

<b>Institution: University of East Anglia</b>
<b>Unit of Assessment: 30 History</b>
<p><b>a. Context:</b> The School has expertise in most areas of medieval, early modern and modern history. Our landscape historians have a particular familiarity with collaborative ventures. We have, since our foundation, worked with the heritage industry, engaging with the general public at local, regional and national levels. We have extensive experience of dealing with commerce, local government, and national bodies such as English Heritage and the National Trust. We have assisted all of these constituencies with impact that interprets cultural capital, that informs and influences decision making, that stimulates tourism, improves the quality of service offered in schools and museums, and that has cultural and commercial benefits with international reach.</p>
<p><b>b. Approach to impact:</b> All members of the School are actively encouraged to apply their research beyond academia. Via a Research Director, Research Committee, bidding officer and the emulation of established good practice, colleagues are required not only to bid for external resources but to consider the impact potential of their research. All parts of the School, not least those associated with regional and landscape history, have been persuaded to think more broadly about the income and knowledge-transfer benefits of their activities. We have colleagues whose contacts extend far and wide, who undertake commercial consultancies, who advise government bodies, or who, as is very often the case, work regularly with the media. One of our case studies for this REF ('Magna Carta') emerges from just such a pragmatic conjunction between a colleague's commercial, journalistic and scholarly instincts. Our approach has been to treat such opportunities as parts of a flourishing research culture whose impact strategy should be managed centrally. Nonetheless, individual initiative remains key to our success. To take particular examples, beyond our four case studies, many other colleagues can boast impact of remarkable range and breadth. Within the early modern sector, Gaskill's book <i>Witchfinders</i>, written for a general public, is now in its twelfth print-run, having sold more than 20,000 copies. A travelling exhibition based directly on this book has toured the region's museums and has helped inspire not only a drama and a concept album ('The Violence' by Daniel Hayman) but a football club ('The Witchfinders' of Mistley in Essex). Warde, besides work that spans NGOs, the World Bank, and government agencies from the UK to Australia, has recently landed a 5 million kronor grant from the Swedish Research Council, in recognition of his internationally recognised contribution to environmental history. Evangelisti has advised the director, Marco Bellocchio, for a film project ('La prigioniera di Bobbio'), just as elsewhere, Vincent's Magna Carta research assistant has acted as historical advisor to three Hollywood blockbusters, with global takings already in excess of \$300 million (see case study). Amongst the modernists, besides the usual run of media associations, Griffin is a BBC Radio 3 'New Generation Thinker'. Schofield organized a major oral history project in commemoration of UEA's 50th anniversary in 2013. Otte acts as an advisor to the Foreign Office special collections. Thompson's book <i>White War</i> is a prize-winning best seller, regularly cited in Italian and Slovenian commemorations of World War I. Conversations between Thompson and the President of Slovenia, Danilo Türk, led directly to the creation of a long-distance path along the frontier between Italy and Slovenia, formally launched in 2012 with government funding from both countries.</p> <p>In these circumstances, and with an embarrassment of riches, international, national and regional, it became desirable for the School to devise a management structure to co-ordinate the diversity of its impact activities. The chosen model for a management tool is our Centre for East Anglian Studies (CEAS). CEAS has existed since the University of East Anglia's (UEA) foundation in 1963, intended both to ensure cooperation with the region and to demonstrate the national and international importance of our work. Since 2008, CEAS has been deliberately recalibrated from a purely research and teaching-based operation into one capable of acting as a hub for outreach activities. There has been generous allocation of University and Faculty resources to assist this recalibration, not least the appointment of three FTEs within the School of History on teaching and enterprise contracts closely associated with the activities of CEAS. As a further indication of commitment, Faculty and School resources were made available for the seed-corn funding of specific ventures, including Liddiard's Walberswick project, presented as an impact case study and crucial to the development of one of the more significant of our new commercial and impact ventures (Virtual Past, for which see below). CEAS, headed by a Director from within the School, and with a board whose members span the range of regional and national stakeholders from the</p>

## Impact template (REF3a)

National Trust to the local Record Offices, has become the medium through which the School now showcases its work. Its long-term relationships with the heritage industry have been consolidated over the past six years into four main projects: (i) A Landscape Group Consultancy (Williamson, Liddiard, Spooner, and Warde). This undertakes contact work related to the application of its academic expertise in Landscape History and GIS, assisting with the management and interpretation of the historic environment for a wide range of private and institutional clients, regional, national and international (AHRC 'Connected Communities', Norfolk Archaeological Society, Forestry Commission, National Trust, Broads Authority, Northumbrian Water, Woodlands Trust, English Heritage, Norfolk Biodiversity Partnership, Norfolk Gardens Trust, DEFRA, the Swedish Central Bank, and commercial partners including Tritton Purcell and Miller). (ii) A formal partnership with the Norwich Heritage Economic and Regeneration Trust (HEART, itself government and East of England Development Agency funded) that has produced one of our case studies for this REF, and that is particularly concerned with the stewardship of local heritage. (iii) A venture known as 'Virtual Past' (Liddiard, with a team of computer modellers). This works with clients in the heritage industry to provide computer models with historical context. It has developed as a collaboration between the School of History and UEA's School of Computing and brings together the expertise of both groups (responsible for another of our case studies). And (iv) A formal partnership with the Historical Association (HA), through which the School edits the Association's national journal, *History*, and assists the HA with its outreach and engagement activities (mainly sixth form conferences and lectures, winning a Research Councils UK award as part of the RCUK School-University Partnership Initiative). Latterly, and still under the CEAS umbrella, these has been joined by a fifth strand, (v) The East Anglian Film Archive (Eafa), physically located in the Norfolk Record Office, managed by a Professor from the School of History (Charmley) allowing us to expand into the use of film and television for commercial and historical purposes.

**c. Strategy and plans:** We shall maintain a tactical and pragmatic openness to all prospective ventures, not least to the wealth of international contacts that individual colleagues maintain. Meanwhile, CEAS will remain a key hub for delivery of impact beyond the School and we will be looking to develop similar centres in relation to other research strengths in the School, such as European, American and international history. Under CEAS auspices, Eafa has already secured funding for an Interreg IV project with Pole Image of Haute Normandie on the visual presentation of rural life in Normandy and East Anglia. A major Heritage Lottery funded project, 'The Eighth in the East' (examining the legacy of the WWII US Air Force presence in East Anglia), with Liddiard as partner and with Eafa's resources integral to its success, has secured £575k of Lottery funding. Warde has secured a 5 million kronor grant for a joint Anglo-Swedish venture on the historical interrelations between trade flows, energy resources and their consumption. Ha has a major project in association with Trinity College Dublin, exploring unpublished 17<sup>th</sup> Century manuscripts to discover the origins of Protestant independency, and in the process to mount a major public exhibition in Ireland and perhaps the USA. Other such exhibitions, at the British Library, in Washington, and in Canberra, will emerge from Vincent's work on Magna Carta. Any or all of these projects could potentially supply impact case studies for the next REF. They represent merely a selection of the School's rich variety of impact, each is monitored via the School Research Committee, while CEAS will continue to foster five principal partnerships.

**(i) The Landscape Group Consultancy:** The Group, which has already undertaken work for English Heritage, the National Trust and a wide variety of NGOs listed above, has now expanded into the private sector through work with Purcell Tritton Miller, Browns land agency, and various private landed estates. It continues to build on its success through the efforts of new colleagues appointed on teaching and enterprise or standard research contracts (Spooner), themselves closely engaged in partnerships with the AHRC's Connected Communities programme. Endeavours here have included 'Pathways to History' (training local volunteers and working with community groups), the 'Cold War Anglia' project (in association with the National Trust as stewards of Orford Ness), and the provision of support for oral and community history across eastern England via the Heritage Lottery Fund's 'All Our Stories' scheme. Partners here have included Vauxhall Links (Yarmouth) and the Dagenham Bangladeshi Women & Children's Association. As an example of the success of such ventures, in 2013 a 430 page gazetteer of culturally significant parks and gardens was produced from within the School and published by the Norfolk Gardens Trust (with an introduction by the Prince of Wales). Students benefit from the

contacts made through such ventures, not least through our new BA in Film and History (exploiting the rich resources of the film archive, EAFA) and our planned BA taught course in Landscape and Heritage. These in turn will ensure impact within the heritage industry for many years to come,

**(ii) Partnership with HEART:** This has grown out of three AHRC-funded projects (Great Hospital, Blackfriars, and Norwich Castle) and the AHRC KT Partnership, The 'HistOracle'. This last will provide tourists and visitors to Norwich with access to an on-line database of material, enhancing their understanding of the built heritage of one of the finest medieval cities in Europe. Projects are planned (including new undergraduate and MA degrees) which will involve students in internships in the heritage industry, working on the stewardship of Norwich's historic buildings. In November 2012, the Faculty sponsored a major conference organised by HEART entitled 'Culture Matters' which brought together speakers from the heritage and creative industries, government and cultural organisations to investigate how cultural heritage improves the quality of life in cities and regions, how it can boost the educational and life prospects of citizens, and what role it ought to play in urban regeneration. Various projects discussed at this conference (noted above) will play a part in our impact strategy over the next decade.

**(iii) Virtual Past:** As well as its work with HEART, VP has undertaken externally funded work on the East Anglian coastal defences in World War II, and on the nuclear installations at Barnham. This has already produced a grant of £130k to Liddiard as part of a European Interregional bid, recently extended into a further successful £41k AHRC bid for a project studying East Anglia as a Cold War landscape, in collaboration with our new partner, the East Anglian Film Archive. The extra resource needed here has been provided through the appointment of a colleague on a Teaching and Enterprise contract. In addition, work recently contracted by Leeds Castle, the diocese of Bath and Wells, and a consortium of castles in Normandy and southern England offers another avenue both for future impact, and for income generation. Several other projects and partnerships with the heritage industry are under negotiation (albeit governed by confidentiality).

**(iv) Historical Association:** The current sixth form conferences will grow in scope through a targeted campaign with the HA and Schools in the region. There is also a programme of lectures that the School contributes to the Association. The HA's journal *History* remains under School stewardship until at least 2018.

**(v) East Anglian Film Archive:** EAFA increasingly supports projects undertaken in partnership with the School's Landscape Group. We have already benefitted from a £55k grant from the EU as part of an interregional bid (with Pole Image in France) for a project on 'Digital Heritage: Rural Culture'. Work here sits well with the outreach activities of those members of the School (at least ten of them) already involved in the public lectures associated with our 'Reels of History' at Norwich's Cinema City (in essence a series of public lectures to accompany and explain historical films, drama and documentary). As the 'Reels of History' venture also demonstrates, we remain open to a degree of pragmatic opportunism, itself as hard to quantify as it is to predict.

**d. Relationship to case studies:** We have nominated four case studies, all of which emerge from the work of the School's specialist medievalists. This is a deliberate decision, intended to demonstrate the range and variety of impact from one research cluster that could just as easily have been illustrated from others, early modern or modern. Although they are presented according to a common template, we hope that these case studies speak with the distinctive voices of those who first devised them. Two of them (Stained Glass, Great Hospital) are local or regional, albeit that both have now achieved international impact. A third (Walberswick) began as something local but has since developed in truly international directions as a major European initiative. The fourth (Magna Carta) was international from the start. Together they illustrate the combination of planning and pragmatism by which our research culture is sustained and strengthened. Three of our four case studies (Great Hospital, Stained Glass, Walberswick) have emerged from contacts established through CEAS and hence from the School's leadership in local and regional history. The first two have stemmed from and helped create the partnership with HEART. The third has been crucial to the development of our Virtual Past consultancy. The Stained Glass project contributes to the conservation of internationally significant heritage and to the principal world-wide web resource within its field. The Great Hospital project helped attract UNESO recognition to one of East Anglia's iconic buildings. The Magna Carta project is an example of our tactical opportunism, although in the planning and bidding stage it made use of CEAS team expertise, and its web site is managed by the same computer technicians who service Virtual Past.