

## Impact template (REF3a)

<b>Institution:</b> Bangor University
<b>Unit of assessment:</b> 30 History
<b>a. Context</b> <p><b>Our impact stems from research</b> conducted in Bangor University's School of History, Welsh History and Archaeology, a unit within the College of Arts and Humanities, which has close links with Welsh and Social Sciences. Our impacts flow from our interlocking research strengths in the <i>History of Wales, Welsh and 'Celtic' Archaeology, Medieval and Early Modern History and Modern and Contemporary History</i>. <b>The main non-academic user groups, beneficiaries and audiences</b> for our research are the people of Wales, including policy formers, cultural, media, heritage and tourism organisations, businesses and communities. Similar impacts are evident at UK and international levels. Our principal types of impact have been cultural – especially public understanding of the past and its relationship to identity, politics and communities; economic – through the boost our research gives to the heritage, tourist and media industries; and political, impacting on public policy, particularly heritage management.</p>
<b>b. Approach to impact</b> <p><b>Wales</b> As a major Welsh public institution, the University plays a leading role in the cultural, political and economic life of Wales. During the 2008–13 REF period School research, particularly on Wales, has therefore been directed towards wide-ranging interaction with, leading to significant impacts on, the Welsh Government and other institutions and communities. Engagement in Welsh and/or English enables our research to reach diverse audiences and open channels to their needs and aspirations thereby facilitating further interaction and active collaborations. This long-standing approach of facilitation is now systematically guided by University, College and School strategies to incorporate impact from the outset, notably as part of successful RCUK funded projects (e.g. <i>Alternative Views on the Lost Heritage of Gwynedd</i>).</p> <p><b>Policy and Heritage</b> Stemming from our research, during 2008–13 we have developed strong links with the <i>Welsh Government</i> through advice and consultancy (e.g. on the history of the Welsh constitution and the legal identity of Wales). We have particularly close links with Welsh heritage organisations e.g. through archaeological fieldwork, enhancing visitor experience and developing tourism. Leading partners include: <u>Ministry of Culture and Sport</u>, representation on the <i>Historic Environment Advisory Group</i>; <u>Cadw</u>, e.g. inputs into the <i>Pan-Wales Heritage Interpretation Plan</i> e.g. 'Princes of Gwynedd' strand, <i>Imagina Atlantica</i>, a University PONTIO (University £46m Arts and Innovation Interdisciplinary Research and Development project) project developing pilgrimage trails, and the Blue Plaque policy; <u>Natural Resources Wales</u> (formerly Countryside Council for Wales, CCW), assessing climate change on heritage assets; <u>National Library of Wales</u>, co-curating exhibitions e.g. <i>Seals in Context: Medieval Wales</i>, 2012; <u>National Museum Wales</u>, e.g. advice to <i>St Fagans: National History Museum</i> redevelopment e.g. reconstructing a medieval princely hall, recreating medieval liturgy in St Teilo's Church. Our research 2008–13 has also actively encouraged development of diverse links locally and regionally with businesses, charities, local government and tourism organisations e.g. through partnerships, advice, consultancy, lectures: e.g. <u>Gwynedd Archaeological Trust (GAT)</u>, aiding construction of the Historic Environment Record through the Knowledge Transfer Partnership (KTP) funded <i>Visualising the Archaeology of Gwynedd</i>; <u>local authorities</u>, e.g. Gwynedd, <i>Llyn Landscape Partnership</i>; Denbighshire, Heritage Lottery Fund (HLF) <i>Heather and Hillforts</i> project; Denbigh Town, training tour guides; <u>National Trust</u>, advice on site presentation; <u>Snowdonia National Park</u>, public lectures.</p> <p><b>Culture and Media</b> Our approach 2008–13 has encouraged research impacts on a wide range of audiences in Wales through lectures, debates, workshops and displays at major cultural events. These include the <u>Hay Literary Festival</u>, <i>Western Mail/History Research Wales (HRW)</i> debates; <u>National, Urdd Youth and local Eisteddfodau</u>, e.g. primary and secondary school children's workshops on Welsh identity; promotion of oral history projects; and the <i>Festival of Archaeology</i>, dig open-days and activities e.g. Meillionydd Project. We have a long history of fruitful engagement with Welsh media. During the REF period we have been interviewed on, or acted as programme</p>

consultants/ script writers for, television and radio programmes (often with independent companies) embracing history, archaeology, culture and current affairs, primarily shown on the BBC and S4C, often reaching global audiences via the internet. Examples include significant inputs into the major *Story of Wales* series (BBC2, 2012, Green Bay Media, Open University); S4C series on Gerald of Wales and the History of Welsh Houses; also numerous radio broadcasts e.g. *Good Morning Wales*; *Post Prynhawn*. We have written articles for (and been interviewed by) national, regional and local newspapers, periodicals and websites: e.g. contributions to 4 annual *Western Mail/HRW New History of Wales* series for Welsh History Month, resulting in 3 popular books (Gomer 2011–2013 to date); also the *Daily Post* and Welsh language periodicals e.g. *Golwg*.

**Communities** Our research projects 2008–13 have the wider community integrally involved e.g. public participation in our oral history projects and archaeological investigations (e.g. Moel Fodig, Glaslyn). We have had wide-ranging interactions (e.g. events, advice) with local non-academic organisations e.g. *N-W Wales Dendrochronology Project*. Engagement with **schools** has been integral to our impact approach and includes talks, study-days and research project placements, e.g. HLF funding for the Meillionydd excavations enabled primary and secondary school site visits and pupil participation, part of a planned outreach programme attracting 600+ people to open days, guided walks and story-telling. The community based *Glaslyn Prehistory Project's* website informs people of the past in their locality. HLF funded projects, e.g. Amlwch 'Copper Kingdom', Llansannan, Penmacho slate quarrying, have allowed interaction with under-privileged communities through development of oral history as a cultural resource.

**Beyond Wales** During the 2008–13 REF period we have had two interlinked approaches. First, through encouraging staff to publicise their research, we have maximised our position as a prime contact for those beyond Wales seeking expert knowledge on the Welsh past. This is achieved largely through electronic dissemination and media contact: e.g. *In Our Time* on Gerald of Wales (Radio 4, 10.12) reached a global audience of 1.2 million + *Play it Again* and podcasts. Second, our research on Britain, Europe and elsewhere has led to a similar range of contacts with government, heritage, media, educational and community organisations at UK and international levels. Impacts on government and heritage bodies through advice/consultancy include Ireland and museums and exhibitions in Germany, Switzerland, Austria and Canada. Media interactions include television and radio work for the BBC (e.g. *Panorama*, *Country File*, programmes on Henry Purcell, Ronan Point); and for international media e.g. CBC (Canada), Voice of America, and numerous broadcast and print media across continental Europe. Our research has contributed to diverse educational engagement: e.g. content for a school history textbook in Switzerland: for BBC website history pages, Historical Association podcasts for schools and the HLF *Southern Kintyre Archaeology Project* enabling schools' participation.

**Mechanisms at School and University levels** systematically log research interactions, feedback and impacts.

**Impacts are evidenced** in the results of RCUK funded projects, e.g. *Seals in Context* exhibition. The National Archives on-line database *Records of Taxation in England and Wales* incorporating data from our ESRC funded *Early Modern Welsh Lay Tax Revenue* project generated 45,645 visits (1.07.11–15.11.12). Impact is evidenced in our support of stake-holder generated research e.g. a KTP with GAT, *Visualising the Archaeology of Gwynedd* creating an on line image library and the AHRC-EPSC *Alternative views on the lost heritage of Gwynedd* recreating sites using 3-D computer visualisation, both valuable educational and commercial research tools. We have actively engaged with EU funded schemes in collaboration with non-academic bodies to provide research training: e.g. Knowledge Exchange Studentships, e.g. MRes with the Penrhyn Estate and 4 Access to Masters awards with GAT and local heritage companies.

**Institutional support** is essential to our approach (see below). The University's Research and Enterprise Office (REO) combines research support with knowledge exploitation functions, including delivering to businesses, thereby maximising impact. REO's advice and training is central to grant application success rates e.g. RCUK grants. Corporate Communications and Marketing

disseminates press releases, 'Tweets', matches media searches to relevant staff and provides media training enabling more productive engagement. IT support enables dissemination via websites and the internet. University facilities act as a major community resource, e.g. public lectures, seminar series (e.g. 'People and Environment' with CCW). The St David's Day Universities and HEFCW have granted £55k for historians in Welsh universities to increase research grant capture involving community and other impacts.

### **c. Strategy and plans**

- Building on the productive approaches above, we will strengthen and increase our links with Welsh and local government and policy formers, heritage, environment and cultural organisations, businesses and the media, and diverse communities.
- We will adopt an agile approach to embrace similar opportunities to expand our research impact beyond Wales.
- Increased use of electronic media will play an essential role. This will be facilitated by the University's development of an 'open and virtual academy' with free public access to research results via electronic means including a web portal designed to encourage outside partners to engage with academics on ideas for mutually beneficial collaboration.
- The University pathway to impact is throughout the life-cycle of research – from idea inception, through delivery, to legacy. We will embrace this pathway by encouraging staff to make RCUK grant applications (with integrated Impact plans) and other grant awarding bodies e.g. HLF, and the new round of European Structural Funding (2014–20) to expand the ways we collaborate, locally, nationally and internationally, and to promote cross-disciplinary partnerships. Important in this will be encouraging opportunities to engage with the University *PONTIO* ('To Bridge') £46m Arts and Innovation Interdisciplinary Research and Development project (building opens 2014) and the recently launched *Anglesey Energy Island* programme, the legacy of which has key areas in sustainable communities and Welsh language and culture.
- Building on experience of the KTP *Visualising Gwynedd* project, the School plans workshops with representatives from outside organisations and businesses (e.g. Welsh Government, heritage, tourism, media, the arts and communities) to generate mutually beneficial research projects which will generate increased impacts on society and the economy outside the academy e.g. a stake-holder workshop was recently held to launch the School/University Archives *Institute for the Study of Welsh Estates*. Other initiatives will centre on community archaeology, using popular memory as a tool of social inclusion and educational policy formers to develop the Welsh school curriculum.

**This strategy will be fostered and monitored** at Institutional, College and School levels. The University Research Strategy Task Group has responsibility and provides co-ordination. Supported by the Research and Enterprise Office and Communications and Marketing team providing an institutional, co-ordinated approach, College Impact Champions ensure research impact is integrated into School planning processes through the annual planning round. College registers of impact cases have been established to ensure potential cases are identified early on and managed to successful outcomes. At School level impact is overseen by the Research and Postgraduate Committee and includes mentoring of staff and discussion of impact as part of annual individual Performance Development Reviews. Study leave is available to pursue impact as well as pure research and is included in promotion applications.

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

*Inscribed Stones and Stone Sculpture in Wales c.AD400–1150* demonstrates the approaches to impact on policy, heritage, culture, media and communities in Wales highlighted above and the benefits of long-term, close working relationships with Welsh national and regional institutions and communities, some from the outset, other in response to research results, and how, using electronic media, impact can spread beyond Wales to have global reach. *Archaeological Heritage Management in Austria* demonstrates strongly the results of commissioned and contracted research on governmental and other heritage bodies in Austria and the impact on wider archaeological audiences worldwide via electronic media. Both case-studies have informed the future unit strategy described above and were supported by institutional infrastructure.