

**Institution: London School of Economics and Political Science**

**Unit of Assessment: 30: History**

**a. Context**

The Economic History and International History Departments (EH & IH) both seek to engage with and have a number of relationships with non-academic user groups in four main areas. The primary non-academic user group is the general public, with both Departments shaping public debate through the media including latterly social media, public lectures and published reports. By putting issues into the public sphere, by asking awkward questions, and by offering evidence and arguments, academics in the humanities play an important role in shaping public opinion and thus influence policy agendas indirectly. Nevertheless, we do also seek actively to engage with policy-makers and in this last period this has included the German Economics Ministry, the Netherlands Environmental Assessment Agency, the UK Department for Education, the House of Lords Communications Committee, the UK Foreign and Commonwealth Office and the European Commission. In addition, EH seeks to engage with the business community in a number of specific areas, including film companies such as United International Pictures as well as through the Business History Unit's engagement with major corporations and the public sector. IH also engages with educationalists through courses for teachers, provision of broadly conceived training opportunities for Russian historians, and in contributing to officially-sponsored learning materials for secondary schools, whether traditional or interactive/digital.

**b. Approach to impact**

**i. Engagement with the general public**

In IH, engagement with the general public, the most important context for impact, is provided by two research centres: IDEAS and the Cañada Blanch Centre for Contemporary Spanish Studies. IDEAS, co-founded and directed by Westad since 2008, is a Centre for the study of international affairs, diplomacy and strategy with a clear research agenda executed through nine research Programmes several of which are led by IH colleagues. Eight of the Programmes are organised on a regional basis: Southeast Asia and East Asia (Westad); the Middle East (Ashton); the Balkans (Rajak); Russia (Hartley & Keenan); Africa (Onslow); Latin America (Harmer) and Transatlantic relations, together with the Cold War Studies Programme which is thematic (Westad, Ashton, Ludlow, Casey, Spohr). Westad also co-founded an executive Masters in Diplomacy and International Strategy which since 2011 has trained some 40 serving or future diplomats, legal or defence professionals. Between 2008 and 2012 IDEAS held 86 public lectures, 119 roundtables/seminars, 45 conferences, 41 book launches, and 14 debates attracting an estimated outreach of 33,000 people. Their special reports, strategic updates and situation analyses published from mid-2009 are estimated to have reached 39,000 end users. In social media IDEAS has over 4,000 followers on Twitter, 1,800 followers on Facebook and their blog attracts over 1,500 unique visitors per week. LSE IDEAS is judged to be one of the top 50 think tanks in the world according to the Think Tank and Civil Societies Program of the University of Pennsylvania. It is also ranked in the top three university think tanks in the field of International Affairs, (U.Penn, 2012 league tables).

The Cañada Blanch Centre for Contemporary Spanish Studies, led by Preston, also carries out a wide range of activities in line with its objective of promoting and propagating Spanish history, culture and current events in London. During the review period it has held three cycles of seminars in every academic session devoted to the social, economic, political and cultural affairs of modern Spain, and sponsored a monograph series now running to over 50 titles. Other important areas of outreach have included the sponsoring of several film series in London with the BFI, and hosting many conferences, book launches, debates, lectures and visiting scholars. This REF cycle has also seen the creation of the Catalan Observatory, the development of a close collaboration with the Instituto Cervantes, London, and an additional research focus on welfare policy reforms and the interrelation of technological advance and industrial growth, in Spain, Southwest and Mediterranean Europe. Given the concentrated focus on twentieth century and contemporary history within IH, many colleagues contribute to public dissemination and engagement on the radio,

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television and in the press. The department also organises a full events programme at LSE to showcase new research and publications to a wide public audience, which includes regular contributions to the LSE's Literary Festival which is free and open to the public.

The EH Department engages with the general public via several channels. The most obvious one is that of public lectures. Apart from individual faculty lectures to the public, since 2008 the Department has run a successful annual lecture series (The Epstein Lecture) which is designed to make accessible to a broad audience the new research findings of internationally renowned younger scholars. A wider engagement is effected through the assistance of the LSE Experts Directory and the LSE's Press Office which provide important links between the School's research community and the media. A number of staff respond to requests for expert knowledge in interviews on radio, television and in the press, including most notably Leunig on British government policy before his recent secondment to the Department for Education, Ritschl on German economic policy, Ma on China and Hunter on Japan. Broadberry had an article in *Vox-EU* in 2008 on the origins of India's booming service economy which has had over 30,000 reads. Other direct forms of public engagement take on a more consistent or less ephemeral form. For example, the Department has links with the British Museum via Gardner, who was recruited from the Museum staff, and has continued to work on a number of numismatic history projects, which will be used to inform visitors to the Museum. These deeper engagements are sometimes prompted by contingencies which bring historical expertise into focus: thus Morgan's expertise in history of economics has been used in both TV and radio series, each made in response to the economic problems of the recent period. And, following various 'climate-gate' scandals, Morgan's work on 'How well do facts travel?' has been used to design and provide quality control mechanisms that have improved the integrity of climate science evidence reported in the new generation of Intergovernmental Panel on Climate Change (IPCC) and used in the public domain.

**II. Engagement with policy makers**

To foster engagement with policy problems, EH is actively encouraging its members to build up links with policy-makers and advisors. These links have sometimes been at a very high level, particularly in the case of Leunig, who has worked on a 50% basis for the think tank Centre Forum between October 2010 and September 2012, and on secondment as a special adviser to Michael Gove at the Department for Education since October 2012. Ritschl is currently a member of the German Federal Ministry's Advisory Council. Since the Economic Crisis of 2008, Ritschl has been able to use his knowledge of the interwar economic crisis and post-war recovery within German policy-making circles, as well as reaching the wider public through media interviews. Morgan assisted the Netherlands Environmental Assessment Agency in tracing the spread of erroneous facts in the wake of the 'climate-gate' scandal in 2010. Our *Impact Case Studies* set out the impact that Ritschl and Morgan's research has had in these non-academic domains. Broadberry and Gardner have given a policy briefing on Africa's economic growth prospects at Chatham House in February 2013. This grew out of Broadberry's affiliation and leadership role in the ESRC-funded Centre for Competitive Advantage in the Global Economy (CAGE). Several members of IH have also initiated projects with clear or potential impact on policy-creation. For example, M.Jones, who chairs the IH departmental Research Committee, is completing the official history of the Chevaline Upgrade Programme for the UK Nuclear Deterrent against the backdrop of the government's review of the Trident Nuclear Programme; Ludlow is part of a jointly-authored history of the European Commission set to appear in 2014 with potential implications for the future direction of the Commission, and K.Schulze has continued in different contexts to develop the policy implications for international institutions of her work on regional violence and global terrorism, as shown by her impact case study on the Aceh Monitoring mission.

**III. Engagement with the business community**

EH's Business History Unit (BHU), directed by Dr Terry Gourvish (currently on a REF-ineligible contract, and who also serves as Chairman of the Business Archives Council), plays an important role at the interface between researchers in economic/business history and the business community. Founded in 1978, the BHU enjoys an international reputation, and produces high quality business histories - funded by the private sector and government agencies as well as the major research councils - including official histories of major state projects such as the Channel

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Tunnel and British Railways. Most recently, Gourvish led the Unit's successful ESRC-funded project on Britain's popular music industry. The BHU-run weekly seminar fulfils a key function that strengthens the Department's engagement with users outside the academic domain: it provides a forum of exchange between business historians and business practitioners. In addition, individual faculty have developed personal contacts to the business community, including Bakker's links to the film industry and Roy's work with small firms in India. Hannah is engaged in business and economic consultancy. Clients have included the BBC, the French journal *Constructif*, Japan Tobacco and *La Poste* (France). As a former business school dean, Hannah also contributes to executive education courses in the UK and abroad.

#### IV. Engagement with educationalists

Members of IH have engaged with the educational sphere in three distinct ways. Colleagues working in IDEAS have developed short courses for teachers designed to highlight innovative research in the Cold War as developed in the case study of Westad, Harmer and Rajak. Hartley and Keenan have developed from 2010 (through a private donor) the Paulsen fellowship programme which brings Russian historians to LSE to develop their research, networking, teaching and other opportunities in the setting of IDEAS. Thirdly two colleagues are engaged as major contributors to projects aimed at schools: Neitzel has written a core textbook on the era of World Wars for the Federal Institute for Political Education, Germany, to be published at the end of 2013. This will be used as a guideline for all grammar schools and has a print run of 700,000 copies and should provide the basis for a case study in the next REF. Stevenson is a significant editor and author of the British Library's contribution to *Europeana 1914-1918* which will create by the 2014 centenary a substantial digital collection of material from national library collections of ten libraries in eight countries, aimed at schools as an interactive teaching resource. This too may develop into a case study for REF 2020. Over and above these contributions a wide range of colleagues in IH give talks in schools across the UK.

#### c. Strategy and plans

Both departments recognise that impact begins with the recruitment process, and with retention of world-class staff. So, for both senior and junior appointments, we will continue to look out for candidates who show willingness to engage not only with the community of scholars but also, importantly, with the wider community outside of academia. But with historical research it is not at all easy to predict in advance which fields and topics will provide materials that prompt engagement - for such engagement arises both from the sometimes surprising details of research findings and equally from contingent events of the present which unexpectedly bring our research findings into current focus. Because of this double level of serendipity, our strategy to make the findings of our faculty's high-quality historical research accessible, and useful, to non-academic groups of users has five components which are geared to capturing and making use of these two forms of contingencies. These five components in our strategy are all designed to prompt, guide and enable successful engagement of all faculty with the variety of user groups identified above: the general public, policy makers, the business community and educationalists.

First, both departments have Research Committees that are, *inter alia*, charged with reviewing current and prospective research outputs as well as research grant proposals for their potential impact. The point here is that for many history projects it is not self-evident what these might be. But with both externally funded and unfunded projects, the committees will seek to identify and support projects with strong potential to engage with our target user groups.

Second, the Research Committees and senior members of the departments will actively assist researchers with their grant applications to ensure that knowledge exchange and impact objectives are woven into research applications *ab initio*. The purpose here is to encourage future work with strong impact potential. As part of the annual 'away day', EH staff members make presentations based on research in its early and/or pre-application stages. There is, then, a forum where initial ideas can be collectively probed for their prospective impact. In IH one annual staff meeting is focused on research development, the role of impact within overall research strategy, and the development of collaborative schemes within and beyond IDEAS. IH offers teaching load relief and administrative support where possible to those colleagues making such applications.

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Third, historians in both departments who are engaged in projects that have been identified through the above procedures as particularly promising will receive departmental support in the form of advice and guidance from colleagues with a positive impact record and resources are made available to help assess the current reach and to maximize the prospective impact of those projects. For instance, EH are currently working with two colleagues (Bakker on the film industry, Roy on craft-producers in India) in whose current research we see significant future impact potential. In IH we are assisting H.Jones in developing '14-18 online', a collaborative international encyclopaedia on the First World War, so as to maximise its impact after publication in 2014. Fourth, all early career scholars in EH and IH are paired with senior colleagues as mentors. Part of the broader mentoring process will be to raise awareness of the School's impact agenda.

Fifth, the departments' impact strategy is linked to and aligned with the broader impact strategy at LSE which incorporates several key elements. In terms of recruitment, LSE has established a Research Quality Investment Fund which has been used specifically to attract scholars who engage with the wider community outside academia, and whose world leading research can be translated into concrete impact case studies. M. Jones's appointment in IH is indicative of this broader strategy. His work as the Official Historian of the UK's Chevaline upgrade programme has had a significant and continuing impact on debates in Whitehall ahead of the decision on nuclear deterrent renewal expected in 2015. Further, the appointment of Cummins in EH brought an early-career scholar to the School whose high profile work on social mobility is thought likely to provide a future Impact Case Study. LSE also has a radical new Research Incentives Policy intended to push a much greater share of overhead income to Departments. EH and IH will use this new income for seed-funding research likely to generate broader impact among the user groups identified above. Finally, LSE has established a 'bid' fund using HEIF IV and V funding which has been used to support projects likely to have measureable impact effects. For example, the HEIF IV bid fund has been used in IH to support research leading to an international conference on the impact and legacy of the Iran-Iraq war for the Gulf.

#### **d. Relationship to case studies**

The EH and IH case studies demonstrate how our strategy has already been effective in helping to capture the contingencies that prompt engagement with the findings of historical research. The studies by Morgan, Ritschl and Preston, especially, show how contingent events of the present – 'climate-gate', the Euro-zone crisis and the Garzon trial in Spain, respectively – bring our research findings into current focus and lead to engagement with users outside of the academic domain. The two EH case studies illustrate impacts on two of the user groups identified in Section b: the general public, in shaping public opinion and debate, and policy-makers, in affecting policy discourse. Morgan's FACTS study is of general relevance to the quality of scientific evidence used in public discourse. It was first used by the Netherlands Environmental Assessment Agency in deciding how to react to the 'climate-gate' problem as it arose in the Dutch Parliament in 2010. More importantly, from this local usage it was adopted to ensure the integrity of climate science facts in the current/forthcoming generation of IPCC reports – which shape the debates and policy making at the international level. Ritschl's research exemplifies engagement with the general public via the media, as he used the historical case of debt forgiveness towards post-war Germany to question the prevailing tough attitudes in Germany towards Greece's need for debt rescheduling and debt reduction. The public discourse Ritschl has been influencing is one where the engaged parties include policy makers as well as the general public and other academics. The IH case studies also demonstrate impacts on the user groups described above: Preston's case study showcases the impacts on public opinion and on policy of his research on the transition to democracy in Spain. This has been achieved through dissemination and public engagement activities at the Cañada Blanch Centre since 1994, in which many Spanish national and regional opinion-formers and politicians have taken part. The teaching initiative of Westad, Harmer and Rajak, is part of a long-standing programme of cooperation between IDEAS and the Gilder Lehrman Institute of American History, New York City. K. Schulze's research programme on the Aceh Monitoring Mission has impacted on the management of security risks by international organisations, and is typical of the approach among the IH specialists in contemporary history to pursue where possible the implications of recent historical research for policy-making and review.