

Institution: Aberystwyth University
Unit of Assessment: 30: History
<p>a. Context</p> <p>The department's impact agenda has focused upon three broad themes, fostered by its research centres for Media History; Historiography and Historical Cultures; the History of Science, Technology and Medicine, and the Social and Cultural History of Wales, and its activities as part of the pan-Wales group History Research Wales (HRW):</p> <p>i) An educative mission: has been shown in the following areas: Seals in Medieval Wales (SiMeW) project run by Schofield and New; Thompson's work on medicine and public health; work on the popularisation of science by Morus; Welsh history by White, O'Leary and Ceri Jones; historiography by Schofield et al.. SiMeW has involved the public through its exhibitions and lectures, as well as its production of catalogues (<i>Seals in Context</i>, 2012). Thompson's project has engaged the public through collaboration with the Welsh Assembly on website output, and a roadshow in Swansea on disability. This educative impact has also involved archivists and heritage professionals through SiMeW, health professionals via the Medicine/Health project, and school teachers, not only through SiMeW (as visitors to exhibitions and participants in practical activities), but also in Morus's workshops on Victorian scientific experiments (including one at the Science Museum, for which he is an external advisor), and through the success of the department's historiography textbook Lambert and Schofield, <i>Making History</i> (2004), under consideration for a Brazilian school library programme. This blending of the commercial and the educational is also a feature of Kocho-Williams's reconstruction of historical Russian beer recipes, under advice from brewers in St Petersburg (later brewed and shipped to the UK and United States). The throughput of these efforts has seen a changed or enhanced historical awareness in areas such as medieval source material and the history of medicine and health – in the form of exhibitions and catalogues, public lectures and meetings. It has also been evidenced by a more informed approach to research and practice as a result of attending departmental 'outreach' events (SiMeW, Medicine/Health), and adjustments to teaching emphasis and use of syllabi after departmental involvement in school visits or workshops (SiMeW).</p> <p>ii) Engagement with civil society: with Wales as the central point of focus, impact activities here include work by Ceri Jones with evangelical communities on the historical roots of contemporary evangelism in Wales; Thompson's engagement with disability groups in south Wales and O'Leary's work with the Irish diaspora in Wales through his AHRC funded Wales-Ireland International Research Network. In the case of the latter, these associational groups were brought into contact with schools and figures from Welsh/Irish cultural, commercial and political life. Elsewhere Kocho-Williams has worked with the American Homebrewers Association and the Bristol Craftbrewers, disseminating Russian beer recipes (and samples) from the archives. The impact in this area has focused upon enhanced historical awareness, but also the creation of cultural capital through the holding of cross-disciplinary cultural events, embracing poetry, the novel, heritage and commemorations, consumption, and personal testimony on issues from religion to disability.</p> <p>iii) Policy-making: policy-making impact has been evident through Thompson on disability and health, but also Kocho-Williams as an advisor on Russian policy to the Foreign Office, and O'Leary's work on Irish communities in south Wales. The following groups have been drawn in: on health/disability, the Welsh Assembly Government, Public Health Wales, NHS Wales, civil servants, politicians, and on Wales-Irish connections, Welsh MPs, the chair of the Institute of Welsh Affairs and Welsh National Opera, the Irish Consul General for Wales and the Irish press ombudsman. In the case of both the civil society work and policy-making, the type of impact generated has focused upon public service through the shifting of perceptions and prejudices surrounding particularly disadvantaged or marginalised groupings by interaction with the department's longitudinal focus on contemporary concerns like health and disability, migrant and ethnic groups and religious discrimination.</p>
<p>b. Approach to impact</p> <p>Impact work is a keystone of the department's research agenda and grant-getting success, and the relationship between the research centres (which compile data on this) and impact themes has determined an increased focus upon public reach via building up media profiles and embarking upon other modes of facilitating a public and educative mission:</p> <p>i) Public and media engagement: Through lectures (often-project led), including Schofield and New on SiMeW, O'Leary on Welsh-Irish heritage issues, Morus on Victorian science, Kocho-</p>

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Williams on Russian brewing, Powell and Weiler for the Historical Association at their branches in Bath and Cardiff. The department's historians are contributors to TV and radio, particularly programming in Wales (BBC and S4C), but also in Britain and Ireland (Morus, In our Time for Radio 4 and Who do you think you are? for BBC1; Powell, Talking History for Ireland's NewsTalk). Exhibitions have been utilised by Schofield and New, whilst Morus has used virtual modes of presenting experiments (as Victorian scientist Professor Marmaduke Salt). The Welsh history centre has an avowedly public-focused ethos, informed by its involvement in HRW, and has seen its members involved in sell out performances at the Hay on Wye festival (this year on places in Welsh history) linked to the *Western Mail's* serialisations on Welsh history. Also in the press there has been Thompson on medicine and health and Kocho-Williams (in the *Observer*) on brewing.

ii) Supporting professional groups: for instance workshops offering CPD (SiMeW), and undertaking visits to schools as part of a programme of engagement with schools and their syllabi (SiMeW, but also Morus on Victorian Science and O'Leary on the Irish in south Wales). Also summer schools (Borsay on local history at the Institute of Historical Research), historical tours (tour of Tenby for the Ceredigion Association of National Trust Members by Borsay) and educational publications (DVD by White/'laith' on history of Welsh language to support non-Welsh language teachers).

iii) Publications: designed to be read and accessed by a popular audience, evidenced by book sales and journal subscriptions/downloads - *Seals in Context* catalogue, *Making History* textbook, Morus's popular book on Faraday (*Michael Faraday and the Electrical Century*, 2004), as well as Borsay's policy work on binge-drinking (*History and Policy*, 2007), taken up in commentary in the same journal 'Today's Toughest Policy Decisions: How History Can Help' in 2010, and Kocho-Williams on brewing for *Zymurgy*, *the journal of the American Homebrewer's Association*; both journals having large non-academic circulations.

Evidence of resulting impacts:

i) the event itself (as in the public lecture) and its record, such as published addresses to local history societies (Kocho-Williams in *Zymurgy*), electronic publications (White's DVD with 'laith') and podcasts/YouTube (Kocho-Williams talking to the AHA in Seattle, Powell's public lecture on Ireland and debt at TCD, Morus's Victorian experiments). Also relevant here are television viewers and radio listeners, website hits (Thompson's health in Wales handbook), as well as attendance data and visitor book comments (SiMeW), questionnaire evidence (SiMeW and health/disability), memory booth records (health/disability again) arising from exhibitions, roadshows and workshops.

ii) correspondence/testimonies from impact events (O'Leary on the Irish, Ceri Jones on evangelicalism, and SiMeW).

iii) second-stage initiatives arising from initial exchanges (for instance, invitations to take work further, to provide additional workshops), as seen in SiMeW, but also the international recognition of *Making History*, and return invites to Kocho-Williams to talk on, and even judge, beer in the U.S. and Ireland.

iv) reports from recipients - schools, professional bodies - on the ways in which initiatives have been deployed (SiMeW, HRW as advisors on the history curriculum in Wales).

c. Strategy and plans

Members of the department are now operating with the support of the research centres and pan-Institutional bodies like HRW, and will adopt the following strategies to generate impact (within the themes for impact already adopted at departmental level, and, in the future, the next target area of cultural life):

(i) In drafting applications for research funding members of staff will build in elements of impact. Bodies like the Institute for Medieval and Early Modern Studies (part of the Aberystwyth-Bangor partnership), and the Centre for Media History have provided backing, and finance, for impact related projects, including Richard Sheridan and parliamentary oratory (Powell), and a website on the history of the *Daily Mirror* (Nicholas). Peer review within the department will pay particular attention to impact, and explore the potential that may exist to develop its reach and significance. This has been successful in the case of follow-on funding for SiMeW - the AHRC grant 'Exploring Outreach through Medieval Seals', and Morus's AHRC Care for the Future exploratory award to recreate a Victorian scientific experiment for a popular audience; (ii) When considering applications for research leave, or relief from teaching and administration, the department will take into account the time required to develop the impact element; (iii) In deploying its own research funds the

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department will support applications from staff aimed at generating and measuring the reach and significance of the impact; (iv) During the annual round of research interviews members of the department will be asked to outline initiatives undertaken to derive impact from their research; (v) In making new appointments the department has been alive to impact potential, and this has been influential in the hiring of Phillips, formerly of the BBC World Service, who continues to contribute to the BBC as well as the *Guardian* and London Monocle digital radio.

These methods focus the development of the department's plans for impact as follows:

Education: (i) consultation with organizations and groups outside HEIs, such as museums, libraries, heritage organizations, community groups and government bodies about how the research can be structured to deliver impact of benefit to these groups – future collaborators here include the NLW, St Fagan's National History Museum (Paul O'Leary's exhibitions – digital and physical - on WWI) and the Science Museum; (ii) preparing research-based materials for distribution beyond AU, for example for pedagogic purposes in educational institutions within and outside HEIs (ongoing as part of *Making History's* impact, and the preparation of a second edition commissioned by Routledge), and with a commercial angle in Kocho-Williams and brewing; (iii) preparing exhibitions, road shows, etc., that enhance the significance and reach of the research to the public in an attractive and user-friendly format, and encourage interaction with a lay audience (on going with SiMeW's outreach project, but also Morus's AHRC Victorian Science performances and Powell's work on Sheridan).

Civil Society: (i) delivering public lectures, talks and workshops, in the English and Welsh languages, to organizations and groups outside HEIs, such as local history societies and community organizations, and to educational bodies within and outside HEIs, such as schools and student societies (beyond AU); (ii) working with non-HE groups concerned with the recording, presentation and conservation of the past, such a heritage bodies and community groups to enhance public awareness of history and heritage within and outside Wales (ongoing with SiMeW; with CADW and RCAHW through work on Welsh history by O'Leary, White and Borsay; also Kocho-Williams on Russian brewing).

Policy-Making: (i) engagement with policy makers in both the public and private sectors, before, during and after the period of research (Medicine/Health project, also Powell with Stafford MP and Council on Sheridan and political oratory); (ii) working with a range of media organizations to deliver the results of their research in a way that impacts on, and changes the lives of members of the public (Phillips on APEC countries for London Monocle); (iii) exploring effective methods for measuring impact such as exhibition questionnaires, letters from officers within non-HE organizations and policy makers, and interactive web sites.

d. Relationship to case studies

The case-studies SiMeW and Medicine and Public Health in Wales exemplify the department's approach to impact in several ways: (i) at the initial stages of drafting an impact element was built in, and specific funding included in the cost structure for the delivery of this element; (ii) consultation took place with relevant non-HE organizations (in the case of SiMeW the NLW and in the Wellcome Disability Project the National Waterfront Museum) about the impact element, and those organizations were embedded in the process for delivering impact; (iii) reach beyond the HE-sector has been obtained through a variety of mechanisms such as non-academic publications, websites, blogs, newspaper articles, radio, television, public exhibitions/road shows (including in both cases a 'travelling' element), public conferences, and talks and workshops accessible to non-HEI professionals and the public; (iv) engagement has taken place with public sector organizations and professionals responsible for conserving and promoting the past and heritage, and drafting welfare policy. In the Wellcome project an advisory board was established comprising of academics, and health and heritage professionals, along with a panel of disabled people and a committee to oversee public engagement; (v) reach and significance was enhanced by producing research-based materials easily accessible by the public (in the case of SiMeW the *Seals in Context* catalogue and The People's Collection and the NLW's Gathering the Jewels websites); (vi) in the case of SiMeW the pedagogic value of the research was enhanced by engaging directly with the educational sector, particularly schools, through workshops and specially produced materials; (vii) overall the projects delivered social and economic value by raising awareness of the material heritage, and health and disability history of Wales and Britain in ways that enhanced public understanding of these areas and enriched contemporary experiences of heritage and health.