), based at MMU, which have led to a number of community-based initiatives exploiting film and photographic material from the NWFA.

The UoA has allocated internal funds as appropriate to support impact and, where the potential reach and significance has been very substantial, (e.g. the MHF) we have also been able to draw on central institutional resources. Total institutional funds allocated to underpin impact in this assessment period are; Oakington, £14,100; Manchester Histories Festival £50,000; Moving Memories £10,000. In all cases where the UoA invests significant staff time and resources, impact is tracked using end of project evaluation reports.

c. Strategy and plans

MMU's new research strategy identifies public engagement and impact as core elements of research and the involvement of non-academic stakeholders and research 'end users' as a formal requirement of all research projects. Evidence for impact has to be built into every new project design and is evaluated in the internal peer review process. It is also expected that impact generation is promoted long before the publication of results, e.g. through the establishment of an

advisory panel that includes potential end users, a launch event, a regularly updated website and regular communication flow via newsletters, blogs and other social media.

At a faculty level, the Institute for Humanities and Social Science Research (IHSSR) has responded to the new strategy by requiring all bids for internal funding to address the question of impact potential and by attributing increased weight to potential impact in evaluating funding bids and researcher categories (significant impact is now treated as equivalent to producing 3* or 4* research and funding and teaching relief offered accordingly). In addition, the IHSSR has begun implementing a number of resources to facilitate impact including staff media training; training on impact (both generation and measurement/tracking) and 'scholarly entrepreneurialism'; dissemination of examples of effective impact generation and provision of financial support for the development and maintenance of relationships with networks of audiences and beneficiaries. Resources being developed include a fit-for-purpose institutional infrastructure for gathering and recording evidence of research impact.

In the History UoA our objective is to sustain the success of the community history cluster and the emergent activities of the archaeologists whilst extending that success beyond them to other areas of the UoA where impact activities exist but have not yet been developed on a systematic and fully sustainable basis. In order to do this we will firstly seek to identify potential target audiences and beneficiaries of our research, drawing on the knowledge of individual staff and the resources of the IHSSR. Following the model established by MCRH and the archaeologists, we aim to cultivate these contacts by involving them more actively in the research we do. Specifically, this involves building awareness (effective dissemination of information via varied media; launch events), encouraging participation (advisory boards and other forms of consultation) and enabling them to influence and exploit the benefits generated by our research (advisory boards; consultancy; creation of publically available resources). The objective is to establish on-going working relationships with growing networks of collaborators. In order to try to generate public awareness and engagement that might lead to impact staff are already encouraged to publish their research in popular and accessible fora. Research findings have been published in *Current Archaeology* (Simpson,); *E-International Relations* and *Glocal (China)* (Hurst) and *History Today* and *BBC History Magazine* (Phillips). In addition, the sports historians produce publicly accessible podcasts. We are currently exploring the possibility of developing smartphone Apps to communicate aspects of research.

d. Relationship to case studies

Our case studies demonstrate the models for creating "two-way" engagement approaches that we have successfully used to generate impact from Community History activities. Both case studies demonstrate a "situated approach" and they are firmly based within our local context, as this is the focus for our Community History work through The Centre for Regional History, award-winning work with the Manchester History Festival etc.

Case study 1 "Zion 100" demonstrates the commitment of the UoA to placing its expertise at the service of the local community and how that expertise was used in the service of important social objectives.

Case study 2 "Moving Memories" demonstrates exemplary practice in the applied use of archive material within BME settings whose ethos and approach fulfilled the MCRH's mission to enhance understanding of Manchester's history by collaborating with and valuing the expertise of local people.