

Institution: ROYAL HOLLOWAY, UNIVERSITY OF LONDON

Unit of Assessment: D.30 History

a. Context

The **chief beneficiaries** of our research are the **creative sector, public policy makers, and civil society**. The core of our impact strategy is a commitment to taking historical research findings into the public environment. In framing and delivering research we are dedicated to enhancing public understanding of the past, public engagement, and increasing the history profession's awareness of its public responsibility and potentialities. We see the **relationship between research and impact as a feedback loop**: as historians we seek to challenge 'myths' of the past, preserve and conserve, deconstruct or reconstruct heritage, and chart and analyze official or public responses. Much of our research addresses the impact of versions of the past; it is consistently informed by awareness of the impact it may have and seeks to engage a broad spectrum of research users.

Our research centres consequently act as armatures for engaging with research users in specific fields: The **Centre for Minority Studies (CeMS)**; the **Centre for Public History, Heritage and Engagement with the Past (CPH)**; the **Holocaust Research Centre (HRC)**; the **Centre for the Study of the Body and Material Culture (CSBMC)**; the **Hellenic Institute**; the **Centre for South Asian Studies**.

We have **well-established collaborative relationships** with institutions and organisations devoted to preserving and presenting cultural heritage. The CPH works with the Historic Royal Palaces, the Surrey History Centre, the National Trust, the British Library, and local community-run museums. Dendinos directed the compilation of an inventory of Greek manuscripts at Lambeth Palace Library for the 2010 exhibition of 'Treasures from the Collection of the Archbishops of Canterbury', seen by 24,000 visitors; Saul works with the Historical Association to enhance the place of Magna Carta in the revised National Curriculum.

The main types of impact in the creative sector are in **publishing, museums and galleries, and the media**. K. Ansari, Cesarani, Claeys, Graham, Gwynn, Harris, Phillips, Robinson, Saul, Whitelock have published cross-over books that reach a general as well as an academic readership. Reviews, sales figures, and Amazon rankings signify their success. Colleagues' research has underpinned exhibitions that have drawn large numbers of visitors. K. Ansari, Cesarani, Champion, Phillips, Vickery, Whitelock and Tsai have consulted for, contributed to, written, presented, and produced TV and radio programmes seen or heard by large audiences in the UK and internationally. Others, e.g. Mammone, Schui, comment regularly on current events on TV, radio and via blogs.

Colleagues regularly supply data **to government, Parliament, NGOs, and charities** to assist with understanding and responding to the needs of minority ethnic and faith groups and migrant communities. K. Ansari, Awan, and Robinson advise government and the security services on policy concerning the Muslim world, Muslims in Britain, terrorism and community relations. Cesarani, Laidlaw, and Graham contribute to commemoration and memorialisation of past atrocity in, respectively, the Holocaust, British colonisation of Australia, and the Spanish civil war. Graham was the only historian whose research was cited the 2008 official 'rehabilitation' of the last prime minister of the wartime Spanish Republic. K Ansari in his work with British Muslims, Cesarani as a leading member of the UK's Jewish community, and Champion through his broadcasts help shape relations between ethnic and faith groups and improve public discourse pertaining to ethnicity, religion and human rights, extending the range and quality of evidence, argument and expression concerning the challenges of a diverse society and the competing claims of the religious and the secular on public space. Smith's oral history of health professionals has informed both the delivery of services for the sick and elderly, and the ethos and professional conduct of the medical and caring professions.

Thus, different aspects of our research have **enriched cultural life locally, nationally and internationally**, and contributed both directly and indirectly to **the nation's well-being and economic prosperity** through publishing, the creative sector, heritage industries, and tourism.

b. Approach to impact

The Department approaches impact by **encouraging and supporting engagement with**

potential research users and beneficiaries at all stages of the research process. The Director of Research (DoR) and Research Committee scrutinise grant bids and applications for research leave to ensure there is an impact dimension. All colleagues are encouraged to include an impact element in their individual research plans and are helped by the Departmental Impact Officer to identify and develop relationships with user groups. The Department has an **Impact Officer** with the remit to promote and sustain the Department's impact culture, to advise individual colleagues on maximising the impact of their research, and to liaise with other members of the University to promote impact. Colleagues are expected to log all impact with the Impact Officer. The Impact Officer reports to the Departmental Research Committee.

Account is taken of **impact activities in staff appraisal and promotion criteria** and as part of the professorial banding process. **Sabbatical leave** can be allocated strategically to support projects with impact potential, e.g. the production of Vickery's monograph *Behind Closed Doors* (2009), which underpinned her acclaimed 2010 BBC2 Series 'At Home with the Georgians', was supported by an additional term's sabbatical leave in 2008. Since 2012 impact has become a more explicit criterion when **filling replacement posts**, e.g. Modern European (Mammone) and Modern USA (Gibson).

The Department promotes the achievement of impact by taking potential impact-related activity into account in its **workload model** and allowing **flexibility** in scheduling lectures and seminars when appropriate. E.g. over 2006-12 Cesarani was given full scope for a series of heavy public engagements as a Trustee of Holocaust Memorial Day (HMD), a member of the FCO delegation to the International Holocaust Remembrance Alliance and the UK stakeholder group on the Red Cross Tracing Service archive, and a consultant to the Holocaust Educational Trust (HET). Graham is enabled to undertake similar activity in Spain on the Law of Memory, while Laidlaw's involvement with the Australian Research Council 'Minutes of Evidence' project (2011-14) feeds into the State of Victoria educational initiative to improve relations between its Indigenous and non-Indigenous communities. Saul is effectively **seconded** part-time to the Magna Carta 800th Anniversary Committee.

The DoR, assisted by senior colleagues who have worked with the media, encourage **collaboration with BBC and independent programme producers and commissioning editors/producers**. Cesarani and Champion have mentored junior colleagues offering projects to the media such as the BBC New Generation Thinkers scheme. The Department monitors and collects evidence of reach (benefit to well-being and changing attitudes) through individual impact logs embracing visitor/user feedback, reviews, sales, viewing figures, audience size (BAARB ratings), visitor numbers, blogs, tweets, and phone-ins. The Department inaugurated a mutually-beneficial relationship with the **Backdoor Broadcasting Company**, set up by a former Royal Holloway History Department PGR student, and pioneered the practise of making research seminars and public lectures available as podcasts. The 'BBC' is now well-established, records 50,000 hits per day, and has created a feedback box.

Colleagues draw on **University and Faculty Research Strategy Funds** for seed money to support new projects that have an explicit impact objective. E.g. in 2012 RSF resource supported a pilot project for an oral history of Black Trades Unionists in the UK (K. Ansari and Smith) that entails a collaborative relationship with the labour movement in compiling the recent history of its black and Asian members. The **University's Research and Enterprise Office** provides **technical and legal advice** on developing partnerships with research users, budgeting projects, contracts and licences. Vickery's 2009-10 thirty-part BBC R4 'History of Private Life' was facilitated by an AHRC Knowledge Transfer Award that was awarded partly thanks to essential assistance from R&E.

Senior colleagues who enjoy relationships with UK **mass-market publishers** [Cesarani (Heinemann), Graham (OUP short introductions), Harris and Vickery (Yale), Phillips and Saul (Bodley Head), Claeys and Robinson (Thames and Hudson), Whitelock (Bloomsbury)] **mentor junior colleagues** in drafting publication proposals that combine academic rigour with accessibility. This has resulted contracts for Gwynn (OUP) and Beer (Allen Lane).

Research centres similarly **help to germinate and structure public engagement**. Hamlett's contribution to the 'Choosing the Chintz' exhibition was derived from her PhD work under the AHRC Centre for the Study of the Domestic Interior (2001-6) and developed through its successor, the CSBMC. Cesarani collaborates with the Imperial War Museum (IWM) on the 'Beyond Camps and Forced Labour' conference series it hosts in conjunction with the Holocaust Research Centre.

Impact template (REF3a)

Through the Centre for Public History Whitelock sustains engagement with a range of museums, galleries and archives. The MA Public History, led by Whitelock and Champion, was constructed in dialogue with research users and designed to service the creative sector and heritage industry. It is continually refreshed by their insights and expertise. The CPH supports Smith's oral history work on the experiences of doctors, patients and the elderly to professional health care bodies. CeMS has consistently engaged with the government agenda through studies based on independent research or commissioned via the Centre. K. Ansari, S. Ansari, Robinson have provided expert witness reports for court cases and welfare enquiries. Researchers associated with CeMS have presented reports to parliamentary committees, civil servants, members of intelligence agencies, the police and security forces.

Colleagues (Phillips, Whitelock) advise AQA/OCR examination boards on the basis of their research expertise, and contributed to the decision to include new subject areas (e.g. Norman Mediterranean) and to retain the independent essay within the A level format.

c. Strategy and plans

The appointment of Madigan, formerly attached to the Commonwealth War Graves Commission, to a new post of **Lecturer in Public History** in 2013 signalled our existing commitment to research-related impact activity across the Department. We aim for **every unit member, as appropriate**, to engage with the public and research users. Embedding impact-related activity will continue to be a key element when making **new appointments, appraisal, and promotions**. Support for research grants and leave will be conditional on a potential impact element being built into the research plan. Our **workload plan** will carry on making space for public engagement, and our **Impact Officer** (Whitelock) will advise colleagues on the impact potential of research projects, ensuring that benefit to potential research users is built into the design. Examples of impact will be logged and recorded using PURE. The objective is to sustain engagements between all researchers, research centres and research users, with feedback mechanisms that enable us to share and reshape our activity to benefit users and reach ever-wider audiences by means of the Press Office, podcasts and social media.

Through the **CPH** we will maintain and build our **partnerships with non-HEI organisations**. We have in place a range of activities focussed on the Magna Carta 800th anniversary engaging with local, national and international publics. We will **work with communities** in Runnymede to develop online resources and organise a constitutional convention for schools. We will also partner Egham Museum's 'Memories of War' oral history project that will produce and disseminate educational resources to local schools. The **HRC** will continue to channel engagement with the Wiener Library, IWM, HMD Trust, HET, Institute of Education, and the US Holocaust Educational Foundation. **CSBMC** will engender closer relations with museums and galleries in London and the South East. The **Hellenic Institute** will maintain our close ties with the British Greek/Cypriot communities and A.G. Leventis Foundation. **CeMS** will carry on as a platform for research serving the **Home Office, parliament, charities and NGOs**. We will invite **representatives of research beneficiaries** to join advisory boards, where they are not already present, to help shape our research agenda responsively to their needs and to provide feedback.

d. Relationship to case studies

Our case studies have been selected to demonstrate the Department's well-established approach to achieving and sustaining impact on government, NGOs, museums and galleries, the heritage industry, and public discourse. **'Muslim Society in Modern Britain'** exemplifies the relationship between research and public policy regarding Muslims in British society today. **'Learning from the Holocaust'** epitomises the transmission of research-informed expertise to NGOs concerned with educational initiatives to resist racism and forestall genocide, and preserve memory of the Holocaust. **'History of Material Culture'** illustrates the impact that historical research can make on exhibitions, mass-market publishing, and the media. **'The Ethical Imperatives of Public History'** demonstrates how research on enlightenment thinkers who were preoccupied with religion and liberty translates into a project of contemporary 'public enlightenment' concerning the values of tolerance and rational public discourse today and the role of historians with an explicit duty as public intellectuals.