The Impact of AHRC Research 2012/13

Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary</td>
<td>2</td>
</tr>
<tr>
<td>A Creative Economy: Contributions to Economic Growth</td>
<td>3</td>
</tr>
<tr>
<td>Collaborative Research and Policy Influence</td>
<td>9</td>
</tr>
<tr>
<td>Investment in People: Human Capital</td>
<td>15</td>
</tr>
</tbody>
</table>

ANNEXES

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methodological Developments</td>
<td>21</td>
</tr>
<tr>
<td>Efficiencies</td>
<td>22</td>
</tr>
<tr>
<td>Research Performance and Economic Impact Metrics</td>
<td>23</td>
</tr>
<tr>
<td>Bibliography and References</td>
<td>26</td>
</tr>
</tbody>
</table>
Summary

The AHRC is the UK’s leading funder of arts and humanities research. We facilitate collaborative research and partnership building in the Creative Economy, which contributes to the economic growth of the sector and brings social and cultural innovation. Our public engagement, knowledge exchange and themed research initiatives enable arts and humanities research to contribute to public debate, address economic and social challenges and connect with new audiences. By nurturing research excellence from postgraduates to established researchers we help to maintain the stock of human capital in the UK that is vital for innovation.

A creative economy contributes to economic growth

The creative sector is a vital part of the UK’s economy, contributing around £102 billion annually. Arts and humanities skills help to drive economic growth, and interdisciplinary approaches such as those supported by the AHRC are key to the continued vitality of the Creative Economy.

The museums and galleries sector is a vital part of the UK’s tourism offer, with Heritage tourism contributing over £20 billion to UK GDP. According to research by the Association of Leading Visitor Attractions, seven of the top ten attractions in the UK in 2012 were Independent Research Organisations (IROs) eligible to apply to the AHRC for research funding, including the top three: British Museum, National Gallery and Tate Modern, who brought 16 million visitors between them. AHRC-funded research within IROs underpins many exciting exhibitions and helps to leverage additional funding through the quality assurance our support brings.

Collaborative research and policy connections bring wide benefits

The AHRC supports cross-Council, cross-organisational and cross-disciplinary work to address research challenges and complex social and economic issues. It also supports collaborative research with overseas partners, bringing new opportunities to share skills and expertise, and to access new funding streams such as the ‘Digging into Data’ challenge.

Arts and humanities research has much to offer in addressing current policy challenges and debates. It can bring fresh perspectives to policy issues, and provide historical and theoretical frameworks for debate. The AHRC supports these interactions by providing funding and support for researchers to work with policymakers.

Support across research careers brings long-term impact

The AHRC’s support for postgraduates ensures the provision of high-quality training and skills development alongside investment in excellent research. Our block funding mechanism for postgraduates allows research organisations to provide support for individual students and their projects alongside innovation in training. This generates highly skilled, innovative graduates working across the UK economy.

Targeted funding for collaborative training and initiatives such as the Cultural Engagement Fund build skills in partnership working, public engagement and cultural entrepreneurship.

From postgraduates through to Principal Investigators on our largest grants, AHRC funded researchers work to increase knowledge and understanding, push at research boundaries, and deliver innovation and impact.

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2 www.alva.org.uk/details.cfm?p=423
A Creative Economy: Contributions to Economic Growth

The creative sector is a vital part of the UK economy, accounting for £102 billion GVA annually. Arts and humanities skills help to drive growth, and interdisciplinary approaches such as those supported by the AHRC are key to the continued vitality of the Creative Economy.

The AHRC-funded KE Hubs are connecting with creative SMEs and cultural organisations. For example, Design in Action has connected with over 250 SMEs in Scotland; Creative Exchange has received 200 expressions of interest from companies; REACT received 60 bids for funding in their Ideas Lab; and Creativeworks has funded projects across nine creative sectors.

The museums and galleries sector is a vital part of the UK’s tourism offer, with Heritage tourism contributing over £20 billion to UK GDP. Seven of the top ten visitor attractions in the UK in 2012 were Independent Research Organisations (IROs) eligible to apply to the AHRC for research funding, including the top three: British Museum, National Gallery and Tate Modern.

Knowledge Exchange

The AHRC supports Knowledge Exchange (KE) across all the schemes we fund. We also provide Follow-on Funding for opportunities arising out of previous grant or fellowship projects, and support Knowledge Transfer Partnerships (KTPs) with the Technology Strategy Board (TSB). In many cases, partnerships built during KE awards become lasting relationships and lead to many future projects. In the AHRC’s Knowledge Catalyst scheme, for example, 82% of completed projects led to further collaborations between partners. This has also been the case for Knowledge Transfer Fellowships and Partnerships. The experience of collaborative working and the networks built by researchers, partner organisations and the AHRC from these schemes enabled us to move to larger-scale funding with the KE Hubs.

An example of sustainable relationships built from KE funding can be seen in the Prisons Reading Groups project. An AHRC KE Fellowship between the University of Roehampton and the Prisoners’ Education Trust led to the development of 32 reading groups in 22 prisons. It has continued to run well beyond the funding period with additional support from ‘Give a Book’, Random House Publishing Group and Profile Books. The reading groups build independence and the ‘soft skills’ demanded by employers such as social skills, negotiation, listening, facilitating and debate. Groups also meet the criteria of the prison inspectorate who look for ‘purposeful activity’ among prisoners. One group member commented:

The creative sector is the fastest growing part of the UK’s economy, accounting for around 8% of GDP and contributing around £102 billion GVA each year. A diverse range of cultural and creative organisations across this vibrant sector develop new products and services, new knowledge and new business models that contribute to its economic success. Recent research identifies a new category of business in the Creative Economy, referred to as ‘superfused’. These companies show double-digit rates of growth in turnover and employment, despite the recession. They are fusing technology, the arts, humanities and design with creative, digital and IT skills to continuously innovate in their business models, services and products. The findings demonstrate that arts and humanities skills are helping to drive economic growth, and that interdisciplinary approaches such as those supported by the AHRC are key to the continued growth of the Creative Economy.

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4 AHRC, Review of the Knowledge Catalyst scheme, 2010
5 A report on the project is available here: www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/PRG/PRG%20Report%20Prison%20Reading%20Groups%20What%20Books%20Can%20Do%20Behind%20Bars.pdf

AHRC researcher’s support provides economic boost to Blackpool

Knowledge Exchange

Professor Vanessa Toulmin’s Knowledge Transfer Fellowship (KTF) started in 2007 in Blackpool when she played a vital role in creating Showzam!, a festival to celebrate and revitalise the town’s cultural industries. Six years on, the festival has become a well-established annual event – the Gross Value Added by the festival is estimated to be over £6m and in 2013 it attracted record numbers of more than 30,000 visitors.

The project started out as partnership between the University of Sheffield’s National Fairground Archive (NFA), Marketing Blackpool and Blackpool Council’s Department of Leisure, Culture and Community Learning, and sought to use the archive’s research into the history of popular entertainment to underpin Blackpool’s tourism and heritage planning.

The work directly addressed a number of aims in Blackpool Council’s Heritage Strategy. It established and celebrated Blackpool’s unique role in history as a place for fun and entertainment, and celebrated the living traditions of popular culture and live entertainment which are directly associated with Blackpool. It also engaged local people in discovering, presenting and conserving Blackpool’s heritage.7

As part of the KTF, Professor Toulmin published four commemorative books on the town’s most renowned cultural sites. One of these focused on the Winter Gardens, which have epitomised Blackpool’s entertainment industry since the 1800s. The success of these books led Professor Toulmin to act as a special advisor on heritage and regeneration to the CEO of Blackpool Council, Steve Weaver.

Her support and expertise helped to secure the multi-million pound refurbishment currently taking place at the Winter Gardens, which is set to provide a long-term economic impact on the town – the restoration is estimated to create 1,000 jobs and deliver £223m in annual benefits to the local economy8. Steve Weaver emphasises the influence that the project has had on the town: ‘[it] proved that Blackpool could host successfully new variety and performance. This helped to leverage £3 million of North West Development Agency funding as part of an events programme.’

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8 “Council buys Blackpool Tower to stem slide”, Financial Times, March 2012
www.ft.com/cms/s/0/767a2b14-3bef-11df-9412-00144feabdc0.html#axzz2WU26aeKV
I feel respected. Not just by my fellow inmates but by citizens from the wider community, members of the society into which I’ll one day be released – by the two women who run the group, and by the visitors they invite.' With volunteers, visitors and authors going into the reading groups, the effects also bring wider benefits. One volunteer commented: 'I’ve been in reading groups before but they felt a bit limiting as I was with people just like me...The prison reading groups at Holloway are far more diverse and I get a lot from them.'

KE Hubs

Our commitment to supporting KE between universities and the UK’s vibrant and diverse Creative Economy is demonstrated with the AHRC’s £16 million support for its four KE Hubs. Their aim is to connect arts and humanities research with creative and cultural organisations to generate new collaborative activities and stimulate innovation and growth in the Creative Economy. As they complete their first year of funding the Hubs all report a great demand in creative and digital businesses, and in cultural organisations, for access to the innovative ideas and knowledge offered by arts and humanities researchers. A large number of SMEs and larger companies have engaged with the Hubs by attending events and workshops, registering expressions of interest or submitting bids for funding. Design in Action has, for example, connected with over 250 SMEs in Scotland; Creative Exchange has received 200 expressions of interest from companies; REACT received 60 bids for funding in their Ideas Lab; and Creativeworks has funded projects across nine creative sectors.

The Hubs are already demonstrating impact. For example, Bristol-based Splash and Ripple’s formation as a company is directly attributable to REACT, and the Hub is also supporting Welsh micro-publishing start-up Hodcha. Design in Action has delivered three events establishing an innovation model for businesses with feedback from participants indicating their value in providing new ways of working. The Hub has also confirmed two ‘private’ events at full cost with sectors outside their original identification (law and mountain biking). Events and workshops across the Hubs are attended by large audiences, reaching participants from businesses, academia and the wider creative public.

Such was the interest in our funding call for the KE Hubs, we were also able to support a number of smaller-scale projects that had demonstrated innovative KE ideas. Ten projects have been funded to run for 12 months in 2013 covering collaborative projects ranging from digital technologies for small cultural organisations to architectural innovation with house builders.9

Cultural institutions

The museums and galleries sector is a vital part of the UK’s tourism offer. Heritage tourism contributes over £20 billion to UK GDP, more than the advertising or car industries. According to research by the Association of Leading Visitor Attractions, eight of the top ten visitor attractions in the UK in 2012 were museums or galleries. Seven of these are Independent Research Organisations (IROs) eligible to apply to the AHRC for research funding, including the top three: British Museum, National Gallery and Tate Modern, who brought 16 million visitors between them.

Museums and galleries also play an important role in regional development and employment. An economic impact study found that museums in the South East employ around 4,000 full time equivalent posts in the region; visitor spend to museums generates around £224 million which directly supports 3,224 posts in businesses in receipt of visitor expenditure and indirectly supports a further 1,224 posts. This economic impact is not confined to London. New museums and galleries have contributed to the economic and social regeneration of industrial cities in the North of England. The museums sector in Scotland is worth an estimated £800 million to the Scottish economy and the estimated economic impact of the museum sector in Northern Ireland is around £16.8 million.

Arts and humanities research plays an important role in the life of many of the UK’s key cultural institutions. This is enhanced by AHRC funding for research, both collaboratively with HEIs and directly to cultural institutions. The AHRC’s support for IROs helps sustain new and innovative research on their collections by enabling them to lead major research projects as the Principal Investigator. This brings benefits to the organisations and to their visitors by improving visitor resources, and supporting exciting research-led exhibitions. AHRC support also acts as a ‘badge of quality’ at IROs, and can help leverage additional funding from other sources; the British Museum, the British Museum, National Gallery, Tate, British Library, National Science and Media Museum, and the World Museum.

9 Details of the ten projects funded are available here: www.ahrc.ac.uk/What-We-Do/Strengthen-research-impact/Knowledge-Exchange-and-Partnerships/Pages/Creative-Economy-Knowledge-Exchange-Projects.aspx


11 www.alva.org.uk/details.cfm?p=423

12 Figures taken from Visit Britain website: www.visitbritain.org/insightsandstatistics/visitoroconomyfacts


The creative economy is benefiting greatly from AHRC investment into four Knowledge Exchange Hubs across the UK. They are connecting the highest quality research in the arts and humanities with major creative sectors, including museums, galleries, libraries, orchestras and theatres. As well as generating new and exciting knowledge exchange opportunities, they foster entrepreneurial talent and stimulate innovation to contribute to the development and growth of the creative economy.

Research and Enterprise in the Arts and Creative Technologies (REACT) is a collaboration led by the University of the West of England and Bristol based arts venue Watershed with the Universities of Bath, Bristol, Cardiff and Exeter. As well as establishing a growing network where researchers and businesses share skills and opportunities, and generate income, REACT has connected with over 300 creative enterprises through its Ideas Labs. These events provide a forum for partnerships to be established and potential projects to be discussed, and in the longer term facilitate the application of new technologies designed by researchers in a commercial setting. Over 30 of the collaborations made at the Ideas Labs have received funding from REACT through its Sandbox schemes. REACT runs two Sandbox projects every year, each of which is themed around issues of exceptional interest or importance to the creative economy.

In 2012, the Heritage Sandbox supported the design and application of technologies which enhance the way that audiences experience the past. For example, Ghosts in the Garden brought pervasive gaming skills and rigorous archival research together to reanimate the Sydney Gardens in Bath, which were once a Georgian pleasure ground. The project enabled visitors to meet and interact with real characters from the Garden’s heyday in the 18th Century, taking them on a journey into the past with an ornately crafted ‘Georgian Listening Device’. REACT was directly involved in the creation of Splash and Ripple as a company, and with the success of the project the company now has a reproducible product ‘kit’ that can be installed in other sites. Splash and Ripple have now been awarded £10k from iNets and HEIF to install the game in the Holburne museum and carry out full market tests, including researching installation, maintenance and training costs, impacts on footfall to the museum, and influence on café spend. This will give the team insight into how best to productise the Ghosts in the Garden experience. Professor Steve Poole is now Associate Historian at the company, ensuring further partnership opportunities.

REACT’s second Sandbox scheme explored the challenges posed by digital for the Books and Print industries. One of the eight projects in the scheme, ‘Storini’ has created a new content management and workflow system for the burgeoning field of hyper local journalism. The void created by the collapse of local newspapers is being filled by hyperlocal web sites staffed by semi professional or voluntary journalists. Storini makes it possible for the first time for contributors to have their copy checked and to be trained through different levels of contribution. The system, built by Cardiff University’s Centre for Local Journalism with start up agency Behaviour, adapts commercial reputation and reward systems for local journalism. The University are exploring one of the first ever spin out companies for Arts & Humanities to exploit this product in media operations that deploy user generated content.

for example, reports significant increases in the level of external funding secured since gaining IRO status\textsuperscript{18}.

A project funded by the AHRC under our Museums, Galleries, Archives and Libraries (MGAL) programme in 2008 went on to receive a DEDEFI grant in 2012 to extend its legacy. The project allowed the British Library to work with the Courtauld Institute of Art to research their ‘Royal’ collection, establishing new and creative ways for it to be publicly exhibited. The main output was the exhibition, ‘Royal Manuscripts: The Genius of Illumination’, which attracted nearly 70,000 visitors over four months. In addition, the exhibition led to:

- A series of public lectures, attended by over 4,000 people, and a Learning Programme which connected with 1,500 school and FE students and teachers;
- A three-part BBC TV series, which attracted almost 2 million viewers and a satisfaction rating of 85%;
- Significant activity on the project website, which received over 88,000 visits, the curator’s blog, and on the Library’s Twitter account;
- An estimated advertising equivalent of £3.7 million in media coverage, as well as £320,000 in merchandise sales in the Library shop.

The support provided by the DEDEFI grant resulted in the publication of essays from the events linked to the exhibition, the digitisation of some of the manuscripts and the development of an iPad/iphone app, which has sold over 3,300 copies in 43 countries.

### Partnerships with other agencies

The AHRC provides focused support for research and engagement with the Creative Economy through our own research portfolio and in partnership with other organisations including the Technology Strategy Board, the Design Council, NESTA and Arts Council England. An example of this collaborative funding can be seen in our continuing partnership with NESTA and Arts Council England in the Digital R&D Fund for Arts and Culture. The fund supports collaboration between arts organisations, technology providers and arts and humanities researchers to explore the potential of new technologies, enhance audience reach or develop new business models. The first awards from the £7 million fund were announced in February 2013 and include some of the UK’s major museums, theatres and other cultural organisations. A further six projects were also funded under a complementary fund in Scotland involving NESTA, AHRC and Creative Scotland.

### The importance of an international research profile

The strength of the arts and humanities research base is vital in ensuring that the UK’s undergraduate and postgraduate teaching keeps at the cutting edge, and makes the UK an attractive place to study. We can estimate that the total of around 162,000 non-UK arts and humanities undergraduate and postgraduate students studying in the UK will made a direct contribution to the economy of approximately £3 billion in 2012-13 (around £1.3 billion in tuition fees and £1.7 billion in living expenses)\textsuperscript{19}. Using a conservative multiplier of 1.57, this brings a contribution to the UK economy of £7.6 billion\textsuperscript{20}.

\begin{itemize}
\item\textsuperscript{18} AHRC, \textit{Review of the British Museum as an Independent Research Organisation}, 2011
\item\textsuperscript{19} Data is taken from an average of the 2013/14 rates for the 10 HEIs with the largest number of overseas students. Living costs for Undergraduate students cover a 9 month period, and Postgraduate students cover a 12 month period.
\item\textsuperscript{20} This multiplier was used by PwC in previous work for the AHRC.
\end{itemize}
Research project enhances exhibitions and reinforces international collaborations

Cultural institutions

‘Dogu: Spirits of Clay’, a collaborative project led by Dr Simon Kaner at the University of East Anglia (UEA), brought examples from the two most important Eurasian figurine traditions to the UK for the first time. The research led to exhibitions at the British Museum and Sainsbury Centre for Visual Arts (SCVA), as well as an unexpected exhibition at the Tokyo National Museum. It has since led to further collaborations, international loans and exhibitions at the British Museum and SCVA, and in October 2010 Dr Kaner received the Miyasaka Fusakazu Memorial Togarishi Jomon Culture Award. He was the first non-Japanese recipient of this prestigious prize, recognising his lasting contribution to the field.

Contacts made during the project and exhibitions have led directly to a new initiative establishing cultural and educational links between Thetford, home to one of the unearthed artefacts, and Nagawa-machi in Japan. Inspired by the exhibition, Hitachi Europe is funding the development of an English-language resource for use in schools, which will be directed by the Sainsbury Institute. In March 2013 the company donated £120,000 to the Sainsbury Institute for the Study of Japanese Arts and Cultures. The donation will directly finance the Sainsbury Institute’s development of an online and interactive English-language educational website. The website will enable school children across the world to learn about Japan’s rich history and interact with its numerous archaeological treasures. The project also encouraged four Japanese prefectures to bid to have 18 Jomon sites inscribed as a World Heritage Site.

Further research collaborations have stemmed from the connections made during the project. A project on prehistoric ceramic art from Japan led to an exhibition at the British Museum. Another project, Dogu Cosmos, led to an exhibition at the Miho Museum in Japan in October 2012. The British Museum was encouraged by the success of the Dogu exhibition to acquire two new figurines and has received new Jomon objects on long-term loan from Japanese museums. The SCVA was approached by the Japan Foundation to be the only UK venue for a major touring exhibition, Kingdom of Characters, which was displayed from February to July 2012.

The project developed a comparative perspective in the study of figurines and the representation of the human form, achieved through the structure and content of the two exhibitions. The first exhibition, The Power of Dogu, was hosted by the British Museum in 2009, and was then displayed at the Tokyo National Museum for two months. A second exhibition, unearthed, was hosted by SCVA in 2010. The Power of Dogu attracted 78,000 visitors to the British Museum, and a further 120,000 in Tokyo. It was described as a “hot ticket” by the Daily Telegraph, and received a full-page spread in the Japan Times. It is more difficult to calculate numbers for unearthed, as tickets allowed access to the whole museum, but visitor feedback was very positive.

Extensive public engagement activities greatly enhanced both exhibitions, with figurine-making workshops and a public symposium at the British Museum sold out weeks beforehand. Two artists in residence were funded by the British Museum and the Henry Moore Foundation. Manga artist Hoshino Yukinobu created artworks inspired by the exhibits in The Power of Dogu, leading to an additional exhibition at the Museum’s ‘Room 3’ which attracted over 90,000 visitors and broke records for attendance in that space.

Figurines commissioned from Sue Maufe for the ‘unearthed’ exhibition
Collaborative Research and Policy Influence

Collaborative approaches to research can bring new perspectives on complex challenges and encourage innovation. 82% of AHRC-funded research awards are collaborative.

International collaborations also encourage innovation and bring access to new funding streams. For example, 78% of projects funded under the ’Digging into Data’ Challenge included UK partners.

The impact of collaborative approaches to identified issues is emerging in the longer-established and completed cross-Council programmes. For example, the Science and Heritage programme is addressing recommendations for developments in this field, and has a leading role in international developments such as the EU Joint Programming Initiative on Cultural Heritage and Global Change.

Tackling some of the most exciting new ideas, or addressing some of the world’s most pressing issues, often requires an interdisciplinary approach and partnerships with organisations beyond academia. The AHRC supports cross-Council, cross-organisational and cross-disciplinary work to address research challenges and complex social and economic issues. It also supports collaborative research with overseas partners. This brings access to new knowledge, skills and resources, and ensures that UK research leadership is matched by funding for our research communities to demonstrate international engagement.

Collaboration

Sharing information, pooling knowledge and adopting new approaches can bring new perspectives on pressing or complex challenges and encourage innovation. The majority of AHRC research awards are collaborative: researchers leading collaborative projects totalled 528, or 82%, of all active awards on 31 March 2013. Of these, 64 were exploratory networking grants bringing researchers together in new ways and drawing perspectives from a variety of sectors to encourage innovative thinking.

The AHRC also provides support for researchers to collaborate with colleagues in other countries and access new funding opportunities. This raises the international profile of UK research, gives access to wider funding pools and brings new knowledge and skills to the UK. For example, the AHRC has continued to commit funding to the multi-million pound international ’Digging into Data Challenge’ which is also supported by funding agencies from the USA, Canada and the Netherlands. The UK was involved in 78% of the projects supported under the call, bringing a strong return on our investment. In 2012, a major report on the initiative was published, noting that ’the Digging into Data Challenge investigators have demarcated a new era – one with the promise of revelatory explorations of our cultural heritage that will lead us to new insights and knowledge, and to a more nuanced and expansive understanding of the human condition.’

The success of the initiative to date has brought two new funders in 2013, further extending the reach of the competition across scholarly, geographic and research domains.

22 Sponsoring funding bodies for 2013 include: AHRC (UK), ESRC (UK), Canada Fund for Innovation (Canada), Institute of Museum and Library Services (USA), Natural Sciences and Engineering Research Council (Canada), National Endowment for the Humanities (USA), National Science Foundation (USA), Netherlands Organisation for Scientific Research/Netherlands eScience Centre (Netherlands), Social Sciences and Humanities Research Council (Canada). JISC facilitates the progression of the project.
The Impact of AHRC Research 2012/13

Research on Portus brings greater understanding and connects with wide audiences

Collaboration

Portus was the principal maritime port of ancient Rome for most of the Imperial period, yet comparatively little is known about its development and character. AHRC-funded research led by Professor Simon Keay at the University of Southampton has expanded our understanding of Rome and of its many economic links with different parts of the Roman Empire. The projects have received much media attention, and have led to further international partnerships and collaborations. A Digital Equipment and Database Enhancement for Impact (DEDEFI) award led to work with Microsoft Research.

The Portus projects have received extensive media attention. There has been national news coverage throughout the project’s duration, covering the team’s early excavations, their landmark discovery of the imperial shipyard and the technical work undertaken by the University of Southampton’s IT infrastructure team. Professor Keay also featured in BBC One’s prime time documentary Rome’s Lost Empire in December 2012, discussing the importance of Portus to the Empire. The programme received 4.2 million viewers, and reached number 24 in the top 100 UK factual programmes broadcast in 2012.\(^\text{23}\)

Professor Keay has worked extensively with the Special Superintendency for the Archaeological Heritage of Rome, contributing to the development of a Portus website and to debates around heritage management practice in Italy more widely. Dr Graeme Earl led an AHRC DEDEFI funded collaborative project between the University of Southampton and Oxford University. They explored the potential of Reflectance Transformation Imaging, used and developed throughout the projects, for the study of ancient documentary artefacts (RTISAD). The digital innovation required on the projects has also led to development of an Institutional data management blueprint with JISC; simulation work with the Microsoft Institute for High-Performance Computing; and rich Interactive Narrative collaborations with Microsoft Research.

An international collaboration bringing together scholars of archaeology, history, computing and environmental studies, the first Portus project provided answers to key questions about its character and development between the reign of Claudius and the middle sixth century AD. The University of Southampton’s Archaeological Computing Research Group produced computer generated images (CGI) for the project to provide archaeologists with a valuable virtual tool with which to explore the site. In 2011 the AHRC funded a second major project to address key questions about the roles that Portus played in Rome’s relationship with the Mediterranean between the 2nd and 6th centuries AD. As part of this work, the project team excavated a site they believe to have been an imperial shipyard. If confirmed, it would be the largest of its kind in the Mediterranean.

The Impact of AHRC Research
2012/13

Working with the community on excavations, CAER Heritage Project

Community-led archaeology inspires disadvantaged groups

Themed research

The Ely and Caerau Communities is a designated Communities First area that contains Lower Super Output Areas in the 20% most deprived wards in Wales. The community is no longer underpinned by traditional manufacturing industries, and the skills required by employers have changed significantly in a short period of time. Many community members have not been able to access education and training opportunities to develop these skills, and income related benefits claims are particularly high in the area. The CAER Heritage Project, supported by the Connected Communities programme, has made important steps towards alleviating some of the social difficulties facing the local community, creating educational opportunities and rebuilding the self-confidence of a number of vulnerable social groups including the long term unemployed and young people facing exclusion. A community support worker involved in the project commented that: ‘Lots of people in the area are struggling to get work, losing that get-up-and-go, but to be able to come up here and be involved in something ... be part of something with other people, is really important. It helps build skills, and build confidence back up, and after all, none of this could have been achieved without local people.’

School achievement levels in the area are poor, and absence rates high. This is linked to negative views of education passed from parents to children, and a community stigma around people aspiring to reach above their ‘station’. Education and life opportunities have therefore been at the heart of the project since its start in 2012. Nearly 100 local secondary school pupils took part in the Tribal Logos project, engaging in a range of creative activities teaching them about their local area. An interactive open day for families was attended by 150 local people. Another project involving schoolchildren brought 30 Year 9 pupils from a local school to reconstruct the lives of people buried in St Mary’s Church. The project was embedded in the Literacy and Numeracy curriculum for the participating pupils. Pathways to the Past meanwhile worked with staff from North Ely Youth Centre and ten young people aged 14-16 who were experiencing exclusion from school to create a heritage trail across the Iron Age hillfort.

Feedback from teachers involved in these projects noted their positive impact on the pupils involved: ‘lower ability students were enthused, inspired and wanted to do more’; ‘the experience developed a strong connection to local heritage’; ‘the excavation really engaged underachieving boys.’ The tribal logos, artworks and written projects created by the schoolchildren were exhibited at St Fagans National History Museum and Cardiff Story Museum. Huw Lewis, Welsh Assembly Minister for Housing, Regeneration and Heritage, praised the project’s community value when he opened the exhibition: ‘[This] is about using archaeology as a way to rehabilitate community identity and self-confidence, and for that, I commend all involved.’

More than 1,000 people visited the excavations and 120 more were directly involved in archaeological work, with many coming back every day. Visitors and volunteers represented a wide cross-section of the local community including school children, young people excluded from education, long-term unemployed people, individuals with health issues, and working parents. One local resident commented: ‘I’ve been suffering from depression for a while now and finding it difficult to get out of the house, but being up here and involved with other people has really helped.’ Another added: ‘The excavation has been inspiring. I’m severely sight impaired but I’ve felt an active and valued member of the team.’

The project has also delivered a series of accredited adult learning courses as part of Cardiff University’s Live Local Learn Local (LLLL) scheme, designed to meet the needs of social groups facing unemployment and lacking educational opportunities. Some 74% of participants are from designated Communities First postcodes. Many have attempted some form of assessment despite not having been in education for many years, and 16 have passed so far across the four courses. The courses recruited and retained a number of unemployed individuals over 30 who have previously proved difficult to engage: 74% of participants are over 35.

The CAER Heritage Project, supported by the Programme, centres on an Iron Age site on the outskirts of Cardiff. The team, led by Dr David Wyatt, is a collaboration between Cardiff University and Action in Caerau and Ely (ACE), a charity supporting the Welsh Government’s Tackling Poverty agenda. The project is also supported by a Heritage Lottery Fund All Our Stories grant.
Themed research

Around 30% of the AHRC’s research support is themed, inviting researchers to address new questions or develop new perspectives on key issues and topics. Themed funding calls can be particularly supportive of developmental and partnership-based activities, and of innovative approaches. Highlight notices can encourage proposals in specific areas of strategic interest and build capacity in key areas.

The AHRC also continues to support four themes: Care for the Future; Digital Transformations; Science in Culture and Translating Cultures. In 2012-13, Theme Leadership Fellows were appointed and large theme grant calls were launched. The high demand at the expression of interest stage for these calls demonstrates the ways in which arts and humanities researchers can deliver collaborative and ambitious research activities. Frequently, such collaborations derive benefit from the connections made between researchers across a range of disciplinary areas in responding to a common challenge or research question. The Themes also connect with a number of cross-Council programmes, demonstrating the importance of collaborative approaches to addressing some of the most pressing challenges of the contemporary world. The impact of these collaborative approaches to identified issues is emerging in the longer-established and completed cross-Council programmes.

In May 2012, a report from the House of Lords Science and Technology Committee acknowledged that the AHRC/EPSRC Science and Heritage programme ‘is widely recognised as having done much to develop networks within the community’ and has made important contributions to addressing previous recommendations for work in this field. The Programme has developed more than 50 partnerships with a wide range of practices and industries in areas ranging from conservation and restoration, through chemical detection and sensing, to multimedia software and 3D applications. There have also been more than 160 public events including workshops, demonstrations and exhibitions. A total of 135 resources have been developed for industry use, including standards and best practice guidelines; datasets, repositories and archives; and hardware and software including sensors and instrumentation. For example, Seeing Through Walls brought newly developed terahertz imaging to heritage science and provided scope for new applications, and information fed back to equipment manufacturers has enabled them to improve future models, bringing economic benefits by reducing manufacturing costs. Another project, PARNASSUS, is investigating adverse environmental effects and adaptation measures needed for the protection of cultural heritage from the effects of climate change, and is producing robust results directly applicable in practice. The Programme has had a leading role in establishing a National Heritage Science forum and also in international developments such as the EU Joint Programming Initiative on Cultural Heritage and Global Change.

Interactions with policymakers

Arts and humanities researchers can play an important role in public policy discussions across a wide range of government activity. Their research can inform the development and implementation of public policy in areas as diverse as foreign policy and security, human rights, constitutional reform, education, health, housing and crime reduction. The AHRC works to increase the engagement between researchers and policymakers in two key ways: by supporting collaborative seminars, briefings and research; and by providing training and guidance to researchers to increase the potential policy impact of their future work.

Researchers have reported outcomes ranging from policy briefings, papers and submissions to toolkits and guidance for policymakers and practitioners. For example, the AHRC-funded Diasporas, Migration and Identity (DMI) programme has delivered commissioned research and policy briefings, and the results of some research projects have been included in government publications. The Programme Director, Professor Kim Knott, provided a Home Office commissioned review of arts and humanities research on ‘The roots, practices and consequences of terrorism’, and also participated in a panel discussion on security, terrorism, religion and diversity in advance of the 2010 election. An Impact Fellowship running from 2010-12 enabled her to develop a public information website primarily for teachers and young people to help dispel fears about migration and migrants. It has been drawn on by teachers of citizenship, education, history, geography and religious education, and by global educationalists. She also spoke at public events on migration and integration, religion, policing and security, and has advised many public bodies on diaporas research. She has taken forward elements of her work relating to the DMI programme in more recent funding, including a Global Uncertainties Leadership Fellowship.

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25 www.ahrc.ac.uk/Funding-Opportunities/Pages/JPI-Cultural-Heritage.aspx
26 http://movingpeoplechangingplaces.org
27 http://gtr.rcuk.ac.uk/project/B841574C-C978-4891-A0E4-73DF258ED2B1
History of migration project engages with schools and policymakers

Interactions with policymakers

'Bengal Diasporas', a DMI project led by Dr Joya Chatterji at the University of Cambridge, challenged perceptions of Britishness by placing them in a broader political, historical and geographical landscape. The project has provided an importance resource for schools, and has led the project team to engage in policy debates around education and immigration. Additional funding, and collaboration with other projects, has led to further projects in this area.

The project explored the history and experience of migration from the Bengal Delta region post-1947. The Bangla Stories website is one of the project’s major achievements, encouraging users to think about the history of migration and the experience of migrants. Developed in partnership with the Runnymede Trust, the LSE’s HEIF4 Knowledge Transfer fund and the Swadhinata Trust, the website engages with schools, community groups and policymakers on issues of ethnic diversity in the UK. Bangla Stories has received over 29,000 hits and attracted a range of audiences from across the world. The British Library will archive the website to extend the life and legacy of the project.

Follow-on funding enabled Dr Claire Alexander to maintain the website and roll out the educational resource in schools. It provides young people with basic training in research, filming and other digital skills to investigate and record the histories of their own families and communities. It has proven to be a highly effective tool in stimulating interest: one Welsh pupil was so engaged with it that he charted his family history back to 1809. The resource has been taken up by four schools in the UK, two in Cardiff, one in Leicester and another in Sheffield. Cardiff High School embedded Bangla Stories into its Year 7 history curriculum in September 2012.

The research findings and resource are feeding into discussions with policymakers from the Department for Education in relation to making history teaching more inclusive. The project findings also have implications for immigration and employment policy, and Dr Chatterji has been invited by the Archbishop of Canterbury on several occasions to engage with policy discussions at Lambeth House. Dr Chatterji has won a Leverhulme award to take forward questions arising from the research, in addition to a British Academy grant and other smaller awards to develop new lines of enquiry in this area.
Policy seminars and briefings have included a range of seminars and briefings delivered in 2012-13 under the heading of ‘Lessons Learnt’. This work helps to improve global security by contributing new external and historically informed perspectives to enhance the government’s analytical capability in key areas. The briefings have been published by the AHRC and examine areas of current foreign policy interest including the historical roots and evolution of the Muslim Brotherhood in Egypt and historical perspectives on developments in the Arab World.

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28 These activities build on the success of an earlier project that delivered a series of policy seminars on the History of British Intelligence and Security in 2010.

29 The publications are available as PDFs from the AHRC website: www.ahrc.ac.uk/What-We-Do/Strengthen-research-impact/Inform-public-policy/Pages/Policy-publications.aspx
Investment in People: Human Capital

The AHRC funds the highest quality students working in the best research and training environments. 94% of students rate their supervision as good/very good, and a ten-year career pathway study found that 92% consider their AHRC-funded PhD important in their current career.

CDAs bring benefits to all partners. Some 78% of students reported that their project was already contributing to their career development; and 87% of HEI and 70% of non-HEI partners reported that they had applied for further CDA or collaborative research funding.

Funding for early career researchers to work with partners in the cultural sector has brought benefits to the researchers and the partner organisations involved. A total of 120 business, charity and public body partners were involved in the 45 projects funded under the Cultural Engagement scheme; and a further 150 organisations including residents’ associations, local history groups, schools and disability charities were involved in the Research for Community Heritage Programme.

The UK arts and humanities research base is world-leading, as demonstrated in successive Research Assessment Exercises. The AHRC recognises the importance of supporting research excellence to help maintain the stock of human capital in the UK vital for innovation. It does this in a variety of ways: by providing focused research training and development opportunities; by nurturing talent from postgraduate level to established researchers; and by providing a balanced portfolio of funding to support a diverse range of exploratory research and large-scale multidisciplinary projects.

Support for postgraduates

Innovation and growth across the economy receive critical support from the development of highly skilled postgraduates. The AHRC is committed to funding the highest quality students working in the best research, training and development environments.

A survey of AHRC-funded postgraduates in 2012 demonstrates this: 94% of responding students rated the quality of their supervision as good or very good. Many also reported how well supported they were, both by their supervisors and by the resources available to them. A survey of the career pathways of AHRC-funded students was published in October 2012. It examined the ways in which PhD training equips students for their careers in academic and non-academic sectors. A total of 94% of respondents were satisfied with the quality of their PhD training, and 92% considered their PhD important for the career they are currently pursuing.

Collaborative Doctoral Support

Collaborative Doctoral Awards (CDAs) enable students to gain experience of collaborative working with organisations outside academia. CDAs work in partnership with a range of sectors that draw on arts and humanities research in their work. In a recent review some 78% of students yet to complete their research reported that their project was already contributing to their career development. One student summarised the advantages of the scheme: ‘I believe that there’s prestige attached to completing a CDA since it indicates real world negotiating skills and perspectives as well as academic ones.’

Of the 427 awards funded since 2007-08, 28% have been with local/public authorities, 26% with Independent Research Organisations (IROs), 20% with charities and 12% with industrial or commercial partners. All partners have benefitted from their involvement with the scheme. For example, a specialist immigration law firm reported benefits from their CDA project to model a framework for

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30 BIS, One Step Beyond: Making the most of postgraduate education (2010).
31 The full report is available here: www.ahrc.ac.uk/News-and-Events/Publications/Documents/Career-Pathways-Final-Report-PhD.pdf
32 AHRC, Review of the CDA scheme, 2011
Support for early career research brings skills and career development

Support for postgraduates

Professor Catherine Clarke received AHRC funding for her PhD in Old English literature. She has since held a Research Grant and a Knowledge Transfer Fellowship (KTF), both looking at Medieval Chester, and a further Research grant exploring Medieval Swansea. Tourism plays a vital role in the economies of both cities. Chester receives around 8 million visitors each year, spending around £800 million in the city33. A total of 4.1 million visitors brought £337 million to Swansea in 2012 alone, and cultural heritage is an important strand of the city’s local development plan34. Professor Clarke’s research uses new media and digital methodologies to engage wide audiences with their cultural heritage. ‘Mapping Medieval Chester’ went live as a website in 2009, and has generated 2.7 million unique hits by web users since then. ‘Discover Medieval Chester’ went live in the summer of 2013, and has already generated 382,275 unique hits. An extensive programme of events and activities linked to the ‘Discover a Medieval City’ exhibition is also running, led by the Grosvenor Museum, including workshops, walking tours and lectures. These events and activities have been covered in the local press and S4C ran a feature on the exhibition in July 201335.

In her current project, digital tools are fundamental to the team’s engagement with the local community and visitors to the city. The project has developed a new website with interactive map, user-generated tour feature and multi-media materials. Professor Clarke commented: ‘I enjoy thinking about how my research can deliver different things to different user constituencies, whether fellow academics, the AHRC as a funder, or the wider community.’

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33 For further information see: www.investincheshire.com/dbimgs/Choose%20Chester.pdf
34 For more information, see their topic plan on tourism: http://swansea.jdi-consult.net/documents/pdfs253/Tourism%20-%2009-07-13.pdf
35 More information on press and tv coverage is available on the website blog: http://blog.medievalchester.ac.uk

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The ‘Hryre’ artwork, created at St John’s Church in Chester, was part of Professor Clarke’s Knowledge Transfer Fellowship. Photo by Nayan Kulkarni
The Impact of AHRC Research 2012/13

CDA research supports planning for Jacobean theatre project at Shakespeare’s Globe

Collaborative doctoral support

CDA funding enabled Dr Sarah Dustagheer from King’s College London to undertake PhD research with Shakespeare’s Globe Theatre to examine the relationship between playwriting and theatre space in early modern London. She looked at the early modern Globe and Blackfriars, an indoor playhouse, as well as the repertory of new plays written for the reconstructed Globe since 1997. Her research helped with the planning of a project to build a Jacobean theatre and research centre in the Globe, and she now sits on the Architectural Research Group working on its completion. Dr Farah Karim-Cooper, Head of Courses and Research at the Globe, comments on the importance of CDAs: “It was research knowledge that helped to build the Globe and the space has always been seen as a testing ground from an academic point of view. We have always been looking at ways to focus PhDS on community and people-focused research, and this was also a way of developing knowledge.”

Dr Dustagheer is currently preparing her first book, Shakespeare’s Playhouses: Repertory and Theatre Space at the Globe and Blackfriars 1599-1630, for publication. She writes for London’s City Hall blog and regularly reviews for Exeunt Online Theatre Magazine. She also delivers lectures to theatre practitioners at the Globe, and to A

the promotion and protection of the human rights of the elderly: ‘Paragon Law is of the view that this collaborative research will become an important piece of work in the promotion and protection of the Human Rights of older persons… and give Governments who are facing an ageing population a head start on the key economic and social issues’. They stated that the final research has allowed them ‘to engage with a better knowledge in debates on related topics such as the elderly, population, immigration control and the damage to an economy without a skilled and fully efficient working population.’

Another key benefit of the scheme is the development of long-term partnerships and new collaborations: 87% of HEI and 70% of non-HEI partners surveyed reported that they had applied for further CDA or collaborative research funding. These continued and new collaborations led to the development of the Collaborative Doctoral Partnership scheme in 2012-13, which provides opportunities for our major partners in the cultural sector to plan strategically for the development of doctoral researchers over three cohorts.

Special opportunities for training and development

The Collaborative Skills Development scheme supports the development of innovative training programmes for postgraduates and early career researchers. To date, a total of £1.9 million has been spent supporting 70 awards, 32 of which were student-led initiatives. The call supported training opportunities in the areas of partnership working, entrepreneurship and the creative economy. The scheme is important in allowing the AHRC to respond to emerging skills requirements and to drive innovation in training provision. It brings direct benefits to award-holders and wider communities. For example, the success of a Collaborative Research Training award made to support arts and humanities students at UCL and Birkbeck in 2010 has led to a wider ‘Train and Engage’ programme being rolled out across the School of Law, Arts and Humanities, Social and Historical Science (SLASH); School of Life and Medical Sciences
(SLMS); and the School of the Built Environment, Engineering, and Mathematical and Physical Sciences (BEAMS). The new scheme offers postgraduate students at UCL the opportunity to apply for grants for up to £1,000 for activities that involve people outside the university, and offers three workshops to support students in developing their public engagement activities.

The AHRC’s International Placements Scheme provides exciting opportunities for students to access collections abroad and make new connections with researchers. In 2012-13, we supported a total of 65 placements in the USA, India and Japan. Award holders spend up to six months at their chosen institution, enjoying dedicated access to world-class research facilities, expertise and networking opportunities. For example, Gemma Mitchell’s placement at the Library of Congress enabled her to utilise unique equipment not available in the UK, and she is now a highly-skilled UK-based researcher in the ‘science of smell’, a small but vital field that bridges the gap between the physical sciences and the arts and humanities. The instrument created by this project will help identify degradation risks to important cultural artefacts and has internationally wide-reaching impact possibilities as it develops.

Public engagement: training and development

The UK hosts many of the world’s richest cultural assets and creative businesses. With its coverage of subjects such as philosophy, histories and heritage, literature, music, arts and design, AHRC-funded research often directly connects with people and their experiences. We provide training and development opportunities to help strengthen that engagement with initiatives such as the New Generation Thinkers scheme with BBC Radio 3 for early career researchers, which attracted over 300 applications in the 2012-13 call for ten places. Matthew Dodd, Head of Speech Programming commented: ‘Radio 3 commissions and nurtures new talent across music and the arts – and the New Generation Thinkers scheme is an integral part of that… This year’s applicants showed a sharp sophistication about how their research might make strong programmes – and a real willingness to reach beyond academia into the lives of our audience, and to find new formats to do that’.

The Connected Communities Programme supports early career researchers to work directly with local partners, drawing on a mix of

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37 For more information on ‘Train and Engage’, see: www.ucl.ac.uk/p.hpublic-engagement/funding/trainandengage
38 The Library of Congress, Washington – 48 awards; Huntington Library, California – 10 awards; the National Institutes for the Humanities in Japan – 2 awards; and the Sarai Research Programme at the Centre for the Study of Developing Societies, Delhi, India – 5 awards.
39 More overviews of the benefits of LoC placements are available here: www.ahrc.ac.uk/Funding-Opportunities/Pages/International-Placement-Scheme-Library-of-Congress.aspx
40 www.bbc.co.uk/mediacentre/latestnews/2013/newgenthinkers.html
local knowledge and academic expertise to bring rich new research findings and contribute to community cohesion. The Research for Community Heritage Programme spanned a wide range of community and academic interests through projects involving 21 universities and Research Organisations across the UK working with 150 organisations including residents’ associations, local history groups, schools and disability charities. We have also worked closely with the Heritage Lottery Fund (HLF) on the development of community-led research activity in relation to their nationwide ‘All Our Stories’ programme. Karen Brookfield, Deputy Director (Strategy) for HLF, commented: ‘We value these partnerships highly: they’ve helped people ask deeper questions and confront challenges; they’ve broken down barriers; they’ve brought new insights; and they’ve enriched many lives. Most importantly working with the university researchers has helped communities value their heritage and tell their stories with confidence and pride.’

The AHRC’s partnership with the BBC also extended in 2012-13. We have supported targeted engagements that allow researchers to connect with programme makers across the regions, and to collaborate on agendas for future research participation. We have co-hosted workshops around programming plans for the First World War and the Dylan Thomas Centenary. Martin Smith, leading on the BBC coverage of the Dylan Thomas centenary commented that ‘the presentations have informed every aspect of [the coverage] so far, and will continue to do so. We have had several propositions for programmes which would not have happened without the [AHRC-BBC] event.’ Our work with the BBC on the upcoming centenary of the First World War includes a pilot project on ‘Our Place in the First World War’ in the BBC West region and laid the groundwork for a series of regional and national activities that will take place in 2013-14. This will include the generation of more than 1,000 stories from across the UK involving local people and places such as churches, schools, theatres and memorials.

The Cultural Engagement Fund, a pilot scheme to help early career researchers to engage with the UK’s cultural and creative sectors, launched in 2012-13. In February 2013, a total of £1.8million was awarded to 45 HEIs for projects working with a total of 120 business, charity and public body partners in their local cultural sector. Despite the relatively small scale of the funding (£40,000 per project), and the short timescales involved (three months total), the projects are already bringing benefits to the partner organisations and the researchers involved.

For example, a project with Colchester Hospital to catalogue and document their art collection brought benefits to patients, visitors and hospital staff by improving the quality of their environment and by enhancing their engagement with the visual arts. An online catalogue produced by the project team, provided images, audio-visual media and other information to increase awareness of the contribution of the collection to the life and work of the hospital.

Although many of the artworks are used to create focal points and improve well-being across the hospital, there were some challenges in identifying and locating the full range of publicly-funded works held by the Trust. This challenge became one of the most significant outcomes of the project: through their research into the collection the team was able to locate a long-forgotten work by Nigel Henderson, an artist with local connections whose profile is on the rise. The work is being conserved and reframed to become one of the highlights of the collection. It has been valued at £5,000 and is part of a series of three large paint and collage panels; two remain missing, but the team hope to discover these in future work.

**Sustained support: research careers**

The AHRC is committed to supporting researchers through all phases of their careers. This is achieved through a portfolio of funding, including targeted funding for early career researchers and support for large-scale or exploratory projects. This approach enables researchers to build large scale projects through multiple awards, moving from early-stage exploratory work to sustained investigations in an established field. For example, sustained funding for the Stonehenge Riverside Project has meant that the three successive projects have attracted worldwide media coverage and around one million visitors annually (40% from outside of the UK). Similarly, AHRB/C awards since 2000 have supported Dr Jenny Tillotson at Central St Martin’s College of Art and Design in her contributions to the field of sensory design and technology. Her research has focused on the science of aroma delivery and the impact our sense of smell has on health and wellbeing. She has worked with a number of internationally recognised brands including The North Face and Phillips, and in 2012 she was commissioned by The North Face to design a backpack for their endurance running collection.

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41 For more information see: www.ahrc.ac.uk/News-and-Events/News/Documents/AHRC%20Research%20for%20Community%20Heritage%20Accessible.pdf

62 http://colchesterhospitalartforpatients.org
Preserving valuable archaeological data saves time and money

The Archaeology Data Service (ADS) provides a digital archive for cataloguing and preserving data created through archaeological research. Commissioned research carried out in 2012 found that it has a broad user group which goes well beyond academia: whilst 38% of users are conducting academic research, 19% use ADS for private research; 17% for general interest enquiries; 11% are Heritage Management users and 8% are commercial users; 6% use it to support teaching and learning activities; and 1% use it for family history research.

The ADS is respected as a unique resource, saving users time and therefore money, and providing security for those who use the service to deposit their data. A significant increase in research efficiency was reported by users as a result of using the ADS, worth at least £13 million per annum – five times the costs of operation, data deposit and use. A potential increase in return on investment resulting from the additional use facilitated by ADS may be worth between £2.4 million and £9.7 million over thirty years in net present value from one-year’s investment – a 2-fold to 8-fold return on investment.

One ADS user commented, ‘the ADS is an enormous asset to the UK’s archaeological community – within and outside academic settings. It provides both secure preservation and rich access to the irreplaceable records of archaeological investigations.’ It not only provides valuable storage for expensive and often irreplaceable data, but also helps researchers to avoid high costs incurred through travel and the duplication of fieldwork. This economic value will increase as the service continues to grow and develop.

The ADS’s achievements were formally acknowledged in 2012 when it won two awards: the British Archaeological Award for Best Archaeological Innovation and the Digital Preservation Coalition’s Decennial Award. This highlights its value beyond the archaeological community, recognising its major contribution to the digital memory sector between 2002 and 2012.

Directed by Professor Julian Richards at the University of York, ADS was originally established as one of a group of five Arts and Humanities Data Services in 1996. It became independent of this group in 2008 and, thanks to the team implementing innovative digital technologies and business strategies, proved itself a financially self-sustaining service in early 2013.
The AHRC is committed to realising the impact of arts and humanities research. Working with the arts and humanities research community, and with related organisations and sectors, it aims to increase opportunities for impact and bring greater understanding of the results of investments, interactions and activities.

The AHRC recognises that pathways to impact for arts and humanities research are complex. It works with researchers, HEIs and related sectors to build awareness, methods and opportunities for engagement. We also support projects such as The Brighton Fuse, a two-year study of the Brighton and Hove creative and digital cluster. The project measures the cluster’s economic contribution to the local economy, its performance in terms of growth and innovation, and also identifies barriers to that growth. The project has delivered research reports on new ways to support creative innovation locally and nationally45.

In January 2013 the RCUK Centre for Copyright and New Business Models in the Creative Economy (CREATe) was launched, led by the AHRC and involving EPSRC, ESRC, NESTA, TSB and the IPO. The consortium of seven universities will be delivering a programme of 40 projects that will be concerned with interdisciplinary research, business partnerships and the creative and cultural industries. CREATe aims to have a direct influence on policymaking and the generation of new models of innovation for the creative economy laying the groundwork for further creative growth in this sector of a global digital economy. Since its launch the Centre has been engaging with industry and government through publication of a series of working papers on a number of copyright and IP issues. Researchers have also arranged or taken part in events, conferences, workshops and roundtable discussions involving commercial interests and policy makers.

Addressing gaps in the understanding the wider impact of the arts and humanities is an important element of the AHRC’s work. The Cultural Value Project was launched in 2012 to address questions concerning the value of arts and culture to individuals and society. Directed by Professor Geoffrey Crossick, the project will run for two years and engage with a wide range of academics and cultural organisations in the UK and overseas. The first funding call was issued in February 2013, and further calls for proposals will follow across the project’s lifespan.

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45 A summary of the key findings is available here: [www.ahrc.ac.uk/News-and-Events/News/Documents/BrightonFusePolicyEvidenceSummary.pdf](http://www.ahrc.ac.uk/News-and-Events/News/Documents/BrightonFusePolicyEvidenceSummary.pdf)
Efficiencies

The AHRC made a commitment in its Delivery Plan 2011-2015 to maximise its resources through ‘efficiencies, prioritisation and new methods.’ These measures have been maintained in 2012/13.

The AHRC continues to keep within a reducing administrative budget year on year, running at 40% over the CSR period. We have achieved this by applying governmental spending controls through staffing, use of consultants, ICT spend and other procurement measures.

In February 2013, it was agreed that AHRC would lead a new joint Professional Support Unit in partnership with EPSRC and ESRC. The Unit brings the combined IT, finance, HR, Office Facilities and Reprographics services of the three Councils into one area. This was followed by a cross-Council announcement with an implementation date of 2 April 2013.

The AHRC is implementing the Wakeham recommendations on indirect costs and indexation for Full Economic Cost (fEC) on grants. In the 2012/13 period, this has delivered a saving of £1.8 million.
Research Performance and Economic Impact Metrics

AHRC Total Funds Available

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<td>from other sources*</td>
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*The largest component of other sources is from HEFCE income for the Museums and Galleries Fund.

AHRC Total Expenditure

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<td>46 36</td>
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<td>Postgraduate Awards</td>
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<td>41 32</td>
<td>41 37</td>
<td>43 39</td>
<td>46 42</td>
<td>47 45</td>
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<td>Other components*</td>
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<td>20 18</td>
<td>14 13</td>
<td>12 11</td>
<td>6 15</td>
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<td>111 100</td>
<td>111 100</td>
<td>109 100</td>
<td>104 100</td>
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*The largest other components are staff and Council member costs.

Human Capital in AHRC Research Awards

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<td>Awards made: Thematic Mode</td>
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<td>69</td>
<td>44</td>
<td>108</td>
<td>136</td>
<td>87</td>
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Human Capital: Principal Investigators on Projects
The table contains the number of current Principal Investigators (PI) on 31st March of each year.

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</tr>
</thead>
<tbody>
<tr>
<td>Principal Investigators on Collaborative projects</td>
<td>619</td>
<td>617</td>
<td>536</td>
<td>584</td>
<td>503</td>
<td>528</td>
</tr>
<tr>
<td>of which Network awards</td>
<td>39</td>
<td>59</td>
<td>68</td>
<td>76</td>
<td>59</td>
<td>64</td>
</tr>
<tr>
<td>Research Fellowships</td>
<td>196</td>
<td>125</td>
<td>106</td>
<td>151</td>
<td>163</td>
<td>90</td>
</tr>
<tr>
<td>of which Early Career Fellowships</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>36</td>
<td>47</td>
<td>42</td>
</tr>
<tr>
<td>Total Principal Investigators</td>
<td>815</td>
<td>742</td>
<td>642</td>
<td>735</td>
<td>666</td>
<td>618</td>
</tr>
</tbody>
</table>
Human Capital in new AHRC Postgraduate Awards

The table contains the number of new postgraduate students on 1st October for each year.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Doctoral</td>
<td>811</td>
<td>590</td>
<td>742</td>
<td>730</td>
<td>618</td>
<td>579</td>
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<tr>
<td>Masters</td>
<td>736</td>
<td>496</td>
<td>583</td>
<td>617</td>
<td>335</td>
<td>335</td>
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</tbody>
</table>

*Masters figures for years before 2010/11 are for total new students each year.

AHRC Knowledge Generation

The table contains output numbers taken from Final Reports.

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Journal articles</td>
<td>847</td>
<td>820</td>
<td>961</td>
<td>816</td>
<td>668</td>
<td>450</td>
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<tr>
<td>Books</td>
<td>920</td>
<td>1000</td>
<td>1158</td>
<td>945</td>
<td>492</td>
<td>437</td>
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<tr>
<td>Conference papers</td>
<td>359</td>
<td>478</td>
<td>500</td>
<td>376</td>
<td>321</td>
<td>232</td>
</tr>
<tr>
<td>Other publications</td>
<td>119</td>
<td>290</td>
<td>331</td>
<td>185</td>
<td>119</td>
<td>106</td>
</tr>
<tr>
<td>Creative</td>
<td>504</td>
<td>546</td>
<td>479</td>
<td>557</td>
<td>256</td>
<td>79</td>
</tr>
<tr>
<td>Electronic</td>
<td>412</td>
<td>543</td>
<td>568</td>
<td>440</td>
<td>267</td>
<td>117</td>
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<tr>
<td>Physical</td>
<td>21</td>
<td>14</td>
<td>13</td>
<td>36</td>
<td>30</td>
<td>14</td>
</tr>
<tr>
<td>IP and exploitation</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Dissemination/communication activity</td>
<td>2576</td>
<td>2749</td>
<td>3872</td>
<td>3286</td>
<td>1424</td>
<td>976</td>
</tr>
</tbody>
</table>

*Data taken from ROS

AHRC Doctoral Finishing Rate

The AHRC conducts an annual submission survey on its doctoral awards after four years.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Finishing Rate (%)</td>
<td>79</td>
<td>85</td>
<td>85</td>
<td>90</td>
<td>81*</td>
<td>79*</td>
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</tbody>
</table>

*Some Research Offices have not yet submitted information, so the real return is likely to be higher than this and closer to the 2010/11 return.
### Number of AHRC Collaborative Doctoral Awards

The number of awards is shown by Partner Organisation Type.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Independent Research Organisation*</td>
<td>5</td>
<td>15</td>
<td>20</td>
<td>25</td>
<td>21</td>
<td>23</td>
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<tr>
<td>Charity</td>
<td>15</td>
<td>13</td>
<td>15</td>
<td>15</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Local/Public Authority</td>
<td>18</td>
<td>16</td>
<td>13</td>
<td>15</td>
<td>33</td>
<td>25</td>
</tr>
<tr>
<td>Industrial/Commercial</td>
<td>20</td>
<td>11</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>5</td>
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<tr>
<td>Research Institute</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Professional Institution</td>
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<td>1</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Govt Dept/Research establishment</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Hospital/NHS Trust</td>
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<td>0</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
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<tr>
<td>Other</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>74</td>
<td>60</td>
<td>67</td>
<td>74</td>
<td>77</td>
<td>75</td>
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</table>

*Independent Research Organisations (IRO) can apply directly for AHRC Research Grants, but can only apply for a Collaborative Doctoral Award as the non-academic partner.

### First Destination of AHRC Doctoral Students

Data is taken from the HESA DLHE survey.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
<td>University</td>
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<td>57</td>
<td>60</td>
<td>59</td>
<td>55</td>
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<tr>
<td>Wider Public sector</td>
<td>7</td>
<td>8</td>
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<td>4</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Third sector</td>
<td>–</td>
<td>–</td>
<td>6</td>
<td>7</td>
<td>7</td>
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<td>4</td>
<td>9</td>
<td>4</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Unknown/other</td>
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<td>22</td>
<td>15</td>
<td>14</td>
<td>15</td>
<td>17</td>
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<tr>
<td>Unemployed</td>
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<td>8</td>
<td>8</td>
<td>12</td>
<td>12</td>
<td>13</td>
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