

AHRC/RCUK and IMPACT

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# RCUK Definition of Impact

The demonstrable contribution that excellent research makes to society and the economy. Economic impact embraces all the diverse ways in which research related knowledge and skills benefit individuals, organisations and nations by:

# RCUK Definition of Impact

- Fostering economic competitiveness
- Increasing the effectiveness of public services and public policy
- Enhancing quality of life, health and creative output

# What Impact Encompasses

- monetary impacts
- improvement of public services
- contribution to public policy
- 'human capital'
- contribution to quality of life

# How Arts and Humanities Research Demonstrates Impact

monetary impacts

e.g. creation of new products involving fine artists and designers, such as 'Design against Crime' products, used by pubs and coffee shops (e.g. Starbucks)

# How Arts and Humanities Research Demonstrates Impact

monetary impacts

Bike off 2: D21 Research Grant

Impacts:

- on design

- on public policy

- on society

- on economy

# How Arts and Humanities Research Demonstrates Impact

improvement of public services

e.g. research feeding into museums, galleries,  
and other public sector organisations through  
Collaborative Doctoral awards; Shah Abbas  
exhibition at British Museum

# How Arts and Humanities Research Demonstrates Impact

contribution to public policy

e.g. House of Commons Select Committee use of findings from Edinburgh Centre for Intellectual Property; Policy Seminars on Policing and Counter-Terrorism and on Human Rights; Home Office use of research from 'Religion and Society' programme



# How Arts and Humanities Research Demonstrates Impact

‘human capital’

- 535,000 undergraduates and postgraduates studying arts and humanities subjects at any one time
- 145,000 arts and humanities graduates per year
- 75% of AHRC-funded Ph.D.s are in academic posts
- Overseas research students bring in £2 billion per annum to the UK economy

# How Arts and Humanities Research Demonstrates Impact


## Quality of life

- indirect economic impact
- enhancing intellectual life, divergent thinking and tolerance; building on centuries of heritage, maintenance and growth of UK cultural richness
- Encourages inward investment and tourism

# Quality of Life: Public Engagement

- Broadcast media
  - Exhibitions
  - Community history
  - Museums and galleries
  - Film
  - Family genealogy
  - Digital inclusion
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# Public Engagement (cont.)

- Archaeology
  - Performing arts
  - Schools curriculum
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# Ways of Achieving Impact: 'Knowledge Transfer'

The processes by which new knowledge is co-produced through interactions between academic and non-academic individuals and communities.

Recognition that this is usually a process of *exchange*

# Range of KT partners in the Arts and Humanities

- Commercial
- Cultural and heritage sectors
- Performance organisations
- Broadcasting, film, games and media
- Public policy
- Professional practitioners
- Third sector

**Power & Taboo: Sacred Objects from the Pacific**  
at the British Museum (September 06 – January 07),

# Beneficiaries and Impact section of grants forms

- Recognition that impacts cannot always be predicted; asking for potential 'pathways to impact' and potential beneficiaries, not for a prediction of impact
- Opportunities for research community to grow capacity for non-academic benefits
- Intended to boost the profile of arts and humanities research with other stakeholders and the public
- Not intended to be used as a sanction but to encourage academics to engage with others outside the academic community
- World-class research where impact arguments cannot be made will not be disadvantaged

# Examples

David Smith (Glasgow)

***Research grant*** non-territorial  
cultural autonomy for national  
minorities in late Austro-  
Hungarian empire

## ***Impacts***

- feeding into public policy on minorities and multiculturalism
- consulted by Romanian and Armenian governments on drafting laws on cultural autonomy



# Examples

Suzanne Romaine (Oxford)

**Research grant:** extinction crisis in at risk languages

**Impacts:** working with Conservation International and conservation practitioners; plans for publication aimed at NGOs, human rights professionals and indigenous peoples

# Examples

Collaboration between Leicester, Bristol and Southampton

**Research grant:** Neolithic and Early Bronze age ceremonial monuments at Avebury

**Impacts:** non-academic community archaeologists involved in research, developing skills and social networks; drawing more visitors to Avebury

# Examples

Dirk Obbink (Oxford)

**Research grant:** Greco-Roman  
manuscript digitisation

**Impacts:** use of participants from  
general public in cataloguing; BBC  
documentary to be made; Ministries  
of Culture and Foreign Affairs in  
Greece funding conferences; team  
informed discussions in Italian  
parliament and influencing  
Herculaneum Villa of Papyri declared  
World Heritage site

# How Arts and Humanities Research Demonstrates Impact

monetary impacts

PWC scaling of arts and humanities research  
investment:

For each £1 of AHRC investment in research:

immediate return of £10.23

£15-20 return over 25 years