

<p>Institution: Cardiff</p>
<p>Unit of Assessment: 30</p>
<p>a. Context: The Unit's impact results from research strengths in warfare and the Crusades, authoritarian regimes, Wales and the wider world, gender and identity, and medicine and the body. Informed by these strengths, key impact themes have emerged around community and heritage, political understanding and participation, and science and medicine. The reach of our impact addresses regional, national and international audiences and users, benefiting people at institutional levels and as individuals, while the types of impact we generate focus on:</p> <ul style="list-style-type: none"> • knowledge exchange via exhibitions and work with community and heritage organizations, e.g. working with regional history organizations (e.g. Glamorgan County History Trust; South Wales Record Society), national museums (e.g. Amgueddfa Cymru - National Museum Wales) and heritage organizations in Britain (e.g. Cadw) and the US. This provides a conduit for our research to impact on heritage policy, inform public discourse on heritage and provide stimuli to tourism, and extended curatorial practices (see case studies). • preserving and presenting cultural heritage, e.g. as evident in exhibitions and digital platforms (e.g. Welsh Voices of the Great War) arising from our research, or in an AHRC Connected Communities project (Ward) to create a heritage trail that incorporates local memories within a broader understanding of the history of Ely, Cardiff. • challenging people's understanding of the past by influencing how history is presented. This is evident in how our research informs TV and radio programmes from the BBC (e.g. Gilliver's work with BBC to use satellite imagery in understanding the nature of Roman rule) to Al-Jazeera (e.g. Passmore's research on the French right). We also write for a range of print and digital media, e.g. Totelin on 'The Recipes Project' blog or for the <i>Western Mail's</i> 'New History of Wales' series, which reaches over 58,000 readers. Books aimed at a general readership (e.g. Passmore's <i>Fascism: A Very Short Introduction</i>, which has sold 22,000 copies in English) extend the international reach of our research impact. <p>We have a diverse range of beneficiaries and users from individuals to heritage organizations. Our research benefits schools through our 'SHARE with Schools' programme, while our research has been used to increase visitor engagement with heritage sites (see case studies). It benefits healthcare professionals in the UK and US (e.g. Tougher's research informs medical approaches to transgender care), helps religious organizations understand their history (e.g. Jones's research on the Welsh Church, Melbourne) and informs servicemen (e.g. Gilliver's work with the Royal Military Academy on Roman military tactics). Our research equally contributes to participation in the political process and benefits national and international political and government bodies, e.g. Passmore's research on fascism has influenced debates among political activists in Britain, Europe and the Islamic world, while Newton's research on the difficulties facing sterling in the 1960s benefited the Minister of the US Embassy (Richard LeBaron) and influenced Adam Lent, head of Economics (TUC), in presenting the TUC perspective on the current economic crisis. Equally, our research benefits readers of political blogs, writers and journalists (e.g. Andrew Dickson, the <i>Guardian's</i> theatre editor, whose approach to Nazi theatre is informed by Strobl's work).</p>
<p>b. Our approach to impact builds on existing longstanding relationships with external audiences and beneficiaries and develops new user groups by showcasing our research through a variety of means, including workshops, exhibitions, websites, podcasts, and the media. Working collaboratively to match research to its potential applications, our approach has been to translate our research into impact by: promoting knowledge and skill exchange by working with community organizations, schools and practitioners, as seen in the relationships fostered through 'SHARE with Schools' or the CAER heritage project, and (b) by working with national heritage and culture organizations and the media to ensure that the gap between research dissemination and impact is bridged (as evident in the relationship Gilliver has developed with the Brecon Beacons National Park Authority to create a Walking with Romans app for a Roman military site).</p> <p>Key to our strategy has been to make the availability of impact support available to all staff with a viable project. Our approach has been underpinned by the following:</p> <ul style="list-style-type: none"> • Since 2008 we have put in place the infrastructure and personnel to enable impact. This includes a Director of Innovation, Impact and Engagement who coordinates initiatives to

generate impact. Within the unit, an academic member of staff (Wyatt) is responsible for developing opportunities to extend the reach of our collaborations with non-academic beneficiaries; for example, his involvement in the BBC / Universities Association for Lifelong Learning collaborative steering group led to further partnerships with BBC Wales and PGR involvement with the BBC's Great British Story Event. The Director of Research (Waddington) disseminates information on impact opportunities and works with staff to capitalize on the impact potential of their research. These posts benefit from a 0.8FTE administrator who works with individual researchers to communicate their research to non-academic audiences.

- **Ring-fenced funding** (£8K pa) is used to invest strategically in opportunities for impact, as well as funding travel and the collection of evidence. For example, impact funding assisted Tougher in translating his research to US clinicians who use historical examples of eunuchs as positive role models to help individuals accept and adapt to the effects of castration on their gender identity and sexuality. Funding has also been used to invest in new digital platforms (e.g. Attic Inscriptions On-line; Welsh Voices of the Great War) to bring our research to new audiences, while support for static and online exhibitions arising from our research has aided knowledge exchange with national and international audiences: e.g. the online exhibition <http://www.hospitalstories.co.uk/> resulting from Waddington's research on carers' experiences to contribute to wider understanding of the role of historical and literary narratives in medicine.
- A programme of **knowledge transfer events** (e.g. LifeStories at St Fagans: National History Museum 2010; Share your Story 2012) promotes impact by showcasing our research to external stakeholders, with Getting Medieval (2010), a family learning day, recognized by the National Co-ordinating Centre for Public Engagement (NCCPE) as an 'inspirational case study'.
- We work to facilitate **community participation and co-production of research** to foster long-term partnerships with beneficiaries in local communities. This is evident in the AHRC funded CAER heritage project, a multi-disciplinary project exploring the history of settlement and society in Ely, Cardiff, and the wider region to improve social inclusion. CAER has been identified by the AHRC as a flagship project on how the co-production of research has impact.
- The creation of '**SHARE with Schools**' in 2011 to translate research into the classroom in Communities First locations (a Welsh Government programme to enhance learning in the most deprived areas of Wales) to build long-term partnerships with schools and inform curricula.
- To capitalize on new impact initiatives, we have made **strategic use of externally funded research opportunities**, such as AHRC Connected Communities (£159K), to support the co-production of research with a focus on knowledge transfer, as evident in CAER, and secured AHRC funding (£20K) for a postdoctoral researcher to explore how to enhance and measure impact with different types of communities.
- In order to support staff to achieve impact, **administrative support** is provided, e.g. to enable staff to organize public events, such as the Keynes seminar, to bring together academic and non-academic audiences, including those from commerce and government, as well as to support research-led contributions to international festivals, such as the Cheltenham Science Festival, Hay Festival, and Oxford Literary Festival (Bowen; Passmore; Waddington).
- Impact is also achieved through **consultation and guidance for key stakeholders**. For example, Jones' research on the Welsh Diaspora informs the national steering committee to develop activities to commemorate the 150th anniversary of the Welsh settlement in Patagonia; Anagol's research on Indian feminism has impacted on the Welsh Asian Women's Achievement Awards, while CWilliams' research informs Royal Commission on the Ancient and Historical Monuments of Wales policy.
- To **evaluate impact** questionnaires, follow-up emails and interviews are variously used, and a database of activities undertaken by staff allows the identification of impact potential.
- We benefit from the **institutional facilities, expertise and resources** at Cardiff, including a highly-active Community Engagement Team, which promotes research-to-impact by building links to beneficiaries, and creates opportunities for impact (e.g. press releases, public talks, community events; *BookTalk*, a literary book club for the public), and gives guidance on impact processes. Humanities Connect, a forum for promoting research in the humanities at Cardiff, provides opportunities for knowledge and best practice exchange among Directors of Research

and impact champions. Further opportunities for enabling impact have been delivered through RCUK Beacon for Wales, and through REACT, the AHRC Hub for the Creative Economy in which Waddington is actively involved. Engagement and impact figure strongly in the University's appraisal and promotion criteria.

- **Training for impact** is provided through impact workshops and is embedded in our 'SHARE with Schools' programme. AHRC funding has been used to develop an online toolkit for working with community groups, while the University's career development programme provides training on skills related to knowledge exchange (e.g. speaking to and writing for traditional and social media, or evaluation strategies) to help staff acquire expertise in these areas.

c. Following our investment in a support infrastructure to enable impact we will continue to structure our impact activities around knowledge exchange with regional, national and international communities, heritage organizations and media companies. Our impact **strategy** focuses on:

- developing and strengthening new and existing partnerships with external beneficiaries, e.g. through 'speed networking' events to develop partnerships with beneficiaries; by extending our relationships with the BBC and other TV companies (e.g. Jones with S4C and Gorilla TV; Thacker with the Discovery Channel UK); by extending our involvement in literary and science festivals to communicate research; and by involving more end users in project committees.
- extending the reach of our co-production of research, e.g. developing CAER to include new sites – Sheffield, Somerset; Romania – to connect research to local values of heritage.
- building collaborations with other HEIs to generate impact. One key theme driving collaboration in 2014 will be the First World War, with dissemination and impact projects being developed through History Research Wales (Thacker), the National Library of Wales, and with the GW4 (Bath, Bristol, Cardiff, Exeter) consortium (Wyatt). Another is built around brain injury and medical decision-making (Waddington) through collaborations with Journalism (Cardiff) and Sociology (York University).
- awareness raising about the benefits of impact and incorporating more staff into a culture of impact. We will achieve this based on: (i) developing existing projects – e.g. by involving more staff and PGRs in 'SHARE with Schools' to improve skills and shape curricula; (ii) using a revised workload model to ensure that impact activities are recognized and supported, (iii) the introduction of KPIs to monitor impact activities, and (iv) securing recognition through a rise in the number of University innovation and engagement awards for our impact activities.
- enhancing training to improve impact literacy by: supporting more staff to become NCCPE ambassadors to develop further pathways to impact; by working with external organizations such as Amgueddfa Cymru - National Museum Wales (ACNMW), and bi-annual meetings with Cadw to discuss current and future heritage impact projects.
- embedding impact into our PGR research culture by extending 'SHARE with Schools' and by working with ACNMW to provide impact training through the AHRC BGP2 consortium.
- increasing our grant capture by capitalizing on existing successes, e.g. £2m AHRC bid (Wyatt; Ward) to develop CAER; £2m Wellcome bid (with Journalism) on medical decision-making.

d. Relationship to case studies: We have selected case studies from a broad range of impacts on (i) promoting knowledge exchange through exhibitions and work with heritage organizations; (ii) preserving and presenting cultural heritage, and (iii) influencing how history is presented. The cases highlight our approach to impact and the reach and significance of our research impact nationally and internationally. They emerge from our long-standing investment in research in Medieval and Welsh history and our research strengths in the Crusades and Wales and the wider world. They demonstrate impact-related activities that are typical for this unit and the ways in which we have enabled impact, such as through strategic investment to support the impact of Jones's research on audiences beyond Wales. The studies illustrate how individual researchers have challenged popular myths in their research, which is also evident in work by Gilliver (Roman warfare) and Passmore (fascism), and how staff have created new resources and worked collaboratively with external bodies as exemplified by Nicholson's research on the Templars. The case studies have helped develop understanding within the unit of how impact cases arise from research and point to the wide-ranging interest that we generate through our research, and how our impact reaches individuals, the media, and the heritage sectors in Britain, Europe, and the US.