

<p>Institution: University of Chichester</p> <hr/> <p>Unit of Assessment: History</p> <hr/> <p>a. Context</p> <p>The unit publishes research in cultural and political history – broadly defined. A unifying concern is with forgotten voices from the past; original and under-researched sources, and recognition for how historians can work with other disciplines and professions. RAE 2008 described the submitted publications: “Most outputs were of international quality with a significant proportion being internationally excellent.”</p> <p>The main non-academic user groups of the unit’s research are of two distinct types: communities with specialist historical interests, wanting to know more about their own past/culture and, second, heritage/media organizations communicating on historical subjects to wider audiences. The geographical range of these beneficiaries is extensive and tends to be founded on the different locations of the people who share our research interests. Thus, Adi’s work is discussed across the African diaspora, Chandler’s among British and international Church communities, Frey’s where relevant popular culture is being consumed, while Richardson’s and Tankard’s is used in South East England. Situated in West Sussex, the unit’s research also informs the rich local historical and heritage scene: contributing to our immediate community’s cultural life.</p> <p>What has changed in the world because of the research? The case studies selected illustrate impact on an intellectual group (of the Church of England, international Church groups and others) and a museum and its visitors (the Weald and Downland Open Air Museum). In each case users have gained a qualitatively enriched sense of the significance of the past. More generally, the unit’s research has added to public knowledge, contributed to civic discussion, and provided commemorative material for people to reflect on and inform their identities or social practice.</p> <hr/> <p>b. Approach to impact</p> <p>Impact is based on a shared passion for communicating research to users beyond academia – community groups, faith organizations, museum workers and visitors, and media professionals wanting detailed research knowledge to understand history.</p> <p>The unit is guided by and responsive to the university’s mission to contribute to society at large through cultural enrichment and that is strategically monitored in three management reviews per annum between the Head of Department and senior managers. Training sessions, internal research funding that emphasizes partnerships with non-academic users, recognition of impact in PRDPs and promotion rounds, underscore its professional significance. Moreover, Chandler and Tankard hold positions that directly face outside user groups (Chichester Cathedral and the Open Air Museum) and were each employed in part because of strategic recognition of a need for greater regional public profile (see also Environment/Strategy). Research impact experience or potential has further informed the appointments of Adi, Wilson, and Wyss.</p> <p>Three pathways for impact are developing. There are self-directed routes whereby colleagues have planned to make their research inform wider communities than academia; secondly, media dissemination and subsequent debate, and, thirdly, formal and informal support for popular interest in the past. These categories are not mutually exclusive and in reality they thrive together.</p> <p>Self-directed impact work. Chandler and Adi have consistently included in their careers contribution of historical knowledge to society at large. Modern church historian, Chandler publishes in academia, runs a cultural-religious institute, the George Bell Institute (located at University of Chichester), and is also a figure in British and European church-intellectual life (see the case study). Similarly, Adi disseminates his research on the African Diaspora through public platforms. Adi has popularised his research among community groups through online platforms Youtube and Facebook, culminating in the interactive history website dedicated to the West African</p>

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Student Union (see '<http://wasuproject.org.uk/introduction/>'). Informed by his research the website provides a unique place for Africans, Londoners and others to learn about their past and to encounter lost collective memories. Evidence from feedback given to the sight shows a genuinely qualitative impact – comments online have included: “This is a superb effort to preserve part of our heritage” (Abiodun Akiwumi). Similarly, writing from the USA, the widow of civil right’s activist Harry Haywood, Gwendolin Midlo Hall describes Adi’s new monograph as being “stunningly conceived” (Amazon.com reader’s review). Adi’s and Chandler’s researches are influencing community discussion around the UK, adding to civic society and heritage: the Churches and the African Diaspora. Their users gain enhanced historical understanding, seeing more clearly traditions and narratives others gloss over.

Informing public debate and media coverage of history: colleagues have advised and appeared in television and press venues that have added to the cultural life of the UK. Adi, Chandler, Morgan, and Richardson have appeared in and/or informed the making of: ‘Age of the Do-Gooders’ (BBC2, December 2010); ‘Forgotten Routes of Britain’ (BBC1, June 2012); ‘Paris-Dakar’ (BBC4, April 2013) and ‘Great Lives: George Bell’ (Radio 4, February 2013). Different media groups have also employed the unit’s writings for their reportage. For example, Frey’s monograph *Louis Malle* (MUP, 2004) was cited in *The New York Sun* when the director was given a retrospective at the Lincoln Center (2005), and is quoted in informational material created by Turner Classic Movies and the Criterion Collection DVD house. His writings on the political history of comics were discussed in the Belgian daily *De Standaard* (4 December 2008), feature on fan websites, as well as being referenced at the exhibition ‘*Maus* at 25: the Holocaust in Graphics, Comics and Illustrated Works’ (James P Adams Library, Rhode Island College, USA). He has also refereed material for the ‘Fondation Auschwitz’, Brussels (their review, issue 109, 2011).

Here, impact range is currently ‘national to international’, mainly Anglophone, and across a good breadth of research from the unit. Impact is occurring on the popular mediators of historical information and their subsequent audiences. The citations above are qualitative evidence of its occurrence; while readership-audience levels are far harder to quantify one can infer that these are all national-international venues that attracted at the least thousands of users and engaged audiences in the UK, US and Western Europe.

Partnerships and regional contributions are another impact pathway. Making regional partnerships with the Cathedral and Open Air Museum (see both case studies) has assisted in further connecting our research to others in the region and unlocked considerable more general interest in the unit’s research. Tankard and Richardson have worked with the Sussex Archaeological Society. Tankard is an editorial board member of *Sussex Archaeological Collections* and Richardson co-hosted its annual conference, 2008. Both historians write for and speak at public history venues across the region where popular audiences gain cultural enrichment. To indicate scope: besides the relevant case study, Tankard has published a historical monograph on the collection of the Open Air Museum, written for *Local History Magazine*, *Past Matters*, and the *Weald & Downland Open Air Museum* magazine. She has featured on BBC Radio Sussex and been reviewed in *Sussex Life*. Since 2008, she has spoken to local historical societies across the county: the Midhurst Society; the Friends of Chichester District Museum; Park Centre Wives Group, Burgess Hill; and Slinfold Local History Group. Between 2008 and 2010, Richardson served as local history editor for *Hampshire Studies* and is Chairperson of the ‘Friends of Clarendon Palace’. In 2011, she delivered the Annual Clarendon Lecture, Salisbury Museum. In addition, Frey has used his research experience in cultural and micro-history (France) to assist Sussex-based regional partners interested in similar themes or methods. He managed oral history projects for the Chichester District Council HLF funded ‘City Walls’ project; and assisted ‘Out of Asia’ HLF work in Worthing. He is also a Trustee of the New Park Arts Cinema, Chichester. A real picture of deep public engagement with our locality is evidenced by the unit’s activities.

Genuinely statistically hard to measure, the above record points to a strong range and depth of use of selected published works or living research skills. When one notes also the contribution of part of the ‘Chandler case study’, and our records for user numbers of the above ‘events’, then, regionally, thousands of people have been influenced or informed by the unit, while nationally and

internationally there is consistent take up from a good variety of users: media agencies, foundations, and museums.

c. Strategy and plans

The framing strategic goal of the research unit is to facilitate international publications and then for this work to reach all relevant beneficiaries. Regarding future impact strategy: this is to be achieved through:

- i) Maintaining the formal partnerships with our collaborators and the many more general activities from staff whose work is regularly informing ordinary people about their past, contributing to commemoration, and assisting media groups disseminate accurate popular history.
- ii) Furthering a conversation with Pallant House Gallery, Chichester, around the appointment of an art historian (1.0 FTE) to the unit, which would expand recent existing collaborations on heritage and outsider art/mental health history (in 2013, the Gallery and the unit supported a Permeate Project fellowship and now are partners in a successful HLF bid focussing on Graylingwell Hospital, Chichester). In other words, using existing partnership models and exploring their replication with an internationally-recognized gallery.
- iii) To use experiences of senior colleagues to encourage and discuss the impact agenda with our newly qualified researchers, both of whom have demonstrated that their writings do already influence the public sphere. Thus, Wilson brings experience from having contributed to '1807 Commemorated' at University of York, while Wyss's monograph on the Swiss member of the Nazi SS – Franz Riedweg - stimulated civic debate (see, for example, the feature article in the broadsheet, *Le Temps*, 17/1/11 pg 1, 7). This training will include exploring themes: building partnerships, communicating with beneficiaries, and thinking creatively about potential non-academic users.
- iv) As a unit, we identify enhanced data capture as a helpful further process. Our work is read and influences non-academic users in different communities, locally, nationally and internationally, as established here. To understand better these relationships from the perspective of the user we need to regularly and systematically evaluate our impacts and to then make direct bridges to users to establish what more we can provide and learn from a detailed picture of the whole experience. The unit has been active and its work makes good impacts but we can achieve a sharper picture of what impacts are occurring and then to use this knowledge to inform our work. To this end a 0.5 FTE administrative post is in strategic planning to fulfil this task.
- v) Reviewing and sharpening marketing-communications so that new users find out more about our work, alongside connecting further to intermediary organizations, e.g. 'History and Policy', is equally important.

d. Relationship to case studies

The case studies are selected based on the two formal strategic partnerships and from research published by staff when contracted to the unit. In different ways, they exemplify general trends of the unit's impact work and future. Thus, Tankard's work directly influences the heritage sector and museum visitors by informing specialized rural history exhibits and exhibitions. Chandler's impact – founded on his continued research on the contemporary history of religion – enriches the cultural life of the Church of England and brings to greater attention some of its 'forgotten humanitarians'. Just as with Adi's impact on the African diaspora, or Frey's work on popular culture, these examples are about enriching specific communities' sense of their own past and communicating it further to interested wider publics.