



Arts & Humanities
Research Council

Cross-Council Economic Impact Baseline 2007-08:

AHRC Economic Impact Baseline

Contents

Executive Summary.....	3
Introduction	7
The Impact of Excellence.....	8
Delivering Benefits to Business	12
Delivering Highly Skilled People to the Labour Market	19
Improving Public Policy and Public Services	24
Quality of Life Impacts	27
ANNEX 1	
Forward Look: Plans for Expenditure and Policy Actions.....	31
ANNEX 2	
Bibliography of Key AHRC Impact Publications	34
ANNEX 3	
Financial Information	36

Executive Summary

AHRC-funded arts and humanities research delivers economic impact in many ways. For example, AHRC support for bespoke Knowledge Transfer schemes and for large-scale collaborative multi- and inter-disciplinary grants have led to researchers working with a range of private and public sector organisations, which have delivered tangible benefits to the organisations involved. Researchers funded in schemes across the AHRC portfolio have contributed to improvements in public policy and public services in key areas such as migration and community cohesion, and many of our researchers have provided evidence for policy consultations and inquiries.

Arts and humanities research also preserves and interprets archives of national heritage and experience which would otherwise be lost. In addition to a range of collaborative research awards between academic researchers and museums, galleries, libraries and archives, the AHRC also supports a number of these institutions through their Independent Research Organisation (IRO) status, enabling these institutions to build their research capacity as an organisation, and bring their archives to public attention. Our graduates also provide a highly skilled workforce for the public sector, education and the creative and cultural industries.

The Impact of Excellence

In 2006/07 the AHRC's investment in new standard research grants was £30.8 million. Taking a conservative estimate that 20% of our research grant awards are of a similar nature to the four research grants assessed by PwC in their economic impact studies, one can calculate a return of £2.05 on every £1 invested.¹ On that basis, the economic impact of AHRC investment in new research grants would be £63 million for 2006/07.

The AHRC has developed a journals list from which a metric has been derived assessing the proportion of UK scholarly articles compared with those from other parts of the world. The results for the past three years show that the UK had the second largest proportion of articles in the sample of high quality arts and humanities journals, behind the US.²

A comparison of the RAE 2008 findings by Research Councils subject remit demonstrates the world leading strengths of the UK's arts and humanities research base, with a high proportion of this placed in the 4* category. The 2008 RAE panel reports have highlighted the importance of the AHRC's leadership in bringing about a step change in the arts and humanities, which has enabled the UK to build on its historic strengths and further enhance its international standing.

In supporting often expensive team-based collaborations, encouraging different disciplines to work together, and promoting knowledge transfer with other sectors, the AHRC helps researchers make wider contributions to society and the economy. AHRC funding for such activities addresses a potential market failure; although some universities may use their QR funding to support collaborative projects in areas of strategic importance, they do not have a strong incentive to do so. By providing a range of funding opportunities to encourage collaborative research, the AHRC ensures that it takes place: a total of 75% of awards ending in 2007/08 reported some degree of inter- or multi-disciplinary research.

A total of 52% of award-holders completing their research in 2007/08 reported that their projects had involved international collaborations.³ In supporting engagement and collaborations with stakeholders in other countries, the AHRC enables arts and humanities researchers to undertake research projects that have policy influence both in the UK and overseas, and enable researchers to build important relationships with stakeholders such as NGOs which can lead to further research in key policy areas.

¹ The 20% estimate is based on analysis of 46 AHRC Research Grant awards, which suggests that 18.75% of this sample have characteristics in common with our case studies such that they have the potential to deliver similar economic impacts. As the AHRC conducts further case studies to assess the economic impact of its funding it will be possible to derive more robust estimates from this methodology.

² The AHRC has been working with the European Science Foundation (ESF) to develop their European Reference Index for the Humanities (ERIH), an open access list of categorised and ranked international journals to constitute the basis for the development of a reference index. Category „A“-rated journals (those deemed to have international significance) from these lists have been cross-referenced with Thomson ISI Web of Knowledge listings to provide a sample of high quality peer-reviewed journals for analysis.

³ A total of 514 final reports were submitted for this period across all AHRC research schemes. Of this figure, 269 award-holders reported international collaborations as an outcome of their awards, compared with 245 who reported no international collaborations.

Delivering Benefits to Business

The AHRC funds research that supports the creative and cultural sectors, and provides a highly-skilled labour force of graduates to enter the creative and cultural industries. Through this support, arts and humanities research can underpin some of the most important and vibrant sectors of the UK economy, who offer unique cultural heritage and assets, institutions and businesses that tap into the population's creativity. For example, the creative industries (excluding craft and design) accounted for 6.4% of Gross Value Added (GVA) in 2006, £16 billion of exports and just under two million jobs in 2007 (DCMS figures).

The AHRC provides dedicated support for museums, galleries, libraries and archives to engage with arts and humanities researchers in collaborative projects to bring neglected archives to public attention, underpin innovative new exhibitions and performances, and engage in outreach activities with public audiences. This support helps underpin the cultural life of the UK, which is crucial in it retaining its appeal for overseas investors. It also helps the UK to attract overseas visitors, who provide an important source of income: tourism accounted for over £86 billion GVA in 2007, including £16 billion spent by overseas visitors, and sustained over 2 million jobs (visitBritain figures).

In 2007/08 AHRC provided expert advice to TSB in scoping and developing the first TSB Collaborative R&D Competition for the Creative Industries (CI) „Application of Digital Technologies“, and the Knowledge Transfer Network (KTN) for the CIs. By co-funding a number of successful collaborative projects from this activity with TSB, the AHRC has achieved a major step change in engaging with an organisation that has a fundamental focus on technological innovation.

The AHRC is also a sponsor of the Knowledge Transfer Partnerships (KTP) scheme. In March 2009, an AHRC-funded KTP Associate received a „Business Leader of Tomorrow“ award at the KTP Awards 2009. The project aimed to establish a design, manufacturing and virtual sales facility for bespoke gemstone jewellery, utilising individually cut stones as an integral part of the design.

The AHRC took a leadership role for the academic community in brokering a new Knowledge Exchange Programme (KEP) with the BBC, enabling arts and humanities academics to develop new research projects with this important agency in the creative industries sector. The AHRC/BBC KEP was developed as a novel way to support individual or teams of arts and humanities researchers and BBC Future Media and Technology staff to work together on well defined collaborative research and knowledge exchange projects of strategic benefit to both partners.

There were approximately 80,000 non-UK arts and humanities undergraduates and postgraduates studying in the UK in 2007/08, making a direct contribution to the economy of approximately £1.306 billion (£603 million in tuition fees and £703 million in living expenses). Using both a conservative multiplier of 1.57 and the multiplier of 2.52 currently used by Universities UK, the total economic effect of arts and humanities international students for the UK ranges between £2.05 billion and £3.29 billion.

The Knowledge Catalyst (KC) scheme supports partnerships between the research community and small firms, often in the creative industries, who wish to utilise arts and humanities research but do not have the capacity to participate in the larger TSB Knowledge Transfer Partnerships (KTPs)⁴. To date, there have been 37 applications made, resulting in 20 awards or the equivalent success rate of 54%. The TSB is implementing a pilot mini-KTP scheme in response to Lord Sainsbury's recommendations, and the Knowledge Catalyst scheme has provided a model for this.

Delivering Highly Skilled People to the Labour Market

A total of 94% of former AHRC-funded PhD award-holders PhD completing between 1997 and 2000 are now employed, along with 91% of former AHRC award-holders in the Professional Preparation Masters (PPM) scheme who completed between 1998 and 2001. Findings show that employment in the public/independent sector accounts for over half of all AHRC former PPM students (56%), and 19% of former AHRC Doctoral award-holders. Within several of the

⁴ For more information on the KC scheme, see: <http://www.ahrc.ac.uk/funding/opportunities/current/knowledgecatalystscheme/>

government's current Public Service Agreements a high performing and productive public sector is recognised as playing a vital role in achieving overall economic productivity. These sectors tend to offer lower potential earnings for individuals, but the social returns are high: by providing a highly-skilled professional workforce for these sectors, arts and humanities graduates make a significant contribution to the UK economy.

The AHRC has a strategic role in encouraging institutions to integrate their postgraduate programmes with their research and knowledge transfer strategies, providing training in transferable skills for all its funded students. Collaborative Doctoral Awards (CDAs), for example, provide opportunities for doctoral students to gain first-hand experience of work outside an academic environment, and the Knowledge Catalyst scheme also offers recent graduates from either undergraduate or postgraduate courses the opportunity to work on a project with an academic and business partner.

In addition to our core support of language study the AHRC, in collaboration with ESRC, HEFCE and the SFC, is funding five Language Based Area Studies (LBAS) Centres. The overarching aim of the centres is to create a world class cadre of researchers who have the foreign language skills to undertake contextually informed research that will ultimately enhance the UK's understanding of areas that are strategically critical to the UK. In their mid-term review, the Centres have reported strong impacts including close links and policy influence with UK government departments, as well as with ambassadors and governments of the regions and countries studied. The Centres also attract many requests from these quarters, and from private sector businesses, for trained people in these fields.

Improving Public Policy and Public Services

The AHRC and AHRC-funded researchers have an influential role to play in providing evidence for policymakers. Examples of evidence provided for policy consultations and inquiries include a range of contributions to House of Lords Science and Technology Committee Inquiries, briefings to the Home Office and European Commission and responses to policy consultations. The AHRC also supports research projects with museum, galleries, libraries and archives, which can provide a neutral platform for collaboration with countries where there are political sensitivities, fostering diplomatic and cultural exchange.

The AHRC funds a range of Strategic Programmes, both alone and in partnership with other Research Councils. These programmes have already had policy influence through the funded projects, touching on a range of issues including social cohesion, community engagement, and design solutions for safer environments. The Programme Directors have also provided evidence for policymakers.

The AHRC supports research across its range of funding programmes and schemes which interact with the Cabinet Office's list of challenges. Researchers from the full spectrum of arts and humanities subjects have a role to play in providing evidence and advice in each of the challenge areas. For example, human rights are integral to modern life and are constantly evolving. Due to its comparative newness, human rights law does not have the same degree of judicial precedent as other areas of law, and as such is more reliant upon academic commentary. AHRC-funded researchers have provided evidence for government, judges, practitioners and public authorities in this area.

Quality of Life Impacts

AHRC support for collaborative projects between the arts and humanities research base and the UK's finest cultural institutions bring neglected archives to public attention, underpin innovative new exhibitions and performances, and engage in outreach activities with public audiences. This support helps underpin the cultural life of the UK, which enriches the quality of life for UK citizens. Since the AHRC began its funding of IROs in 2005/06, 98 applications have been made, with a total of 27 successful awards. A total of 13 awards were made in 2007/08 from 33 applications with an IRO as the lead institution or project partner.

Arts and humanities research can provide new approaches to healthcare in areas such as medical humanities, a part of medical education that uses art to help medical students to develop professionally. Medical humanities assist medical students in understanding how healthcare affects patients, and how it can make vast changes to their lives. Arts and humanities research can also

help develop ethical debates around new medical developments. For example, developments in stem-cell research and cloning require a dialogue on what it means to be human and on the acceptable boundaries of scientific progress, and AHRC-funded academics have provided evidence for policymakers in this area.

Emerging research areas such as design can also offer imaginative solutions to health or social problems. Strong design solutions can address a range of issues without compromising performance or aesthetics, and bring new perspectives to social problems that can transform contemporary environments and related policy actions. The AHRC has encouraged this through its co-funding of the „Designing for the 21st Century“ programme with EPSRC. A number of clusters and awards funded through the life of the programme have engaged with health or social problems, providing innovative design solutions to improve quality of life for the population.

Awards made in both the Religion and Society and Diasporas, Migration and Identities (DMI) Strategic Programmes engage with issues of crime and public safety. Design research can also bring new approaches to the challenges raised by crime and public safety issues. Awards made in the Designing for 21st Century Strategic Programme, co-funded with EPSRC, have provided design solutions to address bag and bicycle theft.

Arts and humanities research can challenge assumptions and modes of operation, while providing a sense of the historical context, traditions and the cultural setting in which society and the economy function. It encourages a deep understanding of identities and cultural diversity that is necessary for a well-informed and tolerant society. These issues are addressed across the AHRC's research programmes and schemes, but are given particular prominence in two of the Strategic Programmes it funds: Diasporas, Migration and Identities; and Religion and Society.

Introduction

The AHRC is the only body in the UK that offers funding for arts and humanities researchers in key strategic areas:

- Large-scale collaborative projects, which facilitate risk-taking and have the potential to deliver innovative outcomes;⁵
- Strategic programmes, which address key policy challenges for the UK on issues such as migration and religion;
- Knowledge transfer (KT), exchange and impact generation across its portfolio, along with bespoke Knowledge Transfer schemes tailored to support academic collaboration with key sectors such as the creative and cultural industries;
- Interdisciplinary research both within and beyond the arts and humanities, focused on addressing key societal challenges;
- Specialist research training for postgraduate students, equipping the next generation of researchers with essential communication, dissemination and knowledge transfer skills, and ensuring the survival of important and endangered disciplines such as modern languages;
- Large-scale research grants for early career researchers, which help to sustain the health of the research base;⁶
- International collaborative research projects across the arts and humanities through, for example, playing a lead role in initiatives such as Humanities in the European Research Area (HERA) and collaborative agreements with other national funding bodies;
- Research initiatives funded in partnership with a range of organisations including the Technology Strategy Board (TSB), Regional Development Agencies and the BBC;
- Research projects in the creative and performing arts, connecting research and practice to generate new ideas, processes and products.

The AHRC also plays an active role in enabling the development of new partnerships between the HEI and non-HEI sectors for the purpose of knowledge exchange. The Council continues to develop its intermediary role in helping researchers across the arts and humanities spectrum to identify the potential impacts of their work, and assisting them in realising those impacts. The AHRC as an agency is also enhancing its role in contributing to key policy agendas. Through the creation of its Policy and Public Affairs Directorate, the AHRC intends to demonstrate and advocate the contribution of arts and humanities research to key areas of public policy.

Developing an Economic Baseline

The Government set out its long-term vision for UK science and innovation in July 2004, published in the Science and Innovation Investment Framework 2004-2014. In this vision the Government recognised that *'for the UK economy to succeed in generating growth through productivity and employment for the coming decade, it must invest more strongly than in the past in its knowledge base, and translate this knowledge more effectively into business and public service innovation.'*

The AHRC, in its support of the arts and humanities community, has a key role to play in supporting world-leading research projects which address questions of international significance and/or academic urgency, and in the provision of high-quality postgraduate training and support. It also has a leadership role in bringing different sectors of the economy together, which can lead to innovative new products, processes and services. These activities create economic, cultural and social benefits directly and indirectly across a range of areas, including:

- Delivering benefits to business;
- Delivering highly skilled people to the labour force;
- Improving public policy and public services;
- Providing quality of life impacts.

The contribution of arts and humanities research to these areas, and the role of the AHRC in supporting this research forms the basis of the AHRC's Economic Baseline.

⁵ Although the British Academy and Leverhulme Trust do offer Research Grant schemes, the scale of the AHRC Research Grant funding is much greater than that offered by the other agencies; the maximum level of funding for a Leverhulme award is £500k and £150k for the BA, whilst the AHRC offers funding of up to £1m. A key difference in the Research Grant funding offered across the three agencies is the focus of the awards: the AHRC is the only agency to require collaborative projects for the scheme, as the others both support individual scholarship.

⁶ For the BA and Leverhulme, funding is focused on enabling researchers to gain experience of working in a university environment through their Fellowships schemes. The AHRC is the only agency to offer early career researchers the opportunity to apply for Research Grant funding up to £200k.

The Impact of Excellence

The international standing of UK arts and humanities research is an important factor in attracting international students to the UK, and the AHRC supports this through its funding of research driven by questions of international significance and/or academic urgency. Arts and humanities research in the UK is world leading, as demonstrated by its sector leading representation in the 4* category in the RAE 2008 findings. The 2008 RAE panel reports have highlighted the importance of the AHRC's leadership in bringing about a step change in the arts and humanities, which has enabled the UK to build on its historic strengths and further enhance its international standing.

The outputs and outcomes of AHRC-funded research demonstrate academic excellence and a wide range of social, cultural and economic impacts. In its support for multi- and inter-disciplinary research projects, and projects with non-academic international partners, across the full range of its schemes the AHRC enables researchers to share knowledge across disciplines, developing innovative new approaches and new directions for future research. The outcomes of these collaborations bring benefits to non-academic partners, and contribute to improvements in economic performance, public policy, public services and quality of life.

Scaling up the economic impact of AHRC awards

Using the calculations of the economic impact of AHRC awards conducted by PricewaterhouseCoopers (PwC), it is possible to derive a scaled-up baseline for the economic impact of AHRC investment in arts and humanities research. The economic impact of four research grants was calculated to be £13.5million.⁷ In 2006/07 the AHRC funded 94 new standard research grants. The economic impact derived from the AHRC's investment in research grants alone could be up to £317million.

In 2006/07 the AHRC's investment in new standard research grants was £30.8million. Calculations suggest that for every £1 invested in research grants in the arts and humanities, the immediate return could be as much as £10.29. Even taking a more conservative estimate that 20% of our research grant awards are of a similar nature to the four research grants assessed by PwC in their economic impact studies, one can calculate a return of £2.05 on every £1 invested.⁸ On that basis, the economic impact of AHRC investment in new research grants would be £63million for 2006/07.

The international standing of arts and humanities research

The AHRC has developed a journals list from which a metric has been derived assessing the proportion of UK scholarly articles compared with those from other parts of the world. The results for the past three years show that the UK had the second largest proportion of articles in the sample of high quality arts and humanities journals, behind the US.⁹ From these figures it appears that the UK arts and humanities community is producing nearly as many articles as their US colleagues (over three years, the UK produced 33% and the USA 37%), even though the US has five times our population. By way of contrast, the UK produces 10% of the world's science, compared with 25% for the US.

	Country of origin*							
	UK	US	Canada	Aus	France	Germany	Other Europe	Other World
2006	32.1%	38.4%	5.0%	3.6%	2.1%	2.7%	10.3%	5.9%
2007	34.3%	34.8%	5.6%	3.9%	2.1%	2.4%	11.0%	5.9%
2008	31.7%	37.6%	4.3%	3.2%	2.7%	2.2%	10.9%	7.3%

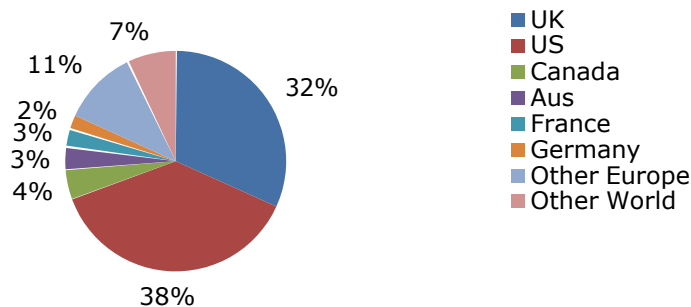
*determined by location of lead author's institution

⁷ The awards used formed AHRC economic impact case studies: TTURA, Polynesian exhibitions, Flexible Housing. The TTURA case study was based on two linked AHRB/C awards.

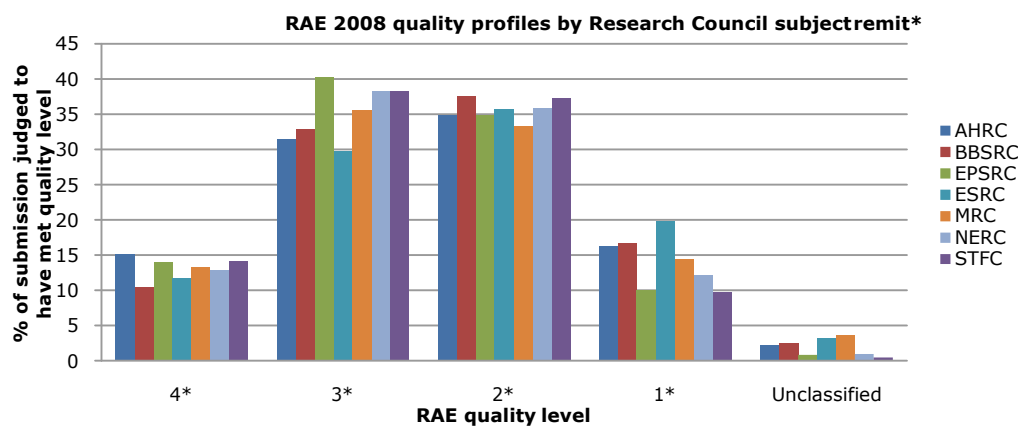
⁸ The 20% estimate is based on analysis of 46 AHRC Research Grant awards, which suggests that 18.75% of this sample have characteristics in common with our case studies such that they have the potential to deliver similar economic impacts. As the AHRC conducts further case studies to assess the economic impact of its funding it will be possible to derive more robust estimates from this methodology.

⁹ The AHRC has been working with the European Science Foundation (ESF) to develop their European Reference Index for the Humanities (ERIH), an open access list of categorised and ranked international journals to constitute the basis for the development of a reference index. Category „A“-rated journals (those deemed to have international significance) from these lists have been cross-referenced with Thomson ISI Web of Knowledge listings to provide a sample of high quality peer-reviewed journals for analysis.

Source of articles in a sample of 80 internationally recognized arts and humanities journals published in 2008



A comparison of the RAE 2008 findings by Research Councils subject remit further demonstrates the world leading strengths of the UK's arts and humanities research base, with a high proportion of this placed in the 4* category. AHRC subjects account for 27% of FTE Category A staff submitted to the RAE 2008 (around 14,000 researchers).



*RAE Units of Assessment have been mapped to the most appropriate Research Council subject remit. Physics has been apportioned 50/50 between EPSRC and STFC

Improving public policy and services: Providing evidence for the Foreign Office in defending compensation claims

"The History of the Chinese Maritime Customs Service" - AHRC Research Grant

This project, based in the School of Humanities at the University of Bristol, reached far beyond academia to have policy and social impacts at a national and international level. As a direct outcome of their research, the project team were able to provide information to the British Foreign Office which enabled them to develop a response to individual claims for compensation from relatives of former Chinese employees who had lost pension rights after 1940, and who were mistakenly attempting to lodge claims with the British government. The issue was resolved as a result of this response.

The original aim of this project, based in the School of Humanities at the University of Bristol, was to advance understandings of the modern Chinese state and of imperial history. Its focus was the extensive Chinese Maritime Customs Service (CMCS) archive at the Second Historical Archives of China, Nanjing (SHAC). The project aimed to make this material fully accessible to scholars and to pioneer its analysis in relation to the history of modern China and of colonial administration. Additional funding from a Pilot Dissemination award enabled the project to extend its aim to develop a photographic resource to include a second large website entitled „Historic Photographs of China“, and also to extend its public engagement activities.

AHRC support for multi- and inter-disciplinary research

Prior to the establishment of the AHRB/C there was little funding in the arts and humanities for collaborative research, for large-scale, team based research projects, multidisciplinary teams, international collaboration and knowledge exchange. The establishment of the AHRB in 1998 and the AHRC in 2005 provided the incentive and opportunity for arts and humanities researchers to achieve a step change in their engagement in collaborative, team-based research. In supporting often expensive team-based collaborations, encouraging different disciplines to work together, and promoting knowledge transfer with other sectors, the AHRC helps researchers make wider contributions to society and the economy. The establishment of the AHRB/C has also enabled arts and humanities researchers to play a central role in RCUK strategic programmes, which in turn has meant that these programmes have been able to draw more fully on their creativity and deep understanding of culture, history, values and beliefs which is essential to addressing many of the major societal challenges the UK faces.

The AHRC's collaborative Research Grants scheme provides a unique opportunity for collaboration. Grants are for periods up to five years to sustain large, multi-faceted research projects. A total of 75% of awards ending in 2007/08 reported some degree of inter- or multi-disciplinary research. Support for such research is important, as it enables researchers to share knowledge across disciplines, often bringing innovative new approaches and new directions for future research.

AHRC funding for such activities addresses a potential market failure. Although some universities may use their QR funding to support collaborative projects in areas of strategic importance, they do not have a strong incentive to do so. Team-based collaborations are often large-scale and expensive, and whilst the benefits are shared by all participating universities, the costs of initiating the collaboration may fall on one. By providing a range of funding opportunities to encourage collaborative research, the AHRC ensures that it takes place.

Improving public policy and services: Historical analysis informs policy debates on minority groups in Europe

"Ending Nationalism? The Quest for Cultural Autonomy in Inter-War Europe" – AHRC Research Grant

This interdisciplinary project on cultural autonomy for minorities led to the lead researcher being invited by the Romanian government to give a briefing on cultural autonomy for minorities. The invitation was issued via the European Centre for Minority Issues, and led to the Romanian government preparing a draft law on cultural autonomy that went before parliament. It did not pass into law, but it did help to shape the debate around minorities in Romania. The research has also fed into a draft law in Armenia. In addition, the research team participated in a roundtable organised by the New Security Foundation in 2008, which was in part concerned with discussing the possible relevance of cultural autonomy to a UK context.

The project also led to a joint seminar in 2007 with the Venice Commission, an advisory body on constitutional law set up within the Council of Europe. This seminar on the participation of minorities in public life was hosted by the Republic of Croatia in Zagreb, and was partly funded by the AHRC. Subsequently, a member of the Venice Commission's Secretariat stated that the seminar "*succeeded in building a meaningful link between historical issues around cultural autonomy in Eastern Europe and today's wider challenges faced by most European States, which have the duty under international law to create conditions ensuring a real participation in decision-making processes for various minority groups*".

The interdisciplinary nature of the project drew approaches from history, political science and sociology. From the point of view of political science and practice, this historically-based study shed light on a concept that is of growing importance, as well as illuminating broader debates on the political management of multiculturalism. It also brings to light an overlooked contribution to debates on European unity from Central and Eastern Europe, which has even more relevance now that the current economic crisis is putting increasing strains on the cohesion of the recently enlarged European Union. The interdisciplinary and multidisciplinary elements of this project strengthened the research and allowed for a wider contribution to the discussion of minority rights in a European context.

Facilitating international collaborations

The AHRC is proactive in developing international partnerships to promote collaborative opportunities for arts and humanities researchers. However, the AHRC also facilitates new international partnerships and collaborations through its own research schemes: a total of 52% of award-holders completing their research in 2007/08 reported that their projects had involved international collaborations.¹⁰

In supporting engagement and collaborations with stakeholders in other countries, the AHRC enables arts and humanities researchers to undertake research projects that have policy influence both in the UK and overseas. Projects with international collaborations also enable researchers to build important relationships with stakeholders such as NGOs which can lead to further research in key policy areas. Dissemination of projects to international audiences can also raise the profile of UK arts and humanities research overseas, and encourage new collaborations.

Improving public policy and services: Providing evidence to support Foreign Affairs Committee reports on Global Security

"Memory, identity and change: A case study of Palestinian refugee women in Lebanon" - AHRC Diasporas, Migration and Identities Small Grant

This project led to the project leader providing written evidence to the Foreign Affairs Committee on 'Palestinian Refugees in Lebanon', which was published in the Committee's Eight Report, „Global Security: The Middle East“ in August 2007, and also persuaded the Committee to make contact with Palestinians during their visit to Lebanon. The project leader has also been invited to arrange a British parliamentary delegation to visit Palestinian individuals and organisations in Lebanon, to coincide with the 60th anniversary of the Palestinian flight into exile.

Her research engaged directly with Palestinian refugee women in Lebanon, providing an important oral history archive for researchers and policymakers in the area of refugees and forced migration. The connections formed with refugee groups and organisations enabled the project leader to act as a broker for their engagement with policymakers, and provided an important record of their experiences.

¹⁰ A total of 514 final reports were submitted for this period across all AHRC research schemes. Of this figure, 269 award-holders reported international collaborations as an outcome of their awards, compared with 245 who reported no international collaborations.

Delivering Benefits to Business

"The importance of universities and other higher education providers to the national economy is becoming increasingly well recognised. Higher education now provides the skills and knowledge transfer that enables local businesses to grow and attract new investment to the area."

(John Denham, Secretary of State for Innovation, Universities and Skills, Foreword to A New University Challenge)

Policymakers increasingly recognise that the UK's ability to address urgent social issues and to remain competitive in global markets rests on innovation.¹¹ Innovative performance depends on the relationships between government, universities, third sector organisations, entrepreneurs, businesses and consumers, and on the quality of the overall system. The AHRC promotes and facilitates networking and collaboration between academics and business, public and third sector organisations through its intermediary role, and its support for both large-scale collaborative projects and dedicated KT schemes. The outcome of these innovative activities and collaborations often generate new products, processes and services.

The AHRC funds research that supports the creative and cultural sectors, and provides a highly-skilled labour force of graduates to enter the creative and cultural industries. Arts and humanities researchers collaborate directly with partners from these sectors in both large-scale collaborative projects and dedicated KT schemes. Through this support, arts and humanities research can underpin some of the most important and vibrant sectors of the UK economy, which offer unique cultural heritage and assets, institutions and businesses that tap into the population's creativity. For example, the creative industries (excluding craft and design) accounted for 6.4% of Gross Value Added (GVA) in 2006, £16 billion of exports and just under two million jobs in 2007 (DCMS figures).

The AHRC provides dedicated support for museums, galleries, libraries and archives to engage with arts and humanities researchers, both as partners on collaborative research projects and through its granting of Independent Research Organisation (IRO) status to a range of organisations, which allows them to apply directly for funding across a range of schemes. Collaborative projects with arts and humanities researchers can bring neglected archives to public attention, underpin innovative new exhibitions and performances, and engage in outreach activities with public audiences. This support helps underpin the cultural life of the UK, which is crucial in it retaining its appeal for overseas investors. It also helps the UK to attract overseas visitors, who provide an important source of income: tourism accounted for over £86 billion GVA in 2007, including £16 billion spent by overseas visitors, and sustained over 2 million jobs (visitBritain figures).

Improving quality of life: Designers engage in commercial partnerships to reduce bag thefts in bars

"Fighting crime through more effective design: Grippa 1 and 2" – AHRC Innovation Award & Research Grant

The British Crime Survey shows that there are around 576,000 personal thefts per annum, with an annual total cost in the region of £410million: around 11% of these crimes occur within a pub or bar. The projects, providing design solutions to prevent bag theft, have been successful in attracting commercial partnerships from All Bar One (Grippa 1) and JD Wetherspoon (Grippa 2), and the bag clips are currently being used in a range of Wetherspoons bars across London.

The project has also had policy impacts, both in the UK and USA. The Grippa projects have contributed to a new website, supported by £10,000 funding from the Home Office, which teaches designers about bag theft. The Centre has also been commissioned by the Centre for Problem Oriented Policing (USA) to produce a guide on bag theft for police users. The knowledge developed within these projects is also passed on through professional training courses for the police through „master classes“ for senior police officers and policy makers.

An initial research grant of £49,450 from the AHRC Innovation Awards Scheme was made to the Design Against Crime Research Centre, with a second research grant of £366,060 in 2006. The project also received funding from Westminster City Council (£20,000) and Islington Council

¹¹ The full paper is available at: <http://www.ahrc.ac.uk/documents/project-reports-and-reviews/arts-and-humanities-research-and-innovation/>

(£7,000). JD Wetherspoon are also contributing £20,000, highlighting the commercial interest and possibilities of this work.

The role of the AHRC as a broker

Since its inception the AHRC has driven the KT agenda within its community, and at government policy level. Through extensive consultation, research and advocacy AHRC has refined concepts of KT and subsequent thinking on types of knowledge that are relevant to broader knowledge economy agendas. AHRC has increased the impact of its research base through brokering and seeding partnerships across sectors and developing new collaborations and programmes. In particular, the AHRC has developed two new funding models for delivering different forms of KT: the Knowledge Transfer Fellowship scheme and the Knowledge Catalyst scheme.¹²

In 2007/08 the AHRC developed a ground-breaking strategic relationship with the Technology Strategy Board (TSB) to stimulate innovation in the knowledge economy and within the arts and humanities community. The most significant progress and impact achieved by the AHRC has been through our learning and experience in developing novel KT models, so that in 2007/08 AHRC was well placed to provide expert advice to TSB in scoping and developing the first TSB Collaborative R&D Competition for the Creative Industries (CI) „Application of Digital Technologies“, and the Knowledge Transfer Network (KTN) for the CIs. By co-funding a number of successful collaborative projects from this activity with TSB, the AHRC has achieved a major step change in engaging with an organisation that has a fundamental focus on technological innovation. Ian Gray from the TSB provided evidence to a Business and Enterprise Committee hearing on Creating a Higher Value-Added Economy, and directly acknowledged the important role played by the AHRC as a leading authority on research-based KT and innovation in the Creative Economy:

'We have established a creative industries knowledge transfer network and the Arts and Humanities Research Council is playing in that space so we are working on that together. We had a creative industries collaborative R&D call late last year. The Arts and Humanities Research Council helped influence and shape some of the very specific competitions that we ran. We ran those together in a joint way. It is in those kinds of territories that AHRC has played a very strong role and there is a good strong relationship between us.'

The AHRC is also a sponsor of the Knowledge Transfer Partnerships (KTP) scheme, which facilitates collaborative projects designed to address strategic issues in business or other non-academic organisations. Research in the arts and humanities is a huge resource for a diverse range of industry sectors, and AHRC sponsorship of this well-established scheme means that this resource can be exploited. In March 2009, an AHRC-funded KTP Associate received a „Business Leader of Tomorrow“ award at the KTP Awards 2009. The project aimed to establish a design, manufacturing and virtual sales facility for bespoke gemstone jewellery, utilising individually cut stones as an integral part of the design. Lynne Murray, the award-winning Associate, commented that *“Managing a challenging entrepreneurial journey; forging new collaborative paths across several disparate sectors, this KTP has enabled me to rapidly build upon knowledge of industry, creativity, digital manufacturing and virtual technologies whilst directly applying newly gained skills in business development from a global perspective.”*

The AHRC plays an active brokerage role in seeding the development of new partnerships between the HEI and non-HEI sectors for the purpose of knowledge exchange. For example, the AHRC took a leadership role for the academic community in brokering a new Knowledge Exchange Programme (KEP) with the BBC, enabling arts and humanities academics to develop new research projects with this important agency in the creative industries sector. The AHRC/BBC KEP was developed as a novel way to support individual or teams of arts and humanities researchers and BBC Future Media and Technology staff to work together on well defined collaborative research and knowledge exchange projects of strategic benefit to both partners.

¹² Full details of the Fellowship scheme are available here:
<http://dev.ahrc.ac.uk/funding/opportunities/current/knowledgetransferfellowscheme/>

Full details of the Catalyst scheme are available here:
<http://www.ahrc.ac.uk/funding/opportunities/current/knowledgecatalystscheme/>

Bringing benefits to business: Shaping strategies for public involvement in BBC outputs

"User Generated Content: Understanding its Impact Upon Contributors, Non-Contributors and the BBC" - AHRC/BBC Knowledge Exchange Programme Award

This project has fed directly into the work of the BBC by providing the first in-depth research into news-related User Generated Content (UGC) at a major news organisation. Dr Claire Wardle, the principal investigator, is currently on secondment to BBC English Regions to embed the research findings and to help deliver a new strategy for the BBC *Local to You* service.

The BBC hosts one of the world's most visited websites, and provides a platform for web visitors to comment on published stories. Since 2001, the BBC's digital storytelling projects have been training hundreds of people to shoot and edit their own multimedia packages for broadcast over a range of BBC output. While there is growing awareness of UGC, the research found that only 4% of the British public have contributed to a news media website, and that social class and gender are significant factors in who contributes. The project has allowed the BBC to reflect and consider its options in developing a strategy for UGC.

Collaborations with external partners

AHRC research schemes provide an important space for knowledge exchange. Project partners make direct or indirect contributions to the awards, and there is a flow of knowledge between the researchers and the organisations. In 2007/08 there were 132 project partner organisations collaborating on research awards, bringing direct and indirect financial contributions:

	Number	Total Indirect Contribution	Total Direct Contribution
UK	145	£946,493	£579,305
HE sector	33	£102,268	£29,926
Other sector	112	£844,225	£549,379
Outside UK	45	£570,013	£494,992
HE sector	25	£379,353	£446,558
Other sector	20	£190,660	£48,434
Total	190	£1,516,506	£1,074,297
HE sector	58	£481,621	£476,484
Other sector	132	£1,034,885	£597,813

Bringing benefits to business: Bringing arts-based communication skills into hospitals

"The Influence of Narrative and Photography in Healthcare Dialogue" - AHRC Collaborative Doctoral Award

An entirely new course for medical students was developed as a result of this CDA, signalling a new departure in the way that doctors are taught practice as a result of undertaking this course, and the development of student teaching modules also led to increased income for the participating NHS Trust.

Strong links were made between Northumbria University, Northumbria Healthcare NHS Foundation Trust and with Newcastle University Medical School. A parallel collaborative doctoral project has been developed, and there is now a coherent and developing arts programme within the hospital environment. Northumbria University has gone on to build up a range of curatorial, residency and teaching projects with hospitals, health centres, NHS administrative organisations and medical training institutions in the North East of England.

There is increasing interest in the medical world in the role of artists in training doctors. The project found that:

- Exhibitions held in hospitals have promoted communication between staff, patients and visitors;
- Photographic displays produced by medical students enabled the general public to view healthcare issues through their eyes;
- The work uncovered significant internal dialogues that medical students are having about their own developing role in healthcare.

Inward investment

The AHRC supports research driven by questions of international significance and/or academic urgency. AHRC-funded projects involving international collaborations or audiences raise the profile of UK arts and humanities research. Award-holder attendance at international conferences, workshops and public events as an outcome of these projects also helps to raise the profile of researchers and their institutions with overseas audiences.

Within the UK, the AHRC funds research that supports the creative and cultural sectors, and provides a highly-skilled labour force of graduates to enter the creative and cultural industries. This support helps underpin the cultural life of the UK, which is crucial in it retaining its appeal for overseas investors, visitors and students. These attractions, combined with the international standing of UK arts and humanities research, are important factors in attracting overseas students.

These students bring inward investment to the UK, as noted in a 2007 report from the Higher Education Policy Institute (HEPI): *'the presence of international students in the UK is a form of export from the UK (to the extent that the funds for tuition fees and cost of living originate from outside the UK). As with any other export, money flows in from abroad to pay for UK produced goods and services.'*¹³ The paper argues that unlike many other export markets, it is likely that there are additional positive externalities resulting from educating international students, above and beyond financial flows generated. These include the benefits that come from large numbers of people abroad who have lived in the UK and are familiar with UK brands, and the benefits to international relations and diplomacy of having highly placed elites in other countries who spent their formative years in the UK.

International students, particularly those from outside the EU, pay high tuition fees. Since the majority of these fees originate from outside the UK, these can be viewed as "injections into the economy".¹⁴ The other direct source of income into the economy from international students is their spending on living costs whilst in the UK. There were approximately 80,000 non-UK arts and humanities undergraduates and postgraduates studying in the UK in 2007/08, making a direct contribution to the economy of approximately £1.306 billion (£603 million in tuition fees and £703 million in living expenses):

Income from Arts and Humanities Overseas Students 2007/08¹⁵

	Total EU	Total Non European	All Overseas Students
Total UG & PG Students*	31,855	48,470	80,325
Tuition Fees (£)**	107,392,375	495,525,734	602,918,109
Living costs (£)**	275,503,259	427,162,087	702,665,346
TOTAL Income (£)	382,895,634	922,687,821	1,305,583,455

*Data is taken from FPE (Full Person Equivalent) HESA student statistics 2007/08

**Data is taken from an average of the 2009/

Taking the figures calculated for direct income from arts and humanities international students, it is possible to apply a multiplier to obtain an estimate of their overall economic effect. Using both a conservative figure of 1.57 derived from previous work carried out for the AHRC by PwC and the figure of 2.52 currently used by Universities UK, the total economic effect of arts and humanities international students for the UK ranges between £2.05 billion and £3.29 billion:

¹³ Vickers & Bekhradnia, *The Economic Costs and Benefits of International Students*, Higher Education Policy Institute, 2007

¹⁴ *ibid*

¹⁵ The total number of international students in this chart in the UK is provided by HESA statistics for 2007-08 FPE (Full Person Equivalent). The total number of international students was broken down by arts and humanities subjects, domicile, level of study (PG or undergrad) and finally by Institution. From these numbers the HEIs with the highest number of international students were identified. These top 10 HEIs in terms of numbers of international students (and with an appropriate regional spread) then provided data (using 2009-10 rates) on their tuition fees for EU and Non-EU undergraduates and postgraduates. Their recommended living costs per annum were also provided. From the data gathered from these 10 HEIs, an average tuition fee for EU and Non-EU students and the average living cost was calculated for Undergraduates and Postgraduates. These figures were then multiplied by the number of arts and humanities postgraduate and undergraduate students respectively, to obtain a total figure of tuition fees and living costs. This indicates a total income of £719,941,671 for international undergraduates and £585,641,784 for international postgraduates in the arts and humanities. Therefore a grand total of £1,305,583,455 income is obtained from arts and humanities international students in UK HEIs.

Multipliers for Income from Arts and Humanities International Students 2007/08

	Total Income (£)	UUK Multiplier (£)	PwC multiplier (£)
Undergraduate	719,941,671	1,814,253,011	1,130,308,423
Postgraduate	585,641,784	1,475,817,294	919,457,600
Total	1,305,583,455	3,290,070,305	2,049,766,024

Urban and regional regeneration

The Work Foundation has recently published a report which suggests that HEIs are important 'anchor' institutions within cities: "as universities expand and cities identify them as crucial to future success, there is also an expectation that they will remain a physical part of the city in which they are located and further capitalise on this."¹⁶ The report notes, for example, that "creative industries, like other knowledge intensive sectors, tend to cluster together meaning that it is hard to develop a creative economy without some signs of growth and other drivers, including art schools and local demand."¹⁷ An example of this can be seen in a recent AHRC-funded Knowledge Catalyst project in Leicester. De Montfort University is working with the Leicester Regeneration Team to deliver the new Phoenix Arts Centre, which will provide a creative hub for new technology in film, entertainment, art enterprise, research and education. The AHRC-funded Knowledge Catalyst project, which brought researchers from De Montfort University together with the Phoenix Arts Centre and Leicester Regeneration Team, is focusing on delivering an Online Media Centre to complement the physical centre, engaging public audiences and delivering classes in new media across all age groups.

The cultural and creative sectors have an important role to play in the regeneration of regions. They can transform the physical space through the creation of Cultural Quarters, and institutions such as museums, theatres and galleries have a role to play in making regions attractive to new businesses and overseas visitors. An AHRC-funded Impact Fellowship is looking at what local populations identify as cultural activities, and what they expect from cultural spaces. It also considers how deprivation and social exclusion impinge on or provide opportunities for creative industries entrepreneurs. The project is investigating how cultural investments and events stimulate local social and economic change, and the types of cultural conditions that best support the emergence of the creative industries. The project is providing data and evidence to feed into national and international policy debates about cultural policy and culture-led regeneration.

A more practical application of these debates can be seen in an AHRC-funded Knowledge Transfer Fellowship, "Admission All Classes". The award-holder worked in partnership with Blackpool Council, with support from Blackpool Theatre Group and Blackpool Civic Trust. A series of high profile festivals and themed weekends underpinned by strong research in the history of popular entertainments, were presented. These events supported Blackpool's tourism and heritage strategy, and have now become part of Showzam, Blackpool's annual festival of Circus Magic and New Variety. The award-holder is now a creative advisor to Showzam.

The events attracted nearly 14,000 visitors, with a large percentage being new visitors to the resort. The popularity of the events, and the wider tourism opportunities they brought, has led to the development of a sustainable annual event. The Chairman of Blackpool Civic Trust commented that: 'I know that the events brought many tourists into the town. The main aim of the Blackpool Civic Trust is to put pride into the town. The enjoyment given by these events certainly went a long way to achieving this.'

Supporting networks

The AHRC helps researchers to create new connections and partnerships through a range of activities. The Research Networks and Workshops (RNW) scheme offers researchers the opportunity to work across disciplines and internationally, to develop lasting relationships that help to identify and formulate research agendas and foster innovative modes of thinking on new or existing modes of thought. Networks and workshops are expected to involve arts and humanities

¹⁶ 'How can cities thrive in the changing economy? Ideopolis II Final Report', pp.71-73, The Work Foundation, July 2008

¹⁷ *ibid*

researchers, colleagues from other disciplines, and external stakeholders. In addition to the rolling RNW scheme, the AHRC also funds occasional 'one-off' strategic RNW programmes. For example, the Nature of Creativity scheme, co-funded with ESRC and the DTI, made 13 awards for workshops or networks exploring a range of themes around creativity and innovation in relation to the arts and humanities, or the arts, humanities and social sciences.

Supporting networks: Linking public and private sector groups to discuss innovation
Creativity East Midlands (CREEM) – AHRC/EPSRC/DTI Nature of Creativity Network

Creativity East Midlands (CREEM) is a network of researchers and practitioners with a common interest in creativity and innovation. The workshop programme spun out two related networks: the Creative Coffee Club and the trans-literacy group, creating links between researchers, and between the university and local businesses. Both of these networks are self-sustaining and growing. The Club provides a place for business people, academics, teachers, public sector workers and managers to network, exchange ideas and discuss how to foster creativity and innovation in the workplace. The Creative Coffee Club has been exploited to link CREEM into the broader business community, and to experiment with some of the Web 2.0 collaboration tools.

Supporting Knowledge Transfer

The sharing, co-production and successful exploitation of knowledge is fundamental to innovation. This importance is reflected in the AHRC's growing support for bespoke KT projects to complement the embedding of KT and impact across its funding portfolio. This is a key area in which the AHRC is distinctive in its funding. The support provided by the dedicated funding schemes and brokerage activities of the AHRC enables researchers to interact with businesses, engage with exhibitions and performances, create new media content for use in the film and broadcast industries and provide new learning to flow into public policy. Through AHRC's strategic partnerships with the BBC and TSB, academic and non-academic organisations are working collaboratively at a more strategic level, meaning that they are more likely to create sustained forms of KT.

Number of KT awards made and partner type

SCHEME	TOTAL KT AWARDS	PARTNER TYPE		
		Commercial	Public sector	Third sector
KT Fellowships	28	5	10	13
Knowledge Catalyst	20	12	3	5
AHRC/BBC Knowledge Exchange Programme	8	8	/	/
Knowledge Infusion (BBC)	5	5	/	/
Nature of Creativity RNW	13	/	/	/
KTPs	32	26	1	5
TOTAL	106	56	14	23

The AHRC's increasing support for KT is based on an understanding of the distinctive forms of knowledge creation and transfer in the arts and humanities. For example, the KnowledgeCatalyst (KC) scheme supports partnerships between the research community and small firms, often in the creative industries, who wish to utilise arts and humanities research but do not have the capacity to participate in the larger TSB Knowledge Transfer Partnerships (KTPs)¹⁹. To date, there have been 37 applications made, resulting in 20 awards or the equivalent success rate of 54%. The TSB is implementing a pilot mini-KTP scheme in response to Lord Sainsbury's recommendations, and the Knowledge Catalyst scheme has provided a model for this.

Supporting Knowledge Transfer: Increasing visitor numbers and enhancing the visitor experience at the ArtSway Gallery

"The Management of Critical, Promotional and Contextual Writing for ArtSway" - AHRC Knowledge Catalyst

The project raised the international profile of ArtSway, which has led to increased visitor numbers and a range of new opportunities for the company. The project directly led to a new partnership

¹⁹ For more information on the KC scheme, see: <http://www.ahrc.ac.uk/funding/opportunities/current/knowledgecatalystscheme/>

with Photographers' Gallery, London for a new cultural project in 2008. The project also played an important role in increasing support from Hampshire County Council, and increased awareness of ArtSway in the Council beyond the Arts Office. As a direct result of the project, ArtSway is now a full partner in the Art Fund International Scheme with Towner Art Gallery, Eastbourne and Photoworks, Brighton (one of four partners nationally, investing £4 million in purchase of international art works for collections).

Felicity Harvest, Executive Director of Arts Council England South East, commented on the project at a 10 year celebration of ArtSway: *"The text+work collaboration around the New Forest Pavilion is a fantastic example of the kind of cooperation between arts organisations and HEIs that we are trying to encourage and promote. The use of an AHRC-funded research fellow to support the initiative, and the associated work, are a great model which should be noted and imitated elsewhere."*

The project has informed ArtSway's Business Plan for 2008-11. As a result of the project, the company now has a greater awareness of and investment in audience data gathering, and is developing its audience engagement activities. Visitor numbers have increased as an outcome of the project, along with increased visitor satisfaction. The project partners continue to work together on a range of events and activities to increase audience interactions, and are delivering a series of Research Workshops in collaboration. ArtSway is now involved in the curation of exhibitions at the Arts Institute of Bournemouth, and academics continue to provide text for ArtSway exhibitions.

Delivering Highly Skilled People to the Labour Market

Both the processes and outcomes of arts and humanities research inform the teaching and the production of well informed and highly skilled graduates and postgraduates. They are equipped with critical and analytical skills, the ability to argue and provide evidence. Innovative thinking and capacities to communicate complex ideas, manage projects and an aptitude for team working are essential skills that arts and humanities graduates bring to the workplace.

Arts and humanities research provides postgraduate training and underpins research-led teaching to undergraduates. The supply of highly skilled young academics into the academy and support for their academic development ensures the continuance of the UK's world leading pedagogy and strong knowledge base.

Delivering highly skilled people to the labour market

National Institute for Health and Clinical Excellence (NICE)

A Master's in information and library studies has led one AHRC-supported student to the front line of medical care research in the UK. She supports the development of evidence-based clinical practice guidelines for NICE, making use of her information skills and her background in population studies and psychology. A key part of her work involves searching complex medical databases to identify evidence for primary care guidelines. She describes her Master's degree as "the springboard into [her] career."

The National Archives

An AHRC-funded doctoral graduate, who conducted research on 20th century British history, is now a Senior Archives Advisor at The National Archives. This role involves giving advice to a great variety of individual archives, on many topics including cataloguing, preservation and access issues. A doctorate was a pre-requisite for this job, and his research on British history was a distinct advantage. Doctoral study has also given the graduate the highly specialised skills needed to perform this role. His specific areas of expertise include the commercial market for manuscripts and archives, and giving guidance to grant awarding bodies that support the purchase of manuscripts.

The Royal Society

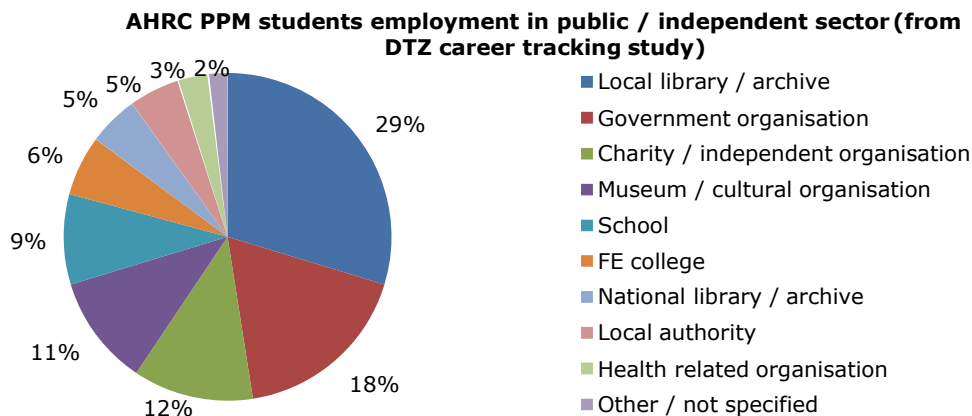
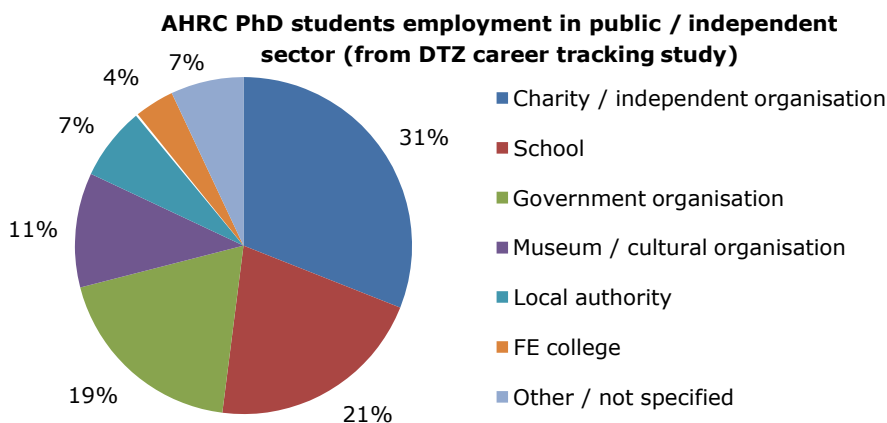
Undertaking an AHRC-funded doctorate in Chinese Literature led to an AHRC-funded doctoral graduate becoming an International Relations Manager at the Royal Society. She is responsible for the Royal Society's policy for Asia, including management of relations with partner academies in Asia, and relations with other UK and overseas stakeholders in UK-Asian bilateral relationships. Her role involves providing briefings, writing reports, running events to network scientists, accompanying scientific delegations to Asia, and running the Society's involvement in international projects related to Asia.

Delivering people to the labour market – people flowing into the wider economy

A career-tracking survey conducted by DTZ in 2006 showed that 94% of former AHRC award-holders in the Doctoral scheme who started a PhD between 1997 and 2000 are now working. The survey also showed that 91% of former AHRC award-holders in the Professional Preparation Masters (PPM) scheme who started a PPM between 1998 and 2001 are now working.

Arts and humanities graduates contribute strongly to the highly-skilled workforce in the public sector: findings from the DTZ study show that employment in the public/independent sector accounts for over half of all AHRC former PPM students (56%), with the majority working in local or national libraries and archives, and a significant number employed in Government Departments, Agencies and NDPBs. The study also shows that 19% of former AHRC Doctoral award-holders are working in the public/independent sector. Of these, the majority work for charities or independent organisations such as the BBC, National Trust, academic or professional bodies, with a significant number employed in Government Departments, Agencies and NDPBs.

Although a negative earnings premium is sometimes attached to an arts and humanities degree, the returns to the UK economy are high. Many graduates and postgraduates choose to work within the public sector, education, non-profit organisations and local or national government. Within several of the government's current Public Service Agreements a high performing and productive public sector is recognised as playing a vital role in achieving overall economic productivity. These sectors tend to offer lower potential earnings for individuals, but the social returns are high: by providing a highly-skilled professional workforce for these sectors, arts and humanities graduates make a significant contribution to the UK economy. A recent report by The Work Foundation states that "the public sector, which is traditionally stable, can help some of the cities being affected by the credit crunch improve their resilience. It can act as an anchor by providing the basis for economic growth through long-term investment both directly and indirectly. Public services can also attract highly skilled workers to cities that might not have many other high paying, high skilled jobs."²⁰



One strong way in which arts and humanities graduates contribute to urban economic growth is by the provision of a skilled workforce. A career-tracking survey conducted by DTZ in 2006 showed that significant numbers of AHRC-funded arts and humanities graduates settled within the region where they studied; overall, around 40% of all respondents. Findings include:

- 55% of those who studied in London continue to live and work there, while a further 20% live in the South East and may commute into the city;
- 38% of those who studied at the University of Birmingham remain within the West Midlands, while a further 56% now live in the wider Midlands region;
- 38% of those who studied at the universities of Newcastle and Durham remain in the North East, while a further 50% live in the North as a whole.

²⁰ How can cities thrive in the changing economy? Ideopolis II Final Report', pp46, The Work Foundation, July 2008

A skilled labour market: training and support

The AHRC has a strategic role in encouraging institutions to integrate their postgraduate programmes with their research and knowledge transfer strategies, providing training in transferable skills for all its funded students.

The AHRC also offers schemes which support professional preparation and participation with non-academic partners. Collaborative Doctoral Awards (CDAs), for example, provide opportunities for doctoral students to gain first-hand experience of work outside an academic environment. As well as giving students employment-related skills and training, the studentships also help to establish links between collaborating partners, providing access to resources, knowledge and expertise that might not otherwise be available.

	Collaborative Doctoral Awards			
Partner Organisation type	2005/06	2006/07	2007/08	Total
Industrial/commercial	22	32	20	74
Local/Public Authority	10	12	18	40
Charity	-	4	15	19
Govt. Department/Research Org.	10	3	2	15
Academic Analogue	-	2	5	7
Research Institute	3	-	1	4
Professional Institution	1	1	1	3
Other	1	4	12	17
Unknown	-	1	-	1
Total	47	59	74	180

The Knowledge Catalyst scheme also offers recent graduates from either undergraduate or postgraduate courses the opportunity to work on a project with an academic and business partner. The scheme requires that funded projects must deliver benefits to the business partner, the academic partner and the graduate employee. For example, a recent Knowledge Catalyst project brought an academic from UEA together with a graduate student and The Great Hospital Norwich to deliver a website, teaching and publicity materials to complement the work of the Norwich Heritage and Economic Regeneration Trust and highlight the Hospital's significance as part of the city's history. The project was very successful, and connected the Hospital with a number of important local institutions as well as providing the basis for funding bids to English Heritage and the Heritage Lottery Fund. The graduate employed on the project commented that it was her first "proper job" since graduating, and she found that it created lots of opportunities for networking and learning new skills. Indeed, she commented that she had underestimated the extent of "what it would do to [her] in terms of personal and professional development." Since completing the project she has started teaching, where she is sharing her skills and experience from the project with her students²¹.

The AHRC also works in partnership with the ESRC to offer their PhD students the opportunity to benefit from unique access to the American Library of Congress in Washington DC. The Library is the USA's oldest federal cultural institution and serves as the research arm of Congress. In 2008 AHRC funded 17 scholarships, enabling students to enhance their research careers with access to the internationally renowned research collections held at the Library.

A skilled labour market: modern languages

Modern languages play an integral role in global innovation, where there is an increasing need to understand, and potentially collaborate with other cultures. There is, for example, a strong business case for modern language skills within the UK economy, where languages are growing in importance as UK firms increasingly operate in a global marketplace. The National Centre for Languages (CILT) notes that the experience of learning a foreign language develops many of the same skills and attributes identified as crucial for enterprise and that the availability of language skills can play an important part in attracting inward investment in support of regional economic development strategies. The modern language research community has a role in underpinning the development of language skills and in the understanding of other cultures. A key area of growth in

²¹ Taken from the Knowledge Catalyst case study, available at: <http://www.ahrc.ac.uk/documents/case-studies/the-management-of-critical-promotional-and-contextual-writing-for-artsway/>

applied modern language research in the UK, for instance, has been in intercultural communication, translation and interpreting skills. This supports the UK's ability to converse on a global scale.

In addition to our core support of language study the AHRC, in collaboration with ESRC, HEFCE and the SFC, has developed an initiative based around networks of institutions that have set up collaborative partnerships to sustain and encourage research into area studies and related languages in certain undersubscribed areas that are strategically critical to the UK. Five Language Based Area Studies (LBAS) Centres have been funded for five years. The overarching aim of the centres is to create a world class cadre of researchers who have the language skills to undertake contextually informed research that will ultimately enhance the UK's understanding of the following areas:

- The Arabic speaking world
- China
- Japan, and
- Eastern Europe, including areas of the former Soviet Union.

In their mid-term review, the Centres have reported strong impacts including close links and policy influence with UK government departments, as well as with ambassadors and governments of the regions and countries studied. The Centres also attract many requests from these quarters, and from private sector businesses, for trained people in these fields. Some key activities and interventions by the Centres include:

POLICY INFLUENCE	
British Inter-University China Centre (BICC)	<ul style="list-style-type: none"> • Programme of activities developed to inform Foreign and Commonwealth Office through the China Strategy Group; • BICC consulted by the Home Office on its Country of Origin report programme
Centre for the Advanced Study of the Arab World (CASAW)	<ul style="list-style-type: none"> • CASAW co-director discussed the future of Arab Gulf States with FCO and Chatham House; • Gave evidence to Foreign Affairs Select Committee for Global Security enquiry; • Invited to liaise with the MoD in training and recruiting Arabists • Briefed a private Brussels meeting of the Centre for Strategic and International Studies; • Spoke to the French Ministry of Foreign Affairs about the direction of Saudi diplomacy • Currently advising the Department for Children, Families and Schools, and British Council on a project to introduce Arabic into the curriculum
Centre for East European Language-Based Area Studies (CEELBAS)	<ul style="list-style-type: none"> • Exchanges with FCO, Ministry of Justice, local councils and many foreign embassies; • Expertise on energy security is already feeding into the policy process through the Energy Roundtable in Brussels; • Working on a user-determined health report in Russia for the WHO Observatory on Health Systems; • Briefings on the Russian economy given to the NATO Parliamentary Assembly Sub-Committee on Transatlantic Economic Relations; • Policy advice given to the European Commission; • Provided evidence on global security issues to the House of Commons Foreign Affairs Committee, the House of Lords EU Select Committee, and the EU Commission; • Evidence provided to the Goldsmiths Review on Citizenship
Centre for Russian, Central and Eastern European Studies (CRCEES)	<ul style="list-style-type: none"> • Developing CASE studentships to help shape Glasgow City Council policy towards migrant communities
White Rose East Asia Centre	<ul style="list-style-type: none"> • Ongoing dialogue with FCO: follow up to G8 workshop planned on „Why Japan matters“; • Parliamentary briefings and meetings with Lord Mayor of London on China's economic development; • Close relations with the European Conference on Agricultural and Rural Development in China; • Meetings with the European Commission to discuss EU

	economic relations with East Asia
KNOWLEDGE TRANSFER WITH BUSINESS	
British Inter-University China Centre (BICC)	<ul style="list-style-type: none"> • Knowledge transfer workshops with Kent County Council; • Contacts in the banking world have led to BICC's involvement in a conference involving researchers and the business community; • Public engagement programme drawing on sponsors from business including Swire Group and China Now 2008
Centre for the Advanced Study of the Arab World (CASAW)	<ul style="list-style-type: none"> • Hosted first ever National Careers Workshop for students of Arabic, attracting 2000 students and representatives from GCHQ, MoD and MI6; • Director acts as Advisor on Arab world investments to private sector hedge-fund owner; • Contributed to meetings and events hosted by EU, The Hague, the NATO school, Singapore Ministry of Foreign Affairs and other bodies; • Collaborative research with Medical Foundation for Care of Victims of Torture, leading to presentations to Amnesty's Research Centre; • Discussions with GCHQ to produce a textbook, and a BA in „Arabic and International Security“; • Launched a tailor-made Arabic course for British Council employees
Centre for East European Language-Based Area Studies (CEELBAS)	<ul style="list-style-type: none"> • Consultancy provided to Shell International on future political scenarios for Russia; • Strong relations with business community, banking groups, media and professional organisations
Centre for Russian, Central and Eastern European Studies (CRCEES)	<ul style="list-style-type: none"> • Ties with Glasgow Culture and Sport for community and outreach; • Working on establishment of a Scottish Business Forum, with support of Russian Ambassador and Scottish Parliament; • Work for MoD and local business outreach activities
White Rose East Asia Centre	<ul style="list-style-type: none"> • Information and intelligence on markets in Asia and wider advice supplied to a range of business users in the North of England; • Briefings, workshops and meetings held with regional business organisations

Improving Public Policy and Public Services

The AHRC supports arts and humanities researchers in making contributions to public policy and public services through its funding of world-class research that addresses questions of international significance and/or academic urgency. The AHRC also provides dedicated funding for Strategic Programmes that address issues of intellectual and national significance.

Improving public policy: Amnesty research supports the UK government in addressing the legacy of the Troubles in Northern Ireland

„Beyond Legalism: Amnesties, Transition and Conflict Transformation“ - AHRC Research Grant

The findings of this project fed directly into the „Consultative Group on the Past“, which was set up by the UK government to consult the people of Northern Ireland on how to address the legacy of the Troubles. The researchers gave a detailed confidential submission drawing on their international fieldwork on the relationship between amnesty and the transition from conflict. The submission focused on several areas including the scope of the UK’s obligation to investigate Troubles-related crimes under Article 2 of the European Convention of Human Rights; the impact of any new investigative bodies on ongoing public inquiries; the history of amnesty in Northern Ireland; and the possibility of using alternative punishments in place of custodial sentences. There was also a number of practical suggestions with regard to amnesties and guarantees of non-prosecution. The Secretary of the Group stated that the researchers „combined their international expertise with a keen sense on what would work in Northern Ireland, [which] was invaluable to the Group“. In addition, the academic perspective allowed the researchers to „submit ideas and suggestions, as well as helping to validate our thinking, without any bias or subjectivity“ – a particularly difficult task in such a contentious area.

The „Consultative Group on the Past“ presented its report to the Secretary of State for Northern Ireland and Prime Minister Gordon Brown in January 2009. The report contained a number of elements drawn from the researchers’ submission, such as using „guarantees of non-prosecution“, which could be seen as a technical measure designed to facilitate the uncovering of truth, rather than an amnesty, which could be viewed as more contentious. In its examination of the impact of guarantees of non-prosecution on the UK’s international obligations, the report also drew directly on the researchers’ analysis of the jurisprudence of the European Convention on Human Rights. The submission was also shared with key stakeholders working in this field, such as the Irish Department of Foreign Affairs, Amnesty International, the Northern Ireland Victims Commission and Healing Through Remembering, the principal NGO working on issues of the past in Northern Ireland.

The project aimed to develop a „thicker“ understanding of the relationship between amnesties and the ways in which societies moving out of conflict can deal with a violent past. The research project aimed to move the debate on amnesties „beyond legalism“ to consider the phenomenon within the wider political context in which amnesties occur. The fieldwork undertaken in South Africa, Uganda, Argentina, Uruguay and Bosnia was shared with local activists, including civil society groups, politicians, victim organisations, international NGOs, academics and civil servants. Amnesty is still very much contested and the research has helped to inform public debate in each of the countries studied. One of the researchers also contributed to policy development by providing advice to the non-governmental „Beyond Juba“ project in Uganda, which is currently drawing up draft legislation on transitional justice measures for the Ugandan government. In addition, she has participated in expert meetings on formulating a UN position on amnesties at the UN Office of the Higher Commissioner on Human Rights, and as worked as a consultant for amnesty-related projects funded by the EU and the German Development Agency.

Policy interventions

The AHRC and AHRC-funded researchers have an influential role to play in providing evidence for policymakers. Examples of evidence provided for policy consultations and inquiries include:

- **AHRC Centre for Research in Intellectual Property and Technology Law.** Significant contributions to policy development have included a response by the Centre’s dedicated Intellectual Property Foresight Forum to the European Commission’s Green Paper: Copyright in the Knowledge Economy (2008), and participation in an Expert Seminar to advise the House of Lords Select Committee on Science and Technology on Genomic Medicine. The Centre’s Director is a member of the Nuffield Council on Bioethics and is legal advisor for the

- Xenotransplantation Interim Regulatory Authority.
- **The AHRC Centre for Law, Gender and Sexuality** at Keele University have made 15 separate responses to Government policy consultations since 2004, on subjects including welfare reform, hybrid embryos, human trafficking, discrimination law, forced marriage and rape law reform.
- **House of Lords Science and Technology Committee Inquiry into Genomic Medicine.** AHRC award holder Professor John Dupre gave oral evidence to the Committee, detailing the current state of the science, and legal/ethical considerations that need to be taken into account in future developments.
- **House of Lords Science and Technology Committee Inquiry into Nanotechnologies and Food.** The AHRC Centre for Research in Intellectual Property and Technology Law submitted evidence detailing the current regulatory system, and the importance of internationally recognised standards and public engagement.
- **HoL Science and Technology Committee Inquiry into Systematics and Taxonomy -** AHRC Chief Executive Philip Esler and award holder Brian Cathcart gave evidence to committee detailing how cross-disciplinary research can inspire the public and lead to improvements in the
- 'public offer' of scientific collections.
- **Ministry of Justice Rome 1 Consultation** – AHRC award holder Professor Jonathan Hill from Bristol detailed how it would be in the best interests of the UK to opt in to the Rome Convention, given its potential impact on cross-border consumer contracts.
- **OECD Consultation on Human Biobanks and Genetic Research Databases Guidelines.** The AHRC Centre for Research in Intellectual Property and Technology Law, along with Sabina Leonelli at the University of Exeter, submitted material detailing the importance of consultation with stakeholders and the general public in setting up HBGRDs, particularly as they may prove useful to biomedical research.
- **Science and Heritage.** The AHRC/EPSRC Science and Heritage programme was created following an inquiry held by the HoL Science and Technology Committee, which resulted in the AHRC formally taking responsibility for leading on a collaborative research programme in the area of heritage science with the EPSRC.

Strategic Programmes

The AHRC funds a range of Strategic Programmes, both alone and in partnership with other Research Councils. These programmes have already had policy influence through the funded projects, touching on a range of issues including social cohesion, community engagement, and design solutions for safer environments. The Programme Directors have also provided evidence for policymakers. Examples include:

- **AHRC/ESRC Religion and Society Programme.** Programme Director, Professor Linda Woodhead from Lancaster has run expert seminars for the Equalities and Human Rights Commission, provided briefings to the Home Office (on UK religion), New Scotland Yard (on religious extremist groups), and the Tony Blair Faith Foundation. Projects funded as part of this programme examine a range of topics with policy implications, including an examination of the development of partnership approaches to challenge religiously endorsed violence (with close involvement from Muslim groups and the Metropolitan Police); a consideration of whether religious education in the UK works; the history of religious division in Ireland; the role of the state in a multi-faith society; and the foundations of public policy in a multi-faith society.
- **AHRC Diasporas, Migration and Identities Programme.** Professor Kim Knott, the Director of the AHRC's Diasporas, Migration and Identities Research Programme, was commissioned by the Home Office in 2006 to conduct a review of arts and humanities research literature relating to *The Roots, Practices and Consequences of Terrorism*, the final report having been submitted in October that year. Projects include an examination of London's Chinatown, providing resources of interest to both policymakers and Chinese community organisations; an examination of the Grunwick and Gate Gourmet strikes; an examination of migration and diaspora from children's perspectives; and an investigation of the role of the BBC World Service in giving voices to otherwise unrepresented people.
- **Designing for the 21st Century.** Professor Tom Inns leads this AHRC/EPSRC programme aimed at stimulating new ways of design thinking that will meet the challenges of designing for the 21st Century Society. Projects include: 'Bike Off', aimed at reducing cycle theft through design-led initiatives and involving collaboration with TfL, the Metropolitan Police, the British Transport Police, the Home Office, the Design Council and the Royal Society of Arts amongst others; 'Pupil participation in school design', which is contributing to the Government's Building

Schools for the Future programme; 2020 Vision - The UK Design Industry in 2020, which focused on researching the challenges facing the UK design industry over the next decade, and has consulted economists and policy-makers amongst others to establish a blueprint for industry; and The Healing Environment project, looking at the built environment within community healthcare to ensure design was fit for purpose for the NHS.

Cabinet Office list of challenges

The AHRC supports research across its range of funding programmes and schemes which interact with the Cabinet Office's list of challenges. Researchers from the full spectrum of arts and humanities subjects have a role to play in providing evidence and advice in each of the challenge areas. For example, human rights are integral to modern life and are constantly evolving. Due to its comparative newness, human rights law does not have the same degree of judicial precedent as other areas of law, and as such is more reliant upon academic commentary.

Academics can provide an advisory capacity for government, judges, practitioners and public authorities in this area. For example, the AHRC-funded 'Research Network to consider New Directions in Copyright Law', led by Professor Fiona MacMillan at Birkbeck College, has addressed the relationship between Intellectual Property and human rights, including impacts upon freedom of speech and the right to cultural diversity. The project influenced the law reform agenda through the use of some of its published papers in a government requested review of the UK Intellectual Property Framework.

A three year AHRC-funded project entitled 'Evaluating the Effectiveness of the National Institutions under the Optional Protocol to the UN Convention on Torture' is led by Professor Rachel Murray from the University of Bristol. This project investigates a particular international document, the Optional Protocol to the UN Convention Against Torture, which requires, among other things, states to set up national bodies to prevent torture through visits to places of detention. Numerous seminars have been held, which prompted the Ministry of Justice to approach the project team to hold further workshops involving various stakeholders including Her Majesty's Inspectorate of Prisons. The OPCAT research team has also submitted written evidence before the UK's Joint Committee for Human Rights with regard to the issue of Allegations of Torture and Inhuman Treatment in Iraq by UK Armed Forces stationed in that country.

Quality of Life Impacts

"Over and above their contribution to economic regeneration and development, universities and other higher education providers are seen as making a real difference to the cultural life of our towns and cities."

(John Denham, Secretary of State for Innovation, Universities and Skills, Foreword to A New University Challenge")

The AHRC supports arts and humanities researchers in making contributions to the nation's quality of life through its funding of world-class research which addresses key issues in areas such as health and social wellbeing, crime and public safety, and social cohesion. The AHRC also provides dedicated funding for museums, galleries, libraries and archives, and has granted Independent Research Organisation (IRO) status to a range of institutions which allows them to apply directly for funding across a range of schemes. Through their status as either award holder or project partner, these institutions are able to build their research capacity as an organisation, and enhance public engagement with research outcomes. Through this support, the AHRC enables arts and humanities research to underpin some of the most important and vibrant sectors of the UK economy, who offer unique cultural heritage and assets, institutions and businesses that tap into the population's creativity.

Health and social wellbeing

Arts and humanities research can provide new approaches to healthcare in areas such as medical humanities, a part of medical education that uses art to help medical students to develop professionally. Medical humanities assist medical students in understanding how healthcare affects patients, and how it can make vast changes to their lives. Arts and humanities research can also help develop ethical debates around new medical developments. For example, developments in stem-cell research and cloning require a dialogue on what it means to be human and on the acceptable boundaries of scientific progress. Professor John Dupre, an AHRC award holder and philosopher of Science at Exeter University, provided oral evidence to the House of Lords Science and Technology Committee's inquiry into Genomic Medicine, highlighting some important issues such as how the current regulatory framework does not optimise the development and translation of new technologies, and new ways of interpreting the potentially unlimited impact of systems biology on medicine.

Emerging research areas such as design can also offer imaginative solutions to health or social problems. Strong design solutions can address a range of issues without compromising performance or aesthetics, and bring new perspectives to social problems that can transform contemporary environments and related policy actions. The AHRC has encouraged this through its co-funding of the 'Designing for the 21st Century' programme with EPSRC. A number of clusters and awards funded through the life of the programme have engaged with health or social problems, providing innovative design solutions to improve quality of life for the population. Projects funded include: a cluster to discuss the role of inclusive design in outdoor spaces as a vehicle to promote play and physical outdoor activities; a project aiming to make new media such as the WWW more inclusive for people with disabilities; and a project exploring participatory design practices with children and young people in the design and refurbishment of schools.

Crime and public safety

Awards made in both the Religion and Society and Diasporas, Migration and Identities (DMI) Strategic Programmes engage with issues of crime and public safety. For example, one project funded in the DMI programme looks at London's Chinatown, and engages with illegal migrant workers. The AHRC is also funding a Knowledge Transfer Fellowship bringing academic expertise in archive management to the Metropolitan police, building a strong archive of policing across the history of the Met. The data and evidence stored in the archive is an important historical resource, and the Fellowship has demonstrated that public and social concerns have not changed much in the past two hundred years: anti-social behaviour, trafficking of prostitutes, violent crime, sexual attacks and many other „modern“ concerns were also faced by the Met in the nineteenth century, and the archive provides a wealth of evidence on approaches to these issues across the years.

Crime and public safety: Providing evidence on the effectiveness of community-based counter-terrorism interventions

"An Examination of Partnership Approaches to Challenging Religiously-Endorsed Violence involving Muslim Groups and Police" - AHRC/ESRC Religion and Society Small Grant

The project has received much attention, and the team has presented papers at a range of events, seminars and conferences. As well as delivering a range of papers to academic audiences on the project, the team has also presented two House of Commons seminars: 'Engagement and Partnership Work between Muslim Communities and the Police for the Purposes of Counter-Terrorism' and 'Ethics and the War on Terror'. Papers have also been given to stakeholder audiences at Police conferences, including: Birmingham City Council with Green Lane Mosque Policing Communities Conference, 'Community roles in policing'; meeting with New Scotland Yard to discuss 'Police-Muslim Engagement and Partnerships for the Purposes of Counter-Terrorism'; National Association of Muslim Police Conference, Engaging Muslim Women; Cambridgeshire Association of Muslim Police Conference, The Impact of Islam in Today's British Society.

This study was undertaken to explore the engagement and partnership work between police and members of Muslim communities for the purposes of countering terrorism. A fundamental focus of the research was the way policing is carried out in Britain, against the background of academic and political discourses of 'New Terror' – the belief that counterterrorism work is now operating against a new and unprecedented form of terrorism. Providing a critique of this scenario, and highlighting its potential reduction of police effectiveness, the research looks at the evidence presented by police officers and community members regarding the safeguarding of community policing and counterterrorism. The research addressed the challenge of measuring success with regards to counterterrorism work, suggesting that the benefits of lasting, preventative practices demand more nuanced and holistic forms of assessment. Demand for instant and quantifiable results is not only unfeasible, but damaging to the creation of effective policy and practice.

Design research can also bring new approaches to the challenges raised by crime and public safety issues. Awards made in the Designing for 21st Century Strategic Programme, co-funded with EPSRC, have provided design solutions to address bag and bicycle theft. There are around 576,000 personal thefts per annum, with an estimated cost in the region of £410 million. The 'Grippa' bag clips (featured in our case studies) addresses this issue with a simple design solution: the bag clips are currently in use by Wetherspoons in pubs throughout London, and Starbucks are planning to introduce them to their coffee shops. „Bike Off“, another Designing for 21st Century award, addresses the estimated 482,000 thefts of bicycles with an estimated annual cost of £260 million through its design of secure bike stands.

Crime and public safety: Design solutions to reduce urban bike theft taken up by local councils

'Bike Off 1 and 2' - AHRC Small Grant award; AHRC/EPSRC Designing for the 21st Century award

Cycling is often seen as an important alternative form of urban transport, helping to tackle the problems of congestion and pollution. Yet bicycle theft is a significant deterrent to urban cycling and, according to the Transport Research Laboratory, 24% of victims of bicycle theft do not replace their bicycle and 66% cycle less often. As a direct output from the projects, six secure cycle parking stands have been designed and prototypes have been developed by Broxap Ltd. 140 of these stands are already on the streets in Camden and the designs have also been introduced in York, Shoreditch and Brighton & Hove. There is also interest in purchasing or licensing the designs in Poland and Spain.

The knowledge and experience of the senior research team has enabled them to make a significant contribution to public policy groups, including the Home Office's Design and Technology Alliance, the Designing Out Crime Association and the US National Institute of Justice Research Planning process on Situational Crime Prevention. Research findings have contributed to a range of public sector initiatives including Transport for London Anti-Bike Theft Working Group, Government Transport Green Paper, Government Office for London Counter Terrorism and Transport Consultation, and Home Office and Design Council anti-crime initiatives. In 2007, the public sector contribution of the Bike Off Research Initiative was acknowledged when it received London's Sustainable Transport Award for Best Cycling Initiative.

The designs and learning have been used for academic training, as modules within courses, and within professional training courses for the police. The Bike Off project has also developed a

website that provides open access to interactive tools and resources for cycle theft prevention and design, implementation and management of secure parking infrastructure. The project also delivers seminars for professionals involved in the provision of secure cycle parking infrastructure and schemes. The project team were also commissioned by the Centre for Problem Oriented Policing (US) to produce a Problem Oriented Policing (POP) guide to bicycle theft, summarising the key findings from the project.

Supporting social cohesion

Arts and humanities research can challenge assumptions and modes of operation, while providing a sense of the historical context, traditions and the cultural setting in which society and the economy function. It encourages a deep understanding of identities and cultural diversity that is necessary for a well-informed and tolerant society. These issues are addressed across the AHRC's research programmes and schemes, but are given particular prominence in two of the Strategic Programmes it funds: Diasporas, Migration and Identities; and Religion and Society.

Projects funded by the Diasporas, Migration and Identities programme which engage with issues of social cohesion include: a project to map mobility and networks of Jewish and Caribbean migrant communities in Manchester, with a focus on the role of class, gender and policy in influencing movement; a project examining the reasons for migration, and the formation of new cultural and religious communities by migrant groups; and an examination of interactions between migrant groups and a major cultural institution (Tate), developing new curatorial and educational perspectives relevant to wider and more culturally diverse audiences.

The Religion and Society programme also addresses issues of social cohesion, with projects including: an examination of multiculturalism over the past decade in two schools; an investigation of the ways in which young Christians in Glasgow experience and give meaning to religious practices and identities; a study of connections between religion and society in Northern Ireland during the Troubles; and an examination of how children of primary school age and under are brought up to be Muslims.

Heritage and cultural institutions

Arts and humanities research preserves and interprets archives of national heritage and experience which would otherwise be lost. In addition to a range of collaborative research awards between academic researchers and museums, galleries, libraries and archives, the AHRC also supports a number of these institutions through their Independent Research Organisation (IRO) status. Through their status as either award-holder or project partner, these institutions are able to build their research capacity as an organisation, and bring their archives to public attention. JD Hill, Research Manager at The British Museum, reports that: '*IRO status has totally transformed the research culture of the Museum. It is now a far more focused and serious research institution, and it is now thinking more seriously about knowledge transfer; in particular, how to translate academic research into other, wider outcomes.*' He also comments that IRO status, and the funding from AHRC it brings, has led to the Museum 'raising twice as much other external funding from private beneficiaries and charities.' Since the AHRC began its funding of IROs in 2005/06, 98 applications have been made, with a total of 27 successful awards. A total of 13 awards were made in 2007/08 from 33 applications with an IRO as the lead institution or project partner.

AHRC support for collaborative projects between the arts and humanities research base and the UK's finest cultural institutions bring neglected archives to public attention, underpin innovative new exhibitions and performances, and engage in outreach activities with public audiences. This support helps underpin the cultural life of the UK, which enriches the quality of life for UK citizens. A 2001 UK ONS survey on behalf of Arts Council surveyed nearly 4,000 respondents and found that 38% had visited a museum in the last 12 months; 21% an exhibition; and 45% a library. The survey was repeated in 2003 with a base of 6,000 respondents, and found that 64% agreed or strongly agreed that the loss of arts and cultural activities in art galleries, theatres or museums would be a loss of something valuable. These figures demonstrate the importance of cultural institutions to the UK public, and the value placed on their arts and cultural activities.

Heritage and cultural institutions: AHRC funding delivers a world-class exhibition that supports cultural diplomacy activities with Iran

'Shah Abbas I and the Great Shrines of the Safavids' – AHRC/ESRC Religion and Society Small Grant

JD Hill, Research Manager at The British Museum, commented that „AHRC funding was central to this exhibition: without this funding, it would not have happened.“ He also underlined the importance of the arts and humanities research team; “the project builds upon 10-20 years of academic research in this area, and the researchers involved have received previous AHRB/C funding for their work.”

The exhibition has received international media attention, particularly in Iran. In the UK, the exhibition has received strong reviews and extensive press coverage, and has also been featured on BBC and ITN News programmes and BBC Radio 4. The exhibition explores themes that have parallels with Shi'ism in the modern world: pilgrimages to the major shrines in Iran and Iraq is still central to the belief system of the Shi'a faithful, and political realities such as the war in Iraq and previously the Iran-Iraq war have made it difficult to visit the major Iraqi shrines.

Neil MacGregor, the museum's director, commented that the exhibition aims to show the public “what Iranians think about themselves. It's really hard to imagine what the world looks like from somewhere else; what the world looks like if that is your history”.²² Reviews of the exhibition suggest that it has met this aim: The Independent review comments that “we come away from it feeling that we understand not only the past of that country much better, but also its present. By the careful, clear and intelligent way in which the examination is conducted, there seems to be no discontinuity between what was then, and what is now.”²³

Cultural Diplomacy

The AHRC supports research projects with museum, galleries, libraries and archives, which can provide a neutral platform for collaboration with countries where there are political sensitivities, fostering diplomatic and cultural exchange. An example of this is the Shah Abbas exhibition, underpinned by a Small Grant awarded by the Religion and Society Strategic Programme, which formed important relationships with senior figures in Iran that could not have been achieved by the British government. Neil MacGregor, director of the British Museum, commented in an interview with the Financial Times that when he arrived in Iran to finalise the loan of various priceless artefacts for the exhibition, he was astonished to see the two flags of Britain and Iran standing side by side on the table where the signing of the loan would take place, in full view of the television cameras that had been summoned to record the event.²⁴ Both MacGregor and the research team involved in the project found that, as non-political researchers, they were welcomed and treated with high regard by their Iranian colleagues, including a representative from the office of President Mahmoud Ahmadinejad. MacGregor comments that “Exhibitions like this are possible only because of long friendly relations between the curators. One of the striking things about working with Iran is how well those friendships have flourished over the past 20 years, absolutely irrespectively of whatever is going on politically”.²⁵

²² Damian Whitworth, *The Times*, 28 January 2009

²³ Hamish McRae, *The Independent*, 5 March 2009

²⁴ Interview with Peter Aspden, *Financial Times*, 6 February 2009

²⁵ Martin Gayford, *The Telegraph*, 5 February 2009

ANNEX 1

Forward Look: Plans for Expenditure and Policy Actions

Economic Impact: Extending the Evidence Base

The AHRC is developing the evidence base for the economic impact of arts and humanities across a range of activities, including:

- Introducing impact summaries and plans to application forms across all schemes to encourage researchers to consider potential beneficiaries for their work, and activities which may maximise the impact of their findings;
- Undertaking a review of final reporting processes, with the aim of improving mechanisms for capturing actual outcomes and impacts of funded research;
- Embedding KT, impact and international activities across all schemes to maximise the potential for impact for all researchers;
- Continuing to support a range of Impact Fellowships and Workshops to develop new approaches to impact assessment in the arts and humanities;
- Developing the AHRC's policy function with the aim of positioning itself as a key strategic agency influencing policy, and acting as a strong advocate for the arts and humanities in providing evidence on key policy issues and debates;
- Undertaking a range of case studies from strategic programmes, and from museum and galleries awards to increase the stock of 'good practice' examples of impact;
- Commissioning an in-depth study of the value and impact of arts and humanities research to provide evidence and advocacy materials;
- Undertaking a review of collaborative funding in partnership with the British Museum to consider the „added value“ of collaborative research, IRO status and CDAs;
- Supporting a range of Impact Workshops and Fellowships to investigate new approaches to impact assessment across a range of key areas, in discussion with key stakeholders;
- Delivering a paper, 'The Economic Impact of the Arts and Humanities', to a range of stakeholder audiences in 2009 to stimulate discussion and debate around key issues.

'Forward Directions' Consultation

The AHRC is strongly committed to its campaign of communication and relationship-building with both academic and non-academic stakeholders. This has involved formal visits to universities and a range of subject associations, along with consultations, discussions and concordats with a range of other stakeholders including government departments, devolved assemblies, the British Academy, the British Library, JISC, the Arts Council, English Heritage, and many others.

The AHRC intends to develop these communication and relationship-building activities further:

- We are undertaking a formal 12-week consultation on our 'Future Directions' strategy, which was approved by our Council, and this will provide further ideas from the research communities on areas that are still under development.
- We are also developing a stakeholder engagement plan that will provide a map of all our stakeholders and an articulation of the levels and extent of engagement that is felt to be appropriate for each, including 'account owners' for each relationship. This will enable the AHRC to sustain essential, but appropriate level of, contact with a wide range of stakeholders.
- More work needs to be done on inspiring the academic community to speak out more regularly about the value and significance of arts and humanities research to society and the AHRC plans

to address this by providing support and guidance to researchers, particularly in encouraging communication with policymakers.

Policy Interventions

The AHRC will set up a dedicated public policy function, led by the newly formed Directorate of Policy and Public Affairs. We will lead a programme to boost ethical, cultural, legal, philosophical and historical dimensions in evidence-based policymaking and practice. This will be done by producing:

- A range of regular policy briefings, some with think-tanks and opinion formers;
- A series of policy seminars, workshops and networks in Westminster and Whitehall;
- policy fellowships in collaboration with ESRC to help researchers work alongside civil servants and policymakers;
- a network of policy partnerships with think-tanks, professional bodies, faith-based organisations, community organisations, regulatory and advisory bodies;
- evidence gathering and expertise for All Party Parliamentary Groups, including literature reviews, speakers, witnesses and other research inputs; and
- an informal user panel of civil servants, parliamentarians, and opinion formers to horizon-scan for opportunities to contribute to public policy.

Knowledge Transfer

The AHRC will actively seek to sustain our existing strategic partnerships and build relationships with new partners which promote our KT interests, develop our understanding of KT in the arts and humanities, and evidence a range of impacts from arts and humanities research. We intend to:

- Evaluate the AHRC's flagship collaboration with the BBC and implement means to take forward the partnership in a sustainable way; and
- Seek to build relationships with new strategic partners that foster novel models of user-led knowledge exchange and that stimulate collaborations with research disciplines that are so far under-represented in KT activities.

The AHRC aims to strengthen its strategic partnership with TSB to deliver a step change in the social, economic and cultural impact from arts and humanities research across key technology areas, in particular:

- To lead on a series of joint activities that explore and stimulate topics of interest between TSB key technology priorities and the humanities disciplines and that leverage TSB interest in AHRC Strategic Programmes;
- To achieve maximum impact through new collaborations from the TSB's Knowledge Transfer Network for the CIs;
- To work with TSB to widen the reach of the AHRC's Knowledge Catalyst scheme in order to increase the number of small businesses that can gain a competitive edge through R&D activities; and
- To develop strategic relationships with the Devolved Administrations (DAs) and Regional Development Agencies (RDAs) to identify and implement activities that increase arts and humanities engagement with, add value to and influence DA policy agendas and regional economic prosperity.

International Activities

The AHRC is committed to advancing UK's leadership on, and contribution to, major policy issues in international research with counterpart organisations around the world. To that end, we will: build new relationships with key international institutions in order to facilitate access to funding, facilities and resources within and beyond Europe; and work to develop research programmes in close collaboration with national and international funding bodies with a view to enhancing their impact and further reinforcing the UK research strengths in the field of the arts and humanities

We currently contribute to ERA-NETs (HERA and Net-Heritage) that benefit UK arts and humanities research, that support the AHRC's strategic objectives and that promote the development and internationalisation of arts and humanities research. We also facilitate access to other pan-European funding sources such as European Science Foundation (ESF) and Eurohorcs. We will go on working with these key European institutions and expand our networks and influence to other international organisations.

Where possible, the AHRC will remove barriers to international collaboration and provide more opportunities for new and established researchers to have access to, contribute to, and lead international collaborative activities. We will promote and support the production of world-class research in the arts and humanities through embedding international collaboration by:

- Ensuring that our entire grant portfolio has the potential to be internationalised, a long-term goal of our International Strategy as agreed by AHRC Council;
- Capitalising on the opportunities offered by the RCUK International offices in Washington, Beijing and Delhi and by fully participating in the RCUK's international activities;
- Avoiding double jeopardy by continuing to develop co-funding agreements with analogue agencies internationally to create single peer review processes, as with the AHRC/Deutsche Forschungsgemeinschaft (DFG) concordat of December 2007;
- Providing opportunities for international collaboration within both postgraduate and postdoctoral research.

ANNEX 2

Bibliography of Key AHRC Impact Publications

Impact Case Studies (alphabetical)

The case studies listed here are formal impact assessments made by independent consultants on the impact of AHRC-funded research.

AHRC Centre for Research in Intellectual Property and Technology looks at how this Research Centre contributes to new legislation on areas such as e-commerce, IT, biotechnology and medical ethics. This was conducted by PricewaterhouseCoopers.

<http://www.ahrc.ac.uk/research/casestudies/centreforresearchinip/>

At Home in Renaissance Italy looks at visitor responses and economic impact of a major exhibition at the Victoria and Albert Museum, which was developed by an AHRC-funded Research Centre. This was conducted by Annabel Jackson Associates, an independent consultancy.

<http://www.ahrc.ac.uk/documents/case-studies/at-home-in-renaissance-italy-an-impact-case-study/>

Avebury and the Longstones Project, which looks at the accumulative impact of research at the Avebury site, including a major AHRC grant. This was conducted by PricewaterhouseCoopers.

<http://www.ahrc.ac.uk/research/casestudies/aveburyandthelongstonesproject/>

Fighting Crime through more effective examines four AHRC grants awarded to the Design Against Crime Research Centre, Central Saint Martins, University of the Arts London. These awards facilitated the development of resources and the implementation and testing of design exemplars to reduce crime. This was conducted by PricewaterhouseCoopers.

Open loop solutions for recycled glass: translucent/transparent architectural structures

looks at two linked AHRC Research Grants and their role in sustainable regeneration, including collaborations with local manufacturers. This was conducted by PricewaterhouseCoopers.

<http://www.ahrc.ac.uk/research/casestudies/solutionsforrecycledglass/>

The Past, Present and Future of Flexible Housing, an AHRC Research Grant, looks at how housing can accommodate new technologies as they emerge, and how it can adapt to people's lives. Potential impacts on the Registered Social Landlord sector are discussed. This was conducted by PricewaterhouseCoopers.

<http://www.ahrc.ac.uk/research/casestudies/pastpresentfutureofflexiblehousing/>

Polynesian Visual Art, looks at the impacts of two exhibitions – developed from AHRC-supported research – at the British Museum and at the Sainsbury Centre. This was conducted by PricewaterhouseCoopers.

<http://www.ahrc.ac.uk/research/casestudies/polynesianvisualart/>

Social Impact of Artist Exhibitions – Two Case Studies focuses on visitor responses on two artist-researcher exhibitions. This was conducted by Annabel Jackson Associates, an independent consultancy.

Other relevant AHRC Case Studies (alphabetical)

The pieces listed here are general AHRC case studies that make some reference to the impact of AHRC-funded research.

Accessing Virtual Egypt: Museums in prisons, an AHRC Knowledge Transfer Fellowship, is working closely with prisoners and prison education to inspire learning through literacy, numeracy and art at several prisons. This is a short case study in the AHRC Annual Report 2007/08, p19.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2007-08/>

The conversion of Asylum Applicants Narratives into Legal Discourses in the UK and France: A comparative study of the problems of cultural translation, looks at an AHRC-

funded project, which is researching previously unexamined issues relating to the ways in which lawyers convert asylum seekers' accounts of persecution into a form of language suitable for presentation in the courts or to the Home Office. Likely impacts are on related policy and possible development of best practice guidelines for NGO working with asylum applicants. This is a short case study in the AHRC Annual Report 2007/08, p10.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2007-08/>

Helping young readers with comprehension, an AHRC Knowledge Transfer Fellowship, is giving teachers a different insight into the long-identified problems with children and reading, with potential impacts in developing teaching methods. This is a short case study in the AHRC Annual Report 2007/08, p18.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2007-08/>

The myth of British identity and the failure of multiculturalism? From hijab to jilbab, discusses the role of this research in engaging academics and policymakers on debates relating to new multicultural initiatives. This is a short case study in the AHRC Annual Report 2007/08, p10.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2007-08/>

Old Bailey online describes how this invaluable archive has been opened up to the general public. This is a web-based case study.

<http://www.ahrc.ac.uk/research/casestudies/oldbaileyonline/>

Picturing China's Modern History highlights how the research into previously unknown archives can benefit the public and can lead to successful exhibitions.

<http://www.ahrc.ac.uk/research/casestudies/picturingchinamodernhistory/>

The response to the English Legal System to People Living with HIV/AIDS is a doctoral project looking at how the law constructs people living with HIV and AIDS and so enhancing the understanding of both law and HIV/AIDS, and informing relevant policy. This is a short case study in the AHRC Annual Report 2007/08, p24.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2006-07/>

Smart Second Skin looks at how two linked AHRC awards led to the development of a new start up company „Sensory Design and Technology“, and how there is commercial interest from nano-technology companies. This is a web-based case study.

<http://www.ahrc.ac.uk/research/casestudies/smartsecondskin/>

To develop and embed comprehensive and innovative music technology capabilities and using e-commerce resources to broaden audiences and realise new commercial income streams, looks at how a Knowledge Transfer Partnership helped to develop new ways of promoting the Royal Liverpool Philharmonic, and expanding its influence in the UK and overseas, with the aim to attract new and younger audiences. This is a short case study in the AHRC Annual Report 2007/08, p24.

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/ahrc-annual-report-accounts/2006-07/>

Postgraduate Career Tracking

On the Right Track is a report that investigates the impact of AHRC-funded postgraduate study on subsequent careers. This study was undertaken by DTZ, an independent consultancy.

Relevant Policy Documents

Arts and Humanities Research and Innovation is a report that looks at the roles of arts and humanities research and the AHRC in innovation. It offers many examples of where arts and humanities research is involved in stimulating innovation in the UK. The report was written in collaboration with the National Endowment for Science, Technology and the Arts (Nesta).

<http://www.ahrc.ac.uk/documents/project-reports-and-reviews/arts-and-humanities-research-and-innovation/>

ANNEX 3 Financial Information

Research Awards

	2007-08 £000	2006-07 £000	2005-06 £000
Research Grants	28,135	20,015	15,296
Strategic Funding Initiatives	8,662	3,728	2,219
Research Leave	6,509	7,106	5,211
Resource Enhancement	5,927	7,208	6,567
Collaborative Programmes	4,744	1,291	585
Fellowships in the Creative & Performing Arts	2,740	2,655	2,332
Knowledge Transfer	1,863	1,018	228
Research Centres	532	1,391	2,487
International Engagement	495	252	188
RCUK Initiatives	202	-	-
Small Grants	98	705	301
Innovation Awards	(5)	(4)	107
TOTALS	59,902	45,365	35,521

No payments were made for Innovation Awards in 06-07 and 07-08 as the scheme has been discontinued. Unspent funds of £5k were reclaimed (£4k 2007)

Postgraduate Awards

	2007-08 £000	2006-07 £000	2005-06 £000
Maintenance	27,926	25,282	22,697
Tuition and College Fees	9,553	8,902	8,572
Research Training	1,470	1,415	798
Study Visits	656	575	433
Other Funding Initiatives	481	278	143
Collaborative Research Training Scheme	271	273	457
Graduate Schools	255	217	262
Disability Payments	114	118	149
TOTALS	40,726	37,060	33,511

Museums and Galleries Awards

	2007-08 £000	2006-07 £000	2005-06 £000
Core Funding	9,918	9,548	9,066
Project Funding	464	210	495
TOTALS	10,382	9,758	9,561