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| <b>Institution:</b> University of Southampton   |
| <b>Unit of Assessment:</b> 30 History   |
| <p><b>a. Context</b></p> <p>History at Southampton has a long record of ensuring the impact of our research beyond the academic environment. In 2009 we developed a full outreach strategy for engaging with non-academic audiences, ensuring that staff from all our research clusters have a targeted and supported means of bringing their expertise to bear in the public domain. Our principal aim is to stimulate enthusiasm about the study of the past, while promoting its significance both for enriching contemporary life and influencing future cultural or governmental policies. Our key beneficiaries are public audiences of all ages enthused by history; those in leadership roles such as teachers, charity workers, and religious authorities; curators and others from the heritage industry; and policy makers nationally and internationally.</p> <p>In keeping with the nature of the discipline, our public impact is primarily <b>cultural</b>, sub-divided into <b>education</b>, <b>media</b> and <b>heritage</b> work. The <b>education</b> dimension has been developed by our designated outreach officer Helen Spurling, whose post is externally-funded by the Karten Trust. Our programme now includes regular LLL (Lifelong Learning) study days and evening classes, annual public events, and a range of research-based initiatives with schools and colleges across southern England. Our increasing <b>media</b> appearances impact substantially on diverse audiences (via television: <i>Who Do You Think You Are?</i>; via radio: programmes like <i>Night Waves</i>), and we have created new interactive websites, including some targeted at genealogists (e.g. ICS 1 and, from our American research cluster, Christer Petley's website about Jamaican slavery in the 18<sup>th</sup> century). In the <b>heritage</b> sector, curators at the National Maritime Museum (NMM) and the Manchester Jewish Museum have used our early modern and modern British research to enhance their galleries for the general public (with economic benefits to the local community). We are also instrumental in preserving heritage for the nation. On the basis of the UoA's research in the Mounbatten papers in particular (Adrian Smith's biography of Mountbatten, Ian Talbot's work on the Indian-Pakistan partition), an extensive media campaign was launched in 2009-10 and £2.85 million was raised in order to keep the Broadlands Archives for the University's Hartley Library.</p> <p>A second field of our impact is <b>policy engagement</b>, advising public broadcasting (ICS 3) and government bodies. Among the latter, our European historians' research has been tapped by the Slovak foreign ministry (for advice on the Slovak-Hungarian historic relationship: Mark Cornwall, 2010) and by the German Federal Ministry for Labour (for an official history of the Third Reich: Neil Gregor, 2013). Talbot, a leading authority on modern Pakistan and India, regularly advises the Foreign and Commonwealth Office as well as British international 'think tanks' (Chatham House; Institute of Strategic Studies) on terrorism and instability in that sub-continent.</p> <p>A third strand of beneficiary results from our stimulating of <b>public discourse</b> on key <b>social and ethical</b> issues. Most substantial has been the Parkes Institute's research, fostering the study of Jewish/ non-Jewish relations and seeking to break down prejudice in this field. Key annual activities that promote this ethical strategy include national interfaith week and the regional commemoration of Holocaust Memorial Day (in partnership with Southampton City Council). Another recent initiative, which engages the public with contemporary ethical issues, stems from research by Cornwall, Julie Gammon and Eve Colpus (an ECR) into modern LGBT history. Through public workshops and lectures (including an annual 'Southampton Stonewall Lecture'), we have encouraged the regional community to engage via history with the University's commitment to 'equality and diversity'. In August 2013 we launched a special LGBT research website in order to interact with non-academics and already have a world-wide network of subscribers.</p> |
| <p><b>b. Approach to impact</b></p> <p>The UoA's strategy is grounded foremost in promoting cultural impact, while exploiting those ethical and public policy dimensions where our research can have most effect. Since 2008 we have made two strategic appointments in order to increase public engagement. A new externally-funded post was created (Spurling in 2009) to advise on outreach and non-academic partnerships, while in 2012 John McAleer was strategically recruited from the NMM to enhance our heritage work. The appointment of Chris Woolgar (university archivist) to a chair in History has also brought us extra expertise for engaging with public archives and heritage bodies. In this way we are reinforcing our previous interaction in the cultural and ethical strands:</p>   |

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(a) Within our **educational outreach** programme, we have steadily honed our understanding of our beneficiaries' interests and priorities. Our research-based LLL study days have risen from 1 (2010) to 7 (2013), with an audience age-range of 16-90 years studying topics as diverse as 'The Tudors' (George Bernard, Maria Hayward) and 'Maritime History' (McAleer). We mark 'Black History Month' with a designated study day (show-casing the research of Petley and Chris Prior) and special public lectures. We have also strengthened our work with 30 regional schools through initiatives via the Wessex Curriculum Support Group for history teachers, an annual sixth form conference at the University since 2011 (well-received on feed-back forms), and targeted study programmes such as 'Learn with US'. In these we specifically share our latest research, promoting research skills while also widening access for undergraduate recruitment. Alongside this regional outreach activity, we have consciously increased our national interaction. For example, Anne Curry as President of the Historical Association (2008-2011) presented her research for discussion at 36 local UK branches and wrote a regular column in *The Historian* (circulation 3.5K). She has also cemented partnerships with the Battlefields Trust and the Royal Armouries. Cornwall, as head of the Forum of British, Czech and Slovak Historians, has aided Czech-Slovak cultural bodies with regular public events at the Czech and Slovak Embassies in London (an annual 'Masaryk lecture', and since 2012 an equivalent lecture at the British embassy in Prague). McAleer is a key speaker on the East Indian Company for the lecture series run annually by the Anglo-Dutch Society (GME) in the Netherlands. In 2011, while Sarah Pearce disseminated her research on early Roman Egypt in a public lecture series in Australia, Matthew Kelly promoted a book on his Anglo-Polish ancestry, drawing much positive feedback from Polish readers for whom it helped contextualise their own family experiences.

(b) Our historians are also regular contributors in **media broadcasting**: on radio, Bernard and Curry on *In Our Time*, Curry and Jonathan Conlin on *Night Waves*; on television, Smith on BBC's *Timewatch*. Cornwall participated in *Great Continental Railways* (an episode with 2.6 million viewers) and is now an adviser on central Europe for the second series. Mark Stoyle since 2008 has made over 20 appearances on television and radio to discuss his research on the English Civil War, including Radio 4's *Making History* and the BBC's *Who Do You Think You Are?* (an episode with over 6 million viewers). As a result he was commissioned to appear on Michael Wood's series *The Great British Story* (2012) to discuss early modern English rebellion; and as an advisory editor for the *BBC History Magazine*, he has been building up links with new readerships.

(c) Our **heritage work** has focused firstly on expanding our interaction with **museums**. This includes advising museums abroad on their acquisitions, e.g. Dan Levene at the Pergamon in Berlin and Joachim Schlör at the German-Jewish heritage museum in Tefen (Israel). The UoA has cemented especially strong links to Hampton Court Palace; Hayward's public work on Tudor culture (ICS 2) led on to new advisory commissions with the Royal Collection and English Heritage. The UoA partnership with the NMM is also long-standing, notably in advising on its Atlantic and Indian Ocean galleries. The most recent benefits include an AHRC Collaborative Doctoral Award (2010) to work on the Royal Navy and the Caribbean and the recruitment of McAleer; ongoing collaboration meshes well with our new Southampton Marine and Maritime Institute (SMMI). More locally, our maritime expertise was exploited for the 2012 Titanic anniversary when, in the wake of media interviews, Tony Kushner and Smith acted as advisors for galleries in the new Southampton SeaCity museum. We remain committed to promoting our regional heritage to the public: for example, the resources at Chawton House Library, a research library devoted to women writers, have been exploited by our Centre for Eighteenth-Century Studies to organize public workshops.

A second dimension of our heritage work is the promotion of **historical materials** for public benefit. Nicholas Karn, for example, uses his research on medieval texts to advise bodies such as Peterborough Cathedral and the Suffolk and Northamptonshire Records Societies. Both Hayward and McAleer work with the Arts Council's Reviewing Committee, advising on the granting of export licences for historic objects, while Woolgar advises on heritage taxation cases. Members of the UoA have also worked intensively with our university archives to make its collections more publicly accessible. Thus, on the basis of the rich Jewish archive collections, our Parkes Institute historians have run regular exhibitions and public workshops, including an exhibition of archival material on James Parkes during interfaith week. Woolgar, alongside research on the Wellington papers, has strategically promoted those findings through an annual Wellington lecture and a new Wellington conservation website. In addition, the public campaign in 2009-10 to secure the Broadlands archive had a phenomenal national impact: radio coverage (BBC and Classic FM); a regional

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travelling exhibition; high profile support from David Willetts and several High Commissioners; an Early Day Motion in Parliament; and the backing of the National Heritage Memorial Fund. Diverse audiences were alerted to the UoA's research on the archive, and a twenty-year agreement was made with Hampshire County Council to utilize it for LLL and public exhibitions.

(d) The UoA's **ethical impact** is closely tied to the work of the Parkes Institute with its remit of combating antisemitism and racism and promoting Jewish/ non-Jewish dialogue. Apart from the cultural dimensions already mentioned, notable public interactions include: several annual 'cultural days' on topics such as 'Antisemitism' and 'Exile and Dispersion', and sixth form summer schools on themes like 'Multiculturalism'. Research in the Institute has benefited regional Jewish communities, including a special Jewish History and Culture MA degree in partnership with the London Jewish Cultural Centre, and a public lecture series in Bournemouth in cooperation with the Hebrew Congregation there. Further ethical dimensions stem from building museum collaborations (ICS 4) and advice to bodies like the Anne Frank Educational Trust, Rothschild Foundation Europe, and the national organizers of Refugee Week (June 2013). One Parkes historian, Mark Levene, from his research on historical climate change has also furthered an ethical agenda through creating the organization *Rescue!History*. Through hosting conferences in Southampton (2008) and London (2011) for diverse audiences from NGOs, museums, the FCO and the media, *Rescue!History* has been educating the public, producing a guide for history teachers and, on the basis of strong feedback, is now planning a network of regional workshops.

Through strategic staff appointments since 2008 the UoA has demonstrated its commitment to research-led public engagement. These activities are factored into colleagues' departmental workloads. In turn, we have made rich use of university resources to sustain momentum: through a vibrant LLL history programme, public exhibitions using the university archives, multi-faceted outreach work in the regional community, and a new History outreach website.

### c. Strategy and plans

Our current impact strategy is being refined in three target areas: **educational**, **heritage** and **ethical**, since these match our particular strengths. UoA members are incorporating 'impact' into their research grant applications and it now features as a key criterion in evaluating colleagues' annual research plans. Our main **educational** target is to expand the current remit, galvanizing a successful programme of LLL workshops and schools outreach, with ventures that spring from our research projects and offer clear opportunities for public engagement. The research of Ambuhl, Lambert and Curry will impact on commemoration of the battle of Agincourt through a website and local public events (2015). We are also leading the University's programme of events for the centenary of the Great War. This includes disseminating our research findings (Cornwall, Kushner, Prior) in special public lectures, LLL study days, musical concerts and other interdisciplinary formats across the Faculty of Humanities. Our strategy for **heritage** networking is being coordinated by McAleer and Hayward, who are building on their existing museum network, incorporating other UoA colleagues, and evolving new partnerships that stem from our role in the SMMI. In **ethical** terms, apart from the new LGBT venture, our strategy revolves around fresh initiatives from the Parkes Institute. Already James Jordan (History/English) has established a Holocaust educators' network, while Gilbert is expanding ties with the new Holocaust Museum in Johannesburg. The Institute is also exploiting its researches in the field of migration (Le Foll, Schlör, Kushner): working with the new Migration Museum Project, chaired by Barbara Roche, both to create a national museum and to open up a public discussion about 'Britishness'.

### d. Relationship to case studies

The selected case studies illustrate four of the key ways we have promoted our research to non-academic beneficiaries. ICS 1 (Medieval Soldier) indicates our approach to cultural and educational impact; through a rich combination of talks, a popular website and media opportunities, we have caused a shift in public awareness of medieval warfare. In ICS 2 (Henry VIII), we have targeted our research on the heritage industry, benefiting curators and producing pedagogic impact through the development of new museum exhibitions. In ICS 3 (Landmarks), cultural events, both nationally and internationally, were built on systematically to influence the policy direction of public bodies (in arts broadcasting). Lastly, ICS 4 (The Holocaust) shows our pursuit of an ethical agenda, educating the public through a combination of websites, talks and national exhibitions. Each of these case studies has honed the development of our impact strategy, underlining its primary cultural remit but indicating the potential ethical and policy dimensions to our research.