

Institution: Goldsmiths, University of London
Unit of Assessment: Panel D, UoA30: History
a. Context

Our research has had national and international impact on public policy and discourse, civic society, cultural life, health and welfare. We engage with a variety of stakeholders, including media, governmental and non-governmental organisations, army, schools, museums and galleries. Key beneficiaries include Imperial War Museum, the BBC, South African NGOs such as Educo Africa and The Warehouse, to mention but a few. We host two interdisciplinary research centres, set up during the current REF cycle with the intention of furthering academic study *and* engaging academics in communication and debate with non-academic stakeholders. Our staff disseminate knowledge and expertise to non-academic audiences through public lectures, publications aimed at the general public and regular media appearances. Our (re-)interpretations of the past have contributed to processes of reconciliation and have helped shape a better public understanding of wellbeing and human rights in post-conflict societies such as Northern Ireland, South Africa, the former Soviet Union and Yugoslavia.

b. Approach to impact

We believe in the importance of interaction between research and policy and practice, and that a proactive approach to establishing and maintaining contacts with key stakeholders is central to generating impact and public engagement. For example, **Grayson** established collaboration with members of the 6th Connaught Rangers Research Project at a public event, and now sits on their steering group (see his impact case study). We are also approached independently, due to reputation or identification through the Departmental website. Thus, the Commonwealth War Graves Commission invited **Djokić** to deliver a lecture on legacy and commemoration of the First World War in former-Yugoslavia to a group of Foreign and Commonwealth Office and London-based Balkan diplomats; he was also an invited panellist at London's *Ciné lumière*, following the screening of *Spy in a One Horse Town* (Hungary, 2009) at the London International Documentary Festival (27/04/10). **Grayson** chairs the academic advisory group for the Imperial War Museums' First World War centenary digital projects and gave a talk about his work at the 2013 Cheltenham Literary Festival. We have taken advantage of the opportunities to achieve national and international impact presented by our London location and by being part of the federal University of London, and the creativity and dynamism that characterise Goldsmiths. Our events regularly attract non-academic audiences, including diplomats, politicians, journalists, health practitioners, and the general public (see (c)).

As part of an innovative [work placement scheme](#), we have established partnerships with the Wellcome Library, Royal Pharmaceutical Society, London Transport Museum, V&A Museum, Cinema Museum, Lewisham Local History and Archives Centre, to offer UG students an opportunity to apply their academic skills within a workplace. In addition to the two case studies, key examples of public engagement and impact include:

- ***Public engagement through media:*** This has included **Djokić's** live and recorded interviews on history and politics of former-Yugoslavia for TV (Al Jazeera Balkans, Sky News, Serbian TV), radio (BBC Radio 4, BBC World Service, BBC Scotland, Monocle 24 Radio, Serbian state radio) and news agencies (Reuters). The Serbian publication in 2010 of his monograph *Elusive Compromise* attracted significant attention from regional media, including a five-page interview in the leading Croatian weekly *Globus* (5 Oct 2010). The *New Statesman*, *Guardian*, *Independent* and openDemocracy have also sought his expertise. **Grayson** has provided expert historical commentary on BBC TV *My Family at War*, Norwegian TV news, and in radio interviews on RTE Radio, Newstalk Radio Ireland and BBC Radio Ulster; and political commentary on radio (*Any Questions* panel member), TV (*Newsnight*, BBC TV news) and print media (occasional columnist in *The Observer*). He has also won an AHRC competition to be one of twelve academics advising the BBC on its [First World War centenary programming](#). On 15 May 2012, **Hessayon** spoke at the BBC Radio 4 programme 'Roundhead or Cavalier: Which One Are You?' **Plamper's** research on the cult of Stalin and the history of emotions has attracted considerable attention from international media, including: Deutsche Welle, Ekho Moskvyy, Svoboda, Voice of America, Russian TV Kul'tura, Radio Berlin-Brandenburg, *Die Zeit*, Radio Free Europe/Radio Liberty, and Newstalk Radio Ireland.

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Richmond's expertise in nineteenth-century Britain has been sought by BBC radio and TV programmes *When Royals Wed* (28 Apr 2011), *The One Show* (6 Feb 2012) and *Disability: A New History* (5 June 2013). **Watson** has written for *The New York Times*, *Times Higher Education* and *History Today*, bringing his research on the First World War to a wide international audience.

- *Interaction with governmental and non-governmental organisations and individuals*: **Djokić** was assessor for the 2013 Prince Claus awards (Prince Claus of the Netherlands Fund and the Dutch Foreign Ministry) to individuals from all over the world who have made an outstanding contribution to culture and society. **Plamper** gave a talk (published as 'Cultures of Creativity in the Humanities', in Grulich (ed.), *Cultures of Creativity*, 2009, 22-25) at the Third Forum on the Internationalization of Sciences and Humanities, London, 19-20 Nov, 2009, attended by, among others, heads of the European Research Council, Parliamentary Office of Science and Technology, Houses of Parliament, International Association of Universities, Paris; US National Science Foundation; German Council of Science and Humanities; and Humboldt, Thyssen, and Volkswagen foundations.
- *Engagement with museums and exhibitions*: **Djokić's** research has been used by the Museum of the History of Yugoslavia (Belgrade), for its first exhibition since the country's break-up, collectively curated by historians from across the region; this attracted many visitors and regional media attention. The Department funded Djokić's Dec 2012 trip to Belgrade to discuss with the curators a future permanent exhibition; this will in part be based on his work. In 2010 **Plamper** contributed to a catalogue for the Frankfurt Jewish Museum exhibition on post-1989 Russian Jewish immigration to Germany. **Yoeli-Tlalim** has consulted and written a catalogue chapter for the exhibition 'The Art of Tibetan Medicine', which will open in March 2014 in New York's Rubin Museum of Art. She has also consulted London's Science Museum on its 2009 exhibition 'Cosmos and Culture'.
- *Dissemination through film/video*: In addition to **Lee's** award-winning documentary film *The Price of Death* (2012; see below and her impact case study), a clip from **Yoeli-Tlalim's** short film on Rashid al-Din will be distributed via social media to accompany the publication of her co-edited book on Rashid al-Din. **Yoeli-Tlalim** collaborated on the script for *Wisdom of Changes: Richard Wilhelm and the I Ching*, a feature film (dir. Bettina Wilhelm) first released in Germany in 2011.

We have utilised central Goldsmiths' resources and strategies to maximise impact and public engagement in a variety of ways. For example:

- Goldsmiths web sites and iTunesU include audio and video recordings of events hosted by the Department and of the following three talks by our staff:
- **Grayson's** talk on his case study, presented at the 'Goldsmiths: Making a Difference' conference (12/02/2013), which highlighted research which has made an impact beyond the academy, and was attended by professionals, members of civil society, local community, NGOs and charity organisations, as well as representatives of the Hefce and other HEIs.
- **Lee's** conversation with writer and broadcaster Henry Bonsu of the 'Colourful Radio' (28/02/2013), about her documentary *The Price of Death in Africa* (which in June 2013 won the Royal Anthropological Institute's Richard Werbner Prize for Visual Ethnography), as part of the 'Made in Goldsmiths' series of events, designed to showcase Goldsmiths research to a wider public.
- **Richmond** discussed her book *Clothing the Poor in Nineteenth-Century England* at the same forum on 21 November 2013, in conversation with Dr Sean Brady (Birkbeck).
- The College's Impact Enhancement Fund sponsored the publication of a booklet for schools on **Grayson's** 'Hemel at War' project, which draw on, among other material, the methodology of his monograph *Belfast Boys*.
- With the support from Goldsmiths' Communications and PR team, **Grayson** (*Huffington Post*, *The Guardian Comment is Free*) and **Lee** (*Huffington Post*), have set up blogs linked to their case studies, thus reaching wide audiences who may have been otherwise unfamiliar with their work.
- **Djokić** sits on the College Research and Enterprise Committee and on the REC's Impact Working Group, while **Grayson** is a member of Goldsmiths' Public Engagement Advisory Group, which advises the College on the development of a PE strategy.

c. Strategy and plans

A strategic, proactive, approach to impact and public engagement is embedded in our research strategy. The significance of impact and PE is discussed regularly, at Departmental meetings and

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staff appraisals (impact and PE activities are included in Goldsmiths' promotions criteria). An Impact Coordinator (**Djokić**) gathers data on all impact generated by our staff and identifies potential future impact, with a view to ensuring that resources are allocated to develop it effectively. The Department illustrates its socially relevant and publicly interesting research through its regularly updated website.

The Department hosts and financially supports two research centres: *Centre for the Study of the Balkans* and *Centre for the Body*, set up in 2009 and 2012, respectively, with the express intention not only of furthering academic study but also engaging academics in communication and debate with policy makers, diplomats, NGOs, journalists and wider public, beyond the current cycle. Key examples of such interaction include a Feb 2013 CSB public lecture by the chief advisor to the President of Croatia, on the subject of Croatia's accession to the EU. The following month journalist and author Neal Archerson spoke about stereotypes and (largely negative) images of the Balkans in Western imagination. Members of Balkan embassies attend CSB events by invitation. In 2013 the Body Centre hosted a series of dialogues titled: 'Exploring the Body: Interdisciplinarity in Practice', which was attended on average by ca 50 people, not only academics from within and outside the College, but also representatives of organisations such as the Mental Health Foundation, the British Council and members of public (see REF5).

Evidence of and potential for producing research with impact and public engagement has been an important criterion when making recent appointments. **Plamper's** (appointed in 2011) engagement with the wider public is detailed above. **Watson's**(2013) forthcoming Penguin History of the First World War (out in 2014) promises to attract significant media attention over the next four-five years. **Wald's** (2012) research plans include a project on medical networks in colonial India, in collaboration with a museum in London, for a specialised exhibition, to facilitate extra-academic understanding of this important subject. The exhibition will accompany a public lecture series and incorporate tie-ins for secondary school visits. We will continue to support these and similar initiatives during the next cycle and beyond – financially, through web-site publicity, and by utilising research leave – as part of our strategy to enhance the impact of our research. Future staffing appointments will similarly take into account the potential of candidates' research to complement existing staff interests and to contribute to impact and public engagement.

d. Relationship to case studies

The two Impact Case Studies are based on research by **Grayson** and **Lee**. **Grayson's** pioneering work on the experiences of soldiers from West Belfast in the First World War has led him to carry out community outreach to Nationalist and Unionist groups in Northern Ireland, work with schools, and garnered a large amount of media attention, reflecting its relevance to communities in both Northern Ireland and the Republic. **Lee's** project on death and dying in Africa has had significant reach beyond the academy through: sustained relationships with African NGOs, faith-based organisations and other members of civil society actively involved in the management of death in South Africa; aiding the professional development of African staff, and shaping staff training and facilitation on responses to death, grief and loss; and through public engagement with its research on the funeral industry, including broad dissemination of **Lee's** documentary *The Price of Death*.

The Department's impact and overall research strategies have been conducive to the development of both ICS in a number of ways. They were selected following internal discussions and consultation with the College Research Office and are based on research which exemplifies our strengths in military and medical history (see REF5). Both case studies relate to strategies and mechanisms previously described – for example, to our longstanding philosophy of disseminating our findings to non-academic audiences, influencing and enriching school curricula, informing policy making and stimulating dialogue and debate beyond the academy. The Department's research budget helped fund development of two websites associated with **Grayson's** ICS: www.hemelatwar.org and www.irelandww1.org, and has funded **Lee's** online archive of images and video clips linked to her case study. As mentioned above, **Grayson** and **Lee** have utilised College resources to set up blogs linked to their case studies. **Grayson's** ICS has benefited from Goldsmiths' Impact Enhancement Fund, while both **Grayson** and **Lee** spoke at public events organised by the College to showcase research excellence at Goldsmiths to the wider public.