

<p><b>Institution: : Oxford Brookes University</b></p>
<p><b>Unit of Assessment: 30 – History</b></p>
<p><b>a. Context</b> The History UoA has maintained its strong commitment to making our excellent research relevant outside academia, enjoying a long-established record of engaging with non-academic users. Existing relationships have enabled our research to have, specifically, cultural, policy and practice impacts that are demonstrated through our activities. For example, cultural enrichment with prestigious international partners via <b>Payne's</b> exhibition work with Tate Britain and <b>Bailey's</b> contribution to V&amp;A catalogues enhancing visitor experience, and also the shaping of national policies and government agency practices through the work of <b>Nash</b> and <b>Griffin</b>. In addition, recent initiatives, such the History of Medicine's outreach programme, and the Higher Education Innovation Fund (HEIF) funded History Trail app project, are shaping the UoA's capacity to engage directly with the public and to use methodologies to evaluate the impact of these activities. Our research lends itself to the broadest dissemination of specialist expertise across a spectrum of users from, e.g. <b>Gibson's</b> Oxford Centre for Methodism and Church History's (OCMCH) work with genealogists and local history groups, to influencing the physical environment, e.g. <b>Darling's</b> public history role in raising awareness as advisor to the Blue Plaques scheme, and <b>Usher's</b> work on Dublin Civic Trust's architectural conservation strategy for Dublin's government quarter. However, the most significant impact has been achieved through providing expert advice to government (e.g. the Home Office), so enabling the UoA to actively influence contemporary life at the highest levels of government using theories developed to explain historical phenomena.</p>
<p><b>b. Approach to impact</b> The UoA's approach to impact has been to develop and support areas of research expertise, among its staff and research centres, that link to the concerns of the world beyond academia. This is underpinned by strong practical support for research in terms of funding, planning and mentoring, to ensure the excellent research undertaken reaches as broad an audience as possible. The UoA's impact strategy falls into three broad thematic areas: Policy (<b>Nash, Griffin, O'Hara</b>); Practice (<b>Gold, Weindling</b>) and Culture (<b>Payne, Bailey, Darling, Gold, Georgescu/Centre of Medicine</b>).</p> <p>In terms of policy, government and governmental organisations are significant users of our research. For example, <b>Griffin's</b> insightful work on terrorism has contributed to Home Office training materials used to teach professionals tools and strategies to combat the radicalisation of individuals in Britain. These have been actively embraced by health authorities, policing organisations, universities and other responsible bodies. <b>Griffin</b> is a greatly sought-after advisor in international circles and his theories about terrorism and radicalisation formed an integral part of the case against the terrorist Anders Brevick in Norway (<b>Griffin's</b> work was mentioned during the trial). <b>Nash's</b> work on the history of blasphemy has informed the work of NGOs in Ireland (e.g. Atheist Ireland, Irish Council for Civil Liberties). This advice and research expertise has also been used actively to persuade the Irish government to investigate the removal of Ireland's recently constructed blasphemy law. <b>Nash's</b> advice also informed the United Nations Special Rapporteur on Freedom of Religion's pronouncement into this issue. In the area of policy awareness <b>O'Hara</b>, as a former journalist, has close contacts with prestigious news media, and advises <i>The Independent's</i> economics team on the economic history background to their judgements and quantitative presentations; and has written a semi-regular column for <i>The Independent</i> online, bringing long-run historical insights to bear on public policy. He has also contributed pieces to <i>The Times Higher Education</i>, <i>The Financial Times</i>, and the blogs <i>OpenDemocracy</i> and <i>History and Policy</i>. His work on austerity and economic policy has been cited in e.g. <i>The Guardian</i>, <i>The Observer</i> and <i>Time</i> magazine. In December 2012 he contributed to a policy seminar at HM Treasury on the historical lessons of previous austerities and economic crises to the 'Great Recession' of 2008-2012.</p> <p>The practice theme includes <b>Gold's</b> research, which has been actively utilised by Olympic cities (London, and Tromsø) and those aspiring to host the Olympics (including Tokyo's recently successful bid). His focus upon the Olympic legacy has been central to many proposed and submitted bids to host these games. Likewise, after London's 2012 Olympics, Gold's historical insights on the Olympic legacy, and the subsequent use of buildings, infrastructure and cultural capital, have been eagerly implemented by government, public and private agencies alike. <b>Weindling's</b> work instigated public apologies for the medical crimes committed under the Nazi regime offered by the German Medical Association (2012) and the German Society for Psychiatry, Psychotherapy and Neurology (2010). Additionally, in its Nuremburg Declaration (2012), the</p>

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German Medical Association altered its practice by committing itself to provide 'financial aid' and 'institutional support' to realise this.

As regards our Culture theme, **Payne's** work with galleries to establish and promote the wider reputation of John Brett has been highly successful, with significant evidence of end user engagement apparent through visitor reactions (as outlined in her impact case study). The History of Medicine Centre, meanwhile, has been an important grouping in the development of our public engagement work around the cultures of science and medicine, and through Wellcome Trust funding, has developed a widespread programme of public engagement. Flagship events, managed by a dedicated outreach officer (Georgescu), have included an interdisciplinary programme of activities for Oxfordshire Science Festival's Science Bazaar (2011, 2012) attracting audiences of 1,700 (families with children aged between 5 and 15). Follow up evaluation (2012) evidenced changing perceptions, with 93% of respondents either agreeing, or strongly agreeing, that their children were inspired to think about science after participating.

The Faculty of Humanities and Social Sciences (in which the UoA sits) has developed institutional mechanisms to support the development of our research's impact. For example, as part of our annual research planning process, all research active staff are encouraged to plan activities designed to engage a range of non-academic users with research outputs, such as participation in conferences, seminars/workshops aimed at both academic and non-academic audiences, blogs, podcasts, press releases etc.. Additional staff research time (60 hours) is also available to selected staff to develop their impact profiles e.g. via contacts with users and/or dissemination activities.

Financial resources have also been made available by both the University and Faculty to help staff engage in impact generating activity. For example, **Nash** was supported by the University (2011-13) to hold a series of briefings with Irish NGOs about arguments for blasphemy repeal and **Griffin** was funded by the Faculty (2012-13) to participate in consultation with the Home Office, a number of policing authorities and universities. Further training and support for those engaging in impact-related activities is also available: e.g. **Nash** (2012) spoke at four open cross-University workshops on developing pathways to impact for individual researchers and the Faculty Grants Panel has also held a number of seminars and produced podcasts as a resource for colleagues on how to develop external partnerships to enhance impact (<http://hss-intranet.brookes.ac.uk/resdocs/docs/>). The Faculty Impact Lead (Aubert, Modern Languages) has also undertaken a mentoring role for staff seeking to develop their research impact. Finally, at UoA level such work draws on the cumulative expertise of individual scholars and their interactions with individuals and organisations beyond academia, in person or increasingly through communication channels such as new media (blogs, Twitter, etc., especially notable in the cases of **Bailey** and **O'Hara**), popular publishing (*BBC History Magazine*, *History Today* (**Nash**, **Kilday** and Watson) and broadcast media including television and radio documentaries in Britain, the US, Australia and Europe (**Bailey**, **Griffin**, **Kilday**, **Nash**, Watson). All of these popular outlets have been used to reach and inform wider audiences, so increasing the potential to affect public debate and catalyse attitudinal change. To enable this process the University has extensive facilities to realise these aspirations; a well briefed and pro-active press office matches staff expertise to external needs, a fully equipped media centre provides support for podcasting and DVD production requirements, whilst the University's Open Lecture Series connects academic achievements with wider audiences and potential user communities.

**c. Strategy and plans** The importance of enabling research to have impact is recognised in current University and Faculty research strategies. The University's *Research and Knowledge Transfer Strategy 2010 – 2015* commits to 'seeking opportunities for the dissemination of research, both within the academic community and more widely, and ensuring its impact is fully realised.' (2.2.4), whilst the Faculty's *Research and Knowledge Exchange Strategy 2011-14* seeks to 'Develop new avenues of public engagement which specifically tie in with the impact agenda' (2. a. 4). For the UoA this will be addressed through a strategy of continued support for existing areas of impact (e.g. UoA support for **Payne** to further develop impact evaluation practice and its early application to her new exhibition *The Power of the Sea: Making Waves in British Art, 1790 – 2014* with the Royal West of England Academy (Bristol)) and early support for research which has impact potential (e.g. **Weindling's** and the commemoration of victims of medical experiments perpetrated by totalitarian regimes). The UoA is particularly well placed to further this approach as UoA member, **Kilday**, is also the Faculty Dean and Pro Vice-Chancellor with special responsibility

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for impact in the University.

The UoA will also be supported by Faculty initiatives, including a Faculty Impact Working Group chaired by the Associate Dean (Research), including key University staff with impact responsibilities; and the development of the conceptual understanding of and practical tools for impact, which are informed by the results from the JISC-funded pilot project *Embedding Impact Analysis: Learning from Law* (2012).

Our goals for maximising potential impact from current and future research are to:

1. build on our current strengths in Policy, Practice and Culture, whilst advancing new agendas and continuing to communicate our knowledge and understanding for professional end-users through research and its dissemination;
2. further strengthen our academic community, securing enhanced opportunities for intellectual exchange, training and professional development for academics to engage with policy makers, learned societies and professional practitioner end-users;
3. to continue to develop the availability and use of institutional support, expertise and resources in providing strategic support to our research activities;
4. to enhance our dissemination and evaluation of all aspects of research and knowledge exchange opportunities with potential end-users;
5. to explore Knowledge Exchange opportunities and the impact they might yield.

Funding for future activities, which can enhance the impact of our research, will continue to be available (e.g. through the Associate Dean's competitive Faculty Research Funding Call of £30,000 per annum). Such activities will include engaging with end-users, the setting up of networks of non-academic users of our research, and training in report and popular media writing, and the production of policy guidance materials for end users, drawing on our academic research. These processes, which have been in place during the period, will be kept under review to ensure that they continue to enable that excellent research by existing and new researchers is accessed by non-academic users.

Both University and Faculty research strategies will be reviewed following the current REF submission, led at Faculty level by the Associate Dean (Research). This review will include an audit of departmental procedures to recognise, develop and promote activities that will enhance the impact of research, with a view to identifying and disseminating best practice. In addition, we are considering more effective systems to ensure wider recognition of potential promotion rewards for impact activities and clear processes for the recording of evidence to support impacts from research through the institution's CRIS (Central Research Information System).

**d. Relationship to case studies** The selected case studies all stem from the long-standing research, reputation and networks of these established professors. **Nash's** impact work with the Irish Parliament was preceded by extensive work with an English based NGO, and the English parliament, which stretches back to 2002. **Griffin's** work on Fascism has enabled him to develop a reputation as a speaker who could demonstrate, to policing and community groups, the implications of Fascist thought, ideas and rhetoric and readily apply the lessons learned to empower groups tasked with understanding and policing such phenomena. With **Griffin's** movement into terrorism studies he was able to transpose this accumulated expertise and related skills into a new area of research work and impact so that these established procedures and capabilities were instantly of use to his newer stakeholders which have included the Home Office, policing authorities and universities in national and international contexts. This has actively enabled them to create and implement viable policies. Likewise **Payne's** discipline of Art History has long encouraged members of its subject area to curate and stage exhibitions of important artists or important genres and themes – as indicated this will be on-going into the next REF cycle. **Gold** has been involved in the issue of Olympic bids for many years, and his interest and expertise in the Olympic legacy has meant he is widely sought after.

Across the UoA our approach to impact has produced significant results, which reflect the way that we see our research having meaningful consequences for individuals, groups, and organisations at local, national and international levels. These varied audiences and modes of impact will provide a major focus in our future research impact activities, and will be monitored and further developed through our Faculty strategy.