

AHRC Economic Impact Reporting Framework

This is the fifth annual Economic Impact Reporting Framework published by the AHRC. The Framework contains data on selected aspects of AHRC performance relevant to the Government's objectives for the UK research base. It follows the interim structure and set of metrics for 2010, including a group of common metrics across all Research Councils, as set out by the Department for Business, Innovation and Skills.

Sections:

1. Overall Economic Impacts
2. Innovation Outputs and Outcomes
3. Knowledge Generation
4. Investment in the Research Base
5. Public Engagement

The metrics show the data for 2007/08, 2008/09 and 2009/10.

This Framework should be read in conjunction with the AHRC's 2008-11 Delivery Plan Report and the Annual Report

(<http://www.ahrc.ac.uk/newsevents/publications/>), which provides a more comprehensive summary of achievements over the period.

1. Overall Economic Impacts

The economic impacts of arts and humanities research are extensive. They include financial, organisational, social and cultural impacts across many sectors of the UK and beyond. Through funding, brokerage and strategic leadership, the AHRC strengthens this contribution to the economy and to society, and promotes a culture of engagement and impact in the research base.

AHRC-funded researchers work with businesses, charities, communities, public policymakers and international partners, amongst others. Connections and benefits across these diverse sectors accrue from the strategic, collaborative and/or large-scale nature of the majority of AHRC-supported research projects. AHRC-funded research has also led to exhibitions both national and international in scale, enhancing the cultural reputation of the UK and attracting overseas visitors to high-quality, research-driven exhibitions. The case studies in this section highlight some of the varied impacts of AHRC-funded research projects.

Understanding Bengali communities in the UK and South Asia

An AHRC-funded research project that explored the experience of migration from the Bengal delta region from 1947 onwards made new connections through working with local communities, engaging with public policy, and by providing new educational resources. International and interdisciplinary in scope, the research considered the historical, social and cultural factors underpinning the settlement of Bengali Muslims in the UK, India and Bangladesh.

A website and educational resource pack, developed in collaboration with the Runnymede Trust, supports teachers and children undertaking Key Stage 3 in the UK. This encourages young people to engage with their family histories, their communities, and society more broadly. New understandings on marginalised groups fed into public policy and community relations through links to organisations such as the Commission for Equality and Human Rights (CEHR) and the Home Office.

In South Asia, the research team worked with NGOs, such as the Indian Minorities Council. They also gave advice on the volatile and porous nature of the border between India and Bangladesh in the Bengal delta, including to the Chief of Police in

West Bengal. The project also enhanced links and understanding between the UK and South Asia.

High-profile exhibitions with international reach

AHRC-funded research by British archaeologists on prehistoric figurines from Japan and the Balkans led to two high-profile exhibitions that were the first of their kind in the UK. The first exhibition was held at the British Museum in 2009, receiving over 78,000 visitors. Many of the objects on display were Japanese National Treasures, and most had never been seen outside Japan before. The exhibition transferred to the Tokyo National Museum in December 2009, receiving another 120,000 visitors.

The second exhibition was held at the Sainsbury Centre for Visual Arts in Norwich in 2010. This offered an experimental approach in comparing prehistoric figurines from Japan with those from the Balkans to help understand the nature of human creativity across vastly different parts of the world. Innovative methods of display created a unique experience for visitors.

The success of these exhibitions illustrates the global relevance of archaeology and the role that cultural heritage can play in engaging the public and in supporting international relations. Deeper cultural ties with Japan and the Balkans benefit the UK, enhancing its international standing for high-quality research and cross-cultural understanding.

Innovative materials create new opportunities for UK industries

Multidisciplinary design research funded by the AHRC created new, extremely strong textiles that can be exploited by the infrastructure and construction industries. The project developed and tested new materials by redirecting technical expertise gained in aerospace engineering towards the broader uses sparked by creative design considerations. This produced enhanced fibre-reinforced composites made from sustainable sources.

These composites have potential in road construction and as scaffolding for soil embankments to support railway tracks. They can also combine aesthetic and

structural functions in building conservation, acting as reinforcements with decorative surfaces to replace eroded patterns.

The project team also produced aerodynamic parts for the *WorldFirst* racing car, the first Formula 3 racing car designed and made from renewable materials. This demonstrated that the composites are versatile enough to be adapted for high-performance automotive applications. The research overall shows how the woven textile industry in the UK can compete globally. It is also leading to further high-profile design research collaborations.

2. Innovation Outputs and Outcomes

Innovation is the result of a process of discovery and problem solving. It is a shared activity that relies on networks and collaboration. The AHRC, as a funder and as an intermediary, helps to forge the innovative links between research and other sectors. The AHRC supports team-based collaboration, encourages different disciplines and sectors to work together, and facilitates a culture of knowledge exchange. This helps arts and humanities researchers to make wider contributions to innovation. The AHRC is also committed to strengthening the evidence base on the links between innovation and arts and humanities research.

The level of collaboration between AHRC research projects and partners indicates how important inter-sectoral collaboration is in arts and humanities research (Table 1). A growing number of organisations are formally collaborating with AHRC-funded research projects, with a marked increase in collaborative funding in 2009/10.

Table 1: Collaborative funding for AHRC-supported projects

	2007/08	2008/09	2009/10
Total project partners on AHRC Grants*	147	144	200
Total collaborative funding (£)	2,038,650	2,401,951	3,807,539

Knowledge Transfer is of strategic importance to the AHRC in ensuring that research connects with other sectors. This leads to the multi-directional benefits of collaboration and exchange, and to the full exploitation of research for the benefit of society. A range of AHRC schemes promote knowledge exchange for both established researchers and postgraduates. This support includes collaborative co-funding with organisations such as the Technology Strategy Board and the BBC. The AHRC's increasing expenditure on schemes that promote Knowledge Transfer acknowledges the importance of these projects in supporting innovation (Table 2).

Each Knowledge Transfer project funded by the AHRC, as well as focusing on a current issue or activity, is also an opportunity to create longer-term benefits for the collaborating organisations, and ultimately for society and the economy. Collaborative Doctoral Awards, for example, fund Higher Education Institutions and non-academic bodies to co-support doctoral study. This enhances the employment-

related skills and broadens horizons for research students, creating the next generation of highly-skilled, sector-spanning professionals. It also forges deeper relationships between research and other sectors that can spark new innovative behaviour beyond the student.

The more direct benefits from AHRC's Knowledge Transfer schemes are also strong. A survey of enterprise partners linked to the Knowledge Catalyst scheme revealed that 82% experienced economic growth through the development of new or improved products, processes and services. Other important outcomes include enhancing the skills base of the enterprise partner, accessing new markets and reaching new audiences.¹

The success of the AHRC's Knowledge Transfer schemes in turn encourages a broader movement towards knowledge exchange in the arts and humanities. This movement is also promoted by the AHRC's brokerage and leadership roles, including as a standard setter and as an evaluator of good practice in knowledge exchange.

Table 2: Expenditure in AHRC schemes that promote Knowledge Transfer

Scheme	2007/08 (£)	2008/09 (£)	2009/10 (£)
Collaborative Doctoral Awards	2,289,456	3,301,580	3,578,688
Knowledge Transfer Fellowships	575,779	1,033,356	2,000,750
Knowledge Transfer Partnerships	203,406	789,011	398,674
Knowledge Catalyst Scheme	89,171	151,025	113,042
AHRC/BT Research Networking Knowledge Exchange Programme	0	0	21,473
AHRC/BBC Knowledge Exchange Programme	145,281	0	0
Total	3,303,093	5,274,972	6,112,627

The AHRC's governing bodies contain members from other sectors to ensure that wider perspectives are included in strategic decision making (Table 3). For example, a third of the AHRC's main governing Council consists of non-academic members.

¹ Findings from the AHRC's Evaluation of the Knowledge Catalyst Scheme, March 2010.

Table 3: Representation of members on AHRC Governing Bodies, 2009/2010

Members	AHRC Council	Advisory Board	Total
Research Council	1	-	1
Academia	9	13	22
OGD/NDPBs	-	1	1
Business	3	1	4
Other	2	-	2
Total Members	15	15*	30
Total External members**	(33%) 5	(13%) 2	(23%) 7

*two of these members are also AHRC Council members

**'external' is classified as non-academic or Research Council members

3. Knowledge Generation

The scale of knowledge generation arising from AHRC-funded research is illustrated by the number of outputs recorded in final reports from award-holders (Table 4). These outputs ensure that AHRC-funded research forms a part of the intellectual life of the UK, contributing to advances in the arts and humanities and providing publicly-available access to high-quality research.

Refereed publications form a majority of outputs. Exhibitions, performances and other creative outputs are also important elements of many research projects, as are electronic outputs. Due to the nature of knowledge in most of the arts and humanities, patents and licences are very low in number. Yet their presence in this table does highlight their role in certain areas of Art and Design.² The high number of conference activities shows that AHRC-funded researchers are fully engaged in sharing knowledge with academic and broader audiences.

Table 4: Number of outputs for AHRC Research awards

Type of output	2007/08	2008/09	2009/10
Refereed Publications	1,910	2,237	2,276
Electronic outputs	356	496	465
Exhibitions, performances and other creative outputs	427	487	440
Non-refereed publications	276	314	322
Patents/licences	0	2	4
Conference activities	1,774	2,327	2,736
Total	4,743	5,863	6,243

The number of outputs will increase as more final reports are submitted.

The large number of researchers involved in AHRC-funded research reveals how many individuals benefit from participating in projects (Table 5). This provides experience in team-based collaborations, and important career development opportunities for Post Doctoral Research Assistants.

² The importance of design to the innovation system is highlighted in Will Hutton's 'Design in the knowledge economy 2020' (Design Council, 2010)
http://www.designcouncil.org.uk/Documents/Documents/Publications/Will_Hutton_2020.pdf

Table 5: Number of Researchers on new AHRC projects

Active Researchers	2007/08	2008/09	2009/10
Principle Researchers	539	414	306
Co-Investigators	141	155	177
PDRAs	137	82	27
Total	817	651	510

The AHRC also provides support for individual researchers (Table 6). The Research Leave scheme offered support to complete specified outputs until its replacement by the broader Fellowship scheme. Fellowships enables individual researchers to work on a specified research project or programme for a defined period of time.

Table 6: Number of Researchers on new Research Leave/Fellowships projects

Active Researchers	2007/08	2008/09	2009/10
Research Fellows	268	172	123

These figures are also included within the total number of active researchers shown in Table 5

The move to Fellowships included a suspension of Research Leave during the development of the new scheme. This contributed to the decrease in researcher numbers, which can be seen in both Table 5 and Table 6. The trend towards a higher proportion of AHRC projects that are team-based collaborations compared with shorter projects by individual researchers is also a major factor. Lower researcher numbers therefore do not imply a reduction in performance. It is rather a consequence of the greater focus on the more resource-heavy but rich potential of collaborative projects supported over a number of years.

The AHRC also provides support for postgraduate training at both Doctoral and Master's level (Table 7). This provides support for the next generation of researchers and highly-skilled professionals.

Table 7: Number of new Postgraduate awards

Postgraduates	2007/08	2008/09	2009/10
Doctoral	881	613	749
Master's	736	496	583
Total	1,617	1,109	1,332

The AHRC conducts an annual submission survey on its doctoral awards after four years (Table 8). This shows that AHRC-funded students have a good submission rate, holding at 85% for the last two years.

Table 8: AHRC-funded doctoral submission rates

Subject domain	2007 survey	2008 survey	2009 survey
Number of PhDs due	612	593	634
Number of submissions	486	502	536
Submission rate	79%	85%	85%

The Higher Education Statistics Agency (HESA) Destination of Leavers from Higher Education (DLHE) survey indicates the career destinations of AHRC-funded doctoral students (Table 9). This demonstrates a wide range of destinations across higher education, businesses, charities, and the public sector.

Table 9: First Destinations of AHRC-funded PhD students in the HESA DLHE survey

First destination	Students completing in 2005/06 academic year (%)	Students completing in 2006/07 academic year (%)	Students completing in 2007/08 academic year (%)
UK Higher Education	57.7	57.4	59.9
Business	6.8	4.1	8.6
Charitable and Voluntary Sector	-	-	5.6
Public Sector	6.8	7.5	3.6
School Teaching or teacher training	7.8	10.3	3.6
School (Education other)	2.1	1.7	2.3
Research & Development (sector unknown)	1.1	1.4	0.7
Other employment	5.3	6.2	4.3
Not employed	7.5	8.2	7.6
Not known or not reported	5.0	3.1	3.6

Collaborative Doctoral Awards, where a student is co-supervised by an academic and a non-academic, is a valuable way of developing high-level research and broader employments skills. These awards allow doctoral students, and academics, to engage

with a wide range of other sectors (Table 10). Many of these awards link arts and humanities researchers more closely with cultural institutions, such as museums, galleries and libraries. There are also important connections with charities and commercial organisations.

Table 10: Number of Collaborative Doctoral Awards 2007 - 2010

Partner Organisation Type	Collaborative Doctoral Awards		
	2007/08	2008/09	2009/10
Independent Research Organisations*	5	15	20
Charity	15	13	15
Local/Public Authority	18	16	13
Research Institute	1	3	5
Industrial/Commercial	20	11	4
Professional Institution	1	1	4
Govt Department/Research Establishment	2	1	3
Hospital/NHS Trust	0	0	2
Other	12	0	1
Total	74	60	67

**Independent Research Organisations (IRO) can apply directly for AHRC Research Grants, but can only apply for a Collaborative Doctoral Award as the non-academic partner. IROs currently include nationally-significant, research-intensive museums, galleries, libraries and archives.*

Data on the sex and ethnic background of doctoral students is collected to monitor the diversity of award-holders. There is a broadly even balance between women and men (Table 11). Doctoral students classified as ethnic minorities make up around three per cent of awards (Table 12).

Table 11: Percentage of Doctoral awards accepted by gender

2007		2008		2009	
Female	Male	Female	Male	Female	Male
53%	47%	52%	48%	54%	46%

Table 12: Percentage of Doctoral awards accepted by ethnic minority

	2007	2008	2009
None White	1.70%	0.50%	1.20%
Mixed background	1.70%	4.00%	1.80%
Total ethnic minority	3.40%	4.50%	3.00%

4. Investment in the Research Base

The AHRC manages a significant amount of public money (Table 13). It has a responsibility to ensure that this investment in the arts and humanities research base is of real benefit. Due to the uncertainties and time lags before results from research are visible, the AHRC organises investment through a balanced portfolio of responsive and themed funding schemes.

Table 13: AHRC Income

	2007/08		2008/09		2009/10	
	£0	%	£0	%	£0	%
Departmental Expenditure Limit (DEL)	105,287	99.8	110,269	89.5	106,643	95.0
Other income	233	0.2	12,893	10.5	5,633	5.0
Total income	105,520	100.0	123,162	100.0	112,276	100.0

Support for responsive mode schemes allows arts and humanities researchers to apply to the AHRC for projects in any research area (Table 14). There are over 14,000 active arts and humanities researchers in the UK, which is over a quarter of all researchers based in UK Higher Education Institutions and covers over 50 disciplines.³ The range and scale of arts and humanities research is a source of strength for the AHRC, allowing it to support researchers in addressing a wide variety of critical issues.

Table 14: AHRC expenditure on Responsive Mode Grants

	2007/08 £000	2008/09 £000	2009/10 £000
Responsive Mode Grants	43,936	46,008	40,896

The AHRC also has a range of themed initiatives to ensure that issues identified as of particular economic, social, intellectual, or cultural importance are supported (Table 15). Concentrated and coherent funding streams create critical mass in responding to these issues. Being part of a larger initiative also allows individual projects to draw support from the umbrella scheme and from other projects within it, so generating multiple benefits.

³ Figures derived from RAE, 2008.

Cross-council initiatives also form a significant element of the AHRC's support for the research base. Many issues require the combination of approaches from many disciplines. Arts and humanities researchers collaborate in multidisciplinary and interdisciplinary groups with others to address these problems.

Table 15: AHRC Expenditure on themed initiatives

Programme	2007/08 (£)	2008/09 (£)	2009/10 (£)
AHRC themed programmes			
Beyond Text	131,470	596,873	1,640,927
Landscape and Environment Programme	1,915,472	1,895,611	1,625,715
Museums and Galleries Research Programme	167,476	533,066	1,376,211
Diasporas, Migration and Identities Programme	2,314,262	2,053,785	807,361
Cross-council programmes involving AHRC			
Language Based Area Studies (with ESRC, HEFCE, SFC)	908,500	1,082,200	1,130,612
Religion and Society (with ESRC)	473,866	1,276,692	1,101,004
ICT in the Arts and Humanities (with EPSRC, JISC)	638,938	514,065	583,090
Science and Heritage Programme (with EPSRC)	182,350	295,380	224,940
New Dynamics of Ageing (with BBSRC, EPSRC, ESRC, MRC)	40,000	40,000	216,464
Digital Economy Programme (with EPSRC, ESRC, MRC)	-	-	150,000
Library of Congress Scholarships (ESRC)	67,250	63,000	62,000
Countering Terrorism Ideas Factory (with EPSRC, ESRC, NSAC)	40,191	268,326	29,910
Designing for the 21 st Century (with EPSRC)	1,665,319	679,693	13,768
Cultures of Consumption (with ESRC)	200,000	-	-
New Security Challenges (with ESRC, FCO)	200,000	-	-
Total	8,945,094	9,298,691	7,589,480

In 2009/10, the AHRC was for the first time able to make a series of capital grants to bolster the research base (Table 16), highlighting the increasing need for large-scale resources in the arts and humanities, particularly for research in Art & Design and for research involving digitisation. The growth of collaborative research to address the most pressing and complex issues for these and other areas requires increasing capital costs.

Table 16: AHRC Capital Spend

	2007/08 (£000)	2008/09 (£000)	2009/10 (£000)
Capital Grants - UK	0	0	2,246
Additions – Land and buildings	0	0	410
Additions – Other assets	319	397	190
Total	319	397	2,846

5. Public Engagement

Public engagement is closely connected to AHRC-funded research across all schemes, with many projects including outputs aimed at public audiences (Table 17). The nature of arts and humanities research means that much of it has a direct relationship to society and to the public. Exhibitions, performances and other public events can form part of the research process and/or one of its outputs. In 2009/10, for example, over 80% of completed research projects contained a public engagement output. These activities are also often a source of significant levels of societal and economic impact.

Strong links between the AHRC, the research it funds, and organisations that have particular expertise in engaging with the public, such as museums, galleries, libraries and theatres, ensure that arts and humanities research is able to reach a large public audience. Many leading national museums, such as the British Museum, Tate and the V&A, are also directly funded through the AHRC's Independent Research Organisation (IRO) mechanism. The case study on high-profile exhibitions at the beginning of this report is relevant here.

There is also a huge public interest in arts and humanities research, which is reflected in the media coverage of AHRC-funded projects. In 2009, AHRC-funded researchers were the subject of 488 print and online articles, reaching over 13 million people. The AHRC undertakes a range of communication activities and has a pro-active media engagement strategy. Coverage of AHRC projects has increased in recent years, rising from 133 articles in 2006 to the 488 in 2009.

Some AHRC-funded projects receive significant public interest. For example, the 'Old Bailey Online' project doubled the number of trial proceedings available on its website, providing public access to the largest single source of searchable information on British lives and behaviour ever published. Since its launch in 2003, the website has had over 10 million visits. The online database underpinned a four-part BBC drama on the life of pioneering 18th-century barrister William Garrow, which was screened in November 2009 as 'Garrow's Law: Tales from the Old Bailey'. It won the best history programme award from the Royal Television Society in March 2010. 'Old Bailey Online' has also led a number of series on BBC Radio 4.

'Old Bailey Online highlights the direct relationship that arts and humanities research can have with the public. Because of this, there is no separate AHRC Public Engagement initiative. The AHRC does, however, contribute to the RCUK Public Engagement with Research (PER) team, with the Research Councils together funding £2.5 million of joint public engagement initiatives in 2009/10.

Table 17: Number of AHRC projects with Public Engagement outputs

Type of output	2007/08		2008/09		2009/10	
	Number	Funding Received (£)	Number	Funding Received (£)	Number	Funding Received (£)
AHRC Projects that include public engagement outputs	372	25,915,597	354	33,267,735	271	43,266,143

Not all of the funding received for these awards was used specifically for public engagement activities.