



Arts & Humanities  
Research Council

# **AHRC Economic Impact Baseline 2009/10**

## **Key facts and figures**

### **Arts and humanities researchers bring benefits to the UK economy**

- 18 percent of UK firms cite the arts and humanities as important to innovation and technological activity.
- 82 percent of the enterprise partners surveyed in the AHRC's Knowledge Catalyst scheme report enhanced economic growth as a direct result of their project, along with a significant enhancement of the skills base in their organisation.
- Six of the top ten visitor attractions in 2008 are museums and galleries funded by the AHRC.
- The total economic effect of arts and humanities international students in the UK ranges between £2billion and £3.3billion.
- Arts and humanities research also contributes to urban and regional regeneration through collaborations with local and regional organisations.

### **Postgraduate careers also support the UK economy**

- Between 20-30 percent of Doctoral and Research Preparation Masters and over 80 percent of Professional Preparation Masters awards cover creative subjects.
- We fund a growing number of Collaborative Doctoral Awards (CDAs), rising from 41 in 2005 to 67 in 2009. Neil McGregor, Director of the British Museum: *the CDA scheme 'has been one of the most important of the Research Council successes to date, creating new links between universities and the wider community to help a wide range of organisations to carry out research vital for their work.'*
- The AHRC also supports five Language-Based Area Studies (LBAS) Centres in areas strategically critical to the UK. The Centres also have links with Government departments in the UK and overseas. They also respond to requests for help from businesses such as Shell International.

### **Arts and humanities researchers engage with key strategic challenges**

- Nearly half of the 500 respondents to the AHRC policy survey have given oral or written briefings to Government ministers, advisors or civil servants; 40 percent sit on advisory boards or committees; and 37 percent are undertaking commissioned research.
- Five policy seminars were held by the AHRC in 2009-10, covering key strategic areas such as human rights, violent extremism and genetic discrimination.

### **They also help to improve quality of life in the UK**

- Arts and humanities researchers help to address many key societal issues such as health and wellbeing, crime and public safety, and social cohesion.
- Media coverage of AHRC-funded projects has steadily increased from 133 articles in 2006 to 488 in 2009.
- Researchers also work with cultural institutions to bring innovative exhibitions, performances and outreach activities to public audiences.

### **The AHRC leads strategic international collaborations**

- The AHRC plays a leading role in the Humanities in the European Research Area (HERA) initiative.
- In December 2009, a total of 18 of the 19 projects awarded funding by HERA included UK arts and humanities researchers.
- A total of 707 current research projects report interactions with partners outside the UK, including collaborations with strategically important areas such as India and China.

## The Impact of Excellence

*The AHRC has quickly become an essential part of the cultural life of this country*

Neil McGregor – Director, British Museum

### Arts and humanities research in the UK is world leading

This is demonstrated by its sector leading representation in the RAE 2008 findings. The panel reports highlight the importance of the AHRC’s leadership in bringing about a step change in arts and humanities research: facilitating a transition from single scholar to team-based research; enabling large-scale interdisciplinary research and collaboration through cross-Council strategic funding; and supporting collaborations with private, public and third sector organisations.

The AHRC has developed a journal list and metric to give a further indication of the international standing of UK arts and humanities research. Results for the past three years show that the UK has the second largest proportion of scholarly articles in the sample, behind the USA.<sup>1</sup> These findings are supported by a recent report by Evidence Ltd, *International Comparative Performance of the UK Research Base*.<sup>2</sup> The UK’s arts and humanities share of world citations has progressively increased over the past decade to 25%, second only to the USA with 44%.<sup>3</sup>

#### Proportion of UK arts and humanities journal articles published in sample of peer-reviewed quality journals 2006 - 08

Location of article authors’ HEI*	Proportion of sampled articles (%)		
	2006	2007	2008
UK	32.1	34.3	31.7
US	38.4	34.8	37.6
Canada	5.0	5.6	4.3
Australia	3.6	3.9	3.2
France	2.1	2.1	2.7
Germany	2.7	2.4	2.2
Other Europe	10.3	11.0	10.9
Other World	5.9	5.9	7.3

\*determined by location of lead author’s institution



### The AHRC leads strategic international collaborations

The AHRC plays a leading role in the Humanities in the European Research Area (HERA) initiative.<sup>4</sup> As well as chairing the Research Programming and Knowledge Transfer (KT) Boards, the AHRC also played a significant role in shaping the design of the two strands

<sup>1</sup> The AHRC worked 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.

<sup>2</sup> Evidence Ltd. *International Comparative Performance of the UK Research Base*. London: Evidence 2008.

<sup>3</sup> It is worth noting that journal articles only account for around half of arts and humanities research outputs. Many of the most substantiated contributions appear in books and monographs. As yet, there are no reliable bibliometrics to assess the impact of this or its quality rating outside of the RAE.

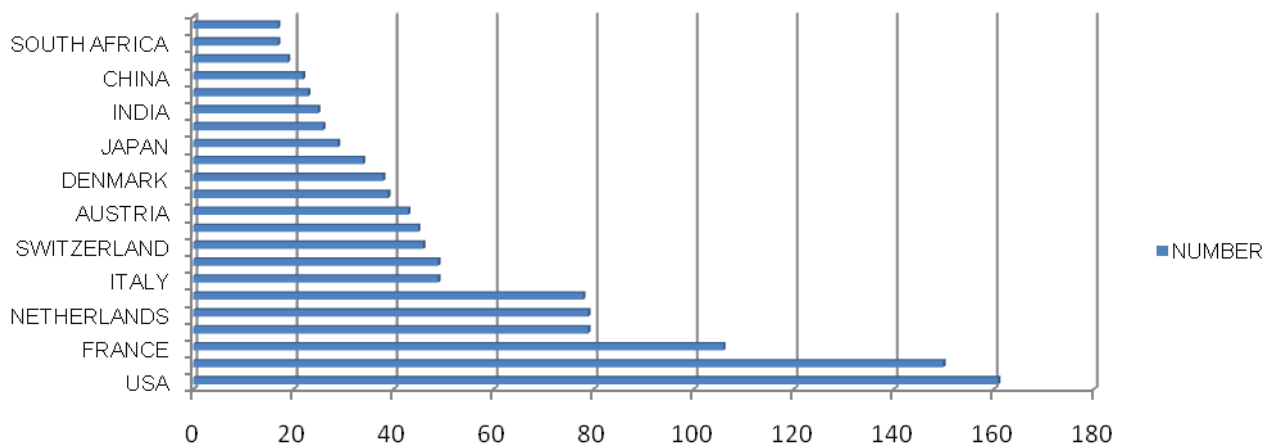
<sup>4</sup> HERA is an ERA-NET partnership between 22 research funding organisations across Europe and the European Science Foundation (ESF).

within the programme and in ensuring that KT was included as part of the programme missions.<sup>5</sup>

**Awards under the 'Cultural Dynamics' and 'Creativity and Innovation' strands were announced in December 2009 following international peer review, and 18 of the 19 successful projects include UK researchers.**

The AHRC also supports international collaborations, and a total of 707 current research projects report formal or informal interactions with partners or organisations outside the UK.

**AHRC Top 20 countries by number of projects**



International collaborations can develop new resources for researchers and wider users that would not otherwise be possible. For example, the NET-HERITAGE Observatory provides the only resource of its nature in the field of heritage science.<sup>6</sup> The Observatory web portal is open to anyone with an interest in European cultural heritage, with users including researchers, practitioners, funding agencies, policy makers and private/public sector organisations and businesses.

<sup>5</sup> The two strands of the programme are 'Creativity and Innovation' and 'Cultural Dynamics.'

<sup>6</sup> The Observatory web portal was set up by the AHRC as part of the European funded NET-HERITAGE project in collaboration with ministries, funding agencies and national Research and Technology Development authorities from 14 European countries.

## **Delivering Benefits to Business**

### **Arts and humanities research brings benefits to business**

A recent report commissioned by the UK-Innovation Research Centre showed that 18 percent of UK firms cite the arts and humanities as important to innovation and technological activity.<sup>7</sup>

The innovative activities supported by AHRC funding often generate new products, processes and services. For example, 82 percent of the enterprise partners surveyed in the **AHRC's** Knowledge Catalyst scheme reported enhanced economic growth as a direct result of their project. Collaboration with an academic partner also significantly enhanced the skills base within the organisation for 82 percent of enterprise partners.

### **AHRC funding supports the creative economy**

Six of the top ten visitor attractions in 2008 are museums and galleries funded by the AHRC.<sup>8</sup> Cultural tourism is particularly important to the UK economy during the global economic downturn when business visits to the UK are declining but leisure visits are increasing. Visitor numbers to cultural institutions actually increased in 2009 despite the reported decline in business trips.<sup>9</sup>

The AHRC funds collaborative research projects with these institutions that lead to major exhibitions attracting international attention and encouraging overseas visitors. For **example, the 'At Home in Renaissance Italy' exhibition held at the Victoria and Albert Museum in 2006 attracted over 70,000 visitors with nearly 11,500 of these coming from overseas. The 'Power and Taboo' exhibition held at the British Museum in 2007 attracted 120,000 visitors and had an economic impact of £8.1million for the UK economy.**<sup>10</sup>

### **World class arts and humanities researchers bring inward investment**

The international standing of arts and humanities research attracts businesses and students from overseas. A survey conducted by the Council for Industry and Higher Education found that leaders of international businesses favour the UK as a location for its rich cultural heritage, its willingness to embrace other cultures, and the strength of its multidisciplinary approach to research across the arts, social and natural sciences.<sup>11</sup>

The strength of the arts and humanities research base feeds into research-led teaching of both undergraduate and postgraduate students and makes the UK an attractive place to study. A recent survey demonstrates that international undergraduate and postgraduate students perceive the UK as having a strong reputation for academic quality, with 95 percent rating the UK as an attractive or very attractive place to study based on criteria such as reputation of qualifications, and high quality teaching and research.<sup>12</sup>

We can estimate that the 80,000 non-UK arts and humanities undergraduates and postgraduates studying in the UK in 2008 made a direct contribution to the economy of

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<sup>7</sup> Figure taken from an enterprise survey conducted by the Research Centre. Full results will be available later in 2010.

<sup>8</sup> The six IROs in the top ten are: British Museum, Tate, National Museum of Science and Industry, National Maritime Museum, V&A Museum and the National Portrait Gallery.

<sup>9</sup> See [http://www.alva.org.uk/press\\_releases/](http://www.alva.org.uk/press_releases/) for further information.

<sup>10</sup> Case studies of these exhibitions and the research projects underpinning them are available on the AHRC website.

<sup>11</sup> Brown, Richard and Philip Ternouth. *International Competitiveness* (London: CIHE 2006) 2.

<sup>12</sup> Taken from the 2008 i-Graduate StudentPulse survey, quoted in Million+. *Universities and international higher education partnerships: Making a difference* (London: Million+ 2009) 17.

approximately £1.309 billion (£621 million in tuition fees and £688 million in living expenses).<sup>13</sup>

	Total EU (£)	Total Non European (£)	All Overseas Students (£)
Total UG and PG Students*	31,855	48,470	80,325
Tuition Fees**	109,472,950	511,540,826	621,013,776
Living costs**	269,279,757	419,320,919	688,600,676
<b>TOTAL Income</b>	<b>378,752,707</b>	<b>930,861,745</b>	<b>1,309,614,452</b>

\* Data is taken from HESA Student statistics 2007/08 for arts and humanities

\*\* Data is taken from an average of the 2010/11 rates for 10 HEIs with the largest number of overseas students

Using both a conservative multiplier of 1.57 derived from previous work carried out for the AHRC by PwC 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 £2.06 billion and £3.3 billion.

	Total Income (£)	PwC Multiplier (£)	UUK Multiplier (£)
<b>TOTAL</b>	<b>1,309,614,452</b>	<b>2,056,072,000</b>	<b>3,300,192,000</b>

### **Arts and humanities research contributes to urban and regional regeneration**

AHRC-funded research also contributes to urban and regional regeneration through collaborations with local and regional organisations. It raises levels of human capital by providing highly-skilled graduates and by attracting businesses and individuals to the **region through improvements to the regional cultural 'offer'; and it contributes to the quality of life of local people, enhancing social cohesion and contributing to cultural and community development.**

An example of this is the archaeological Avebury Stones project funded by the AHRC, which brought significant benefits for the local area. It led to additional visits to the site worth at least £13million over the research period and also contributed to building social capital in the region through local involvement in the research. During the course of the project, the public was heavily involved through public lectures and active voluntary engagement in research and excavation activities. Large scale research projects provide an excellent training environment for those keen to gain practical experience in the excavation and interpretation of heritage sites and there are examples of young people going on to study Archaeology and gain employment in the sector as a result of the introductions gained through the Avebury Stones project.

<sup>13</sup> Figures are not yet available for non-UK students in 2008/09, so we have used the 2007/08 numbers with updated tuition fees and recommended living costs to give an approximation for this period.

## Delivering Highly Skilled People to the Labour Market

### Arts and humanities postgraduates support the creative economy

AHRC support helps to provide a highly skilled workforce for the creative economy, with between 20-30 percent of our Doctoral and Research Preparation Masters awards and over 80 percent of our Professional Preparation Masters awards covering creative subjects.<sup>14</sup> Graduates enter a wide range of careers in the public sector, in government departments and the third sector, and in the creative industries.

#### DOCTORAL CAREERS, DTZ STUDY 2006

ACADEMIC	PUBLIC/INDEPENDENT SECTOR	GOVT DEPT/ AGENCY	SELF EMPLOYED	PRIVATE SECTOR
<ul style="list-style-type: none"><li>• PERMANENT</li><li>• FIXED TERM</li><li>• MANAGEMENT/ LIBRARY SERVICES</li></ul>	<ul style="list-style-type: none"><li>• INDEPENDENT ORGANISATIONS (eg BBC, NATIONAL TRUST)</li><li>• CULTURAL ORGANISATIONS</li><li>• SCHOOLS</li></ul>	<ul style="list-style-type: none"><li>• GOVT DEPTS (eg CABINET OFFICE, TREASURY, AUDIT OFFICE)</li><li>• LOCAL GOVERNMENT</li></ul>	<ul style="list-style-type: none"><li>• JOURNALIST</li><li>• BARRISTER</li><li>• WRITER</li><li>• HISTORIANS</li></ul>	<ul style="list-style-type: none"><li>• FASHION</li><li>• LAW</li><li>• PUBLISHING</li><li>• FINANCE</li><li>• ACCOUNTANCY</li></ul>

The AHRC funds a growing number of Collaborative Doctoral Awards (CDA) scheme each year, rising from 41 awards in its first year (2005) to 67 in 2009. The scheme provides benefits to a wide range of private, public and third sector organisations, and gives the student the opportunity to conduct their research in a professional context. Neil MacGregor, Director of the British Museum, comments that **the CDA scheme 'has been one of the most important of the Research Council successes to date, creating new links between universities and the wider community to help a wide range of organisations to carry out research vital for their work.'**

Comments from a recent focus group meeting illustrate the importance of the scheme to cultural institutions. Participants commented that the scheme is *'about training the next generation, whether this continues in universities or museums'* and *'keeping and developing good research in this country'*. One participant noted that *'it is an internship in all but name, which is sorely lacking in the British system.'* The key benefit of the scheme is the immersion in practice: *'understanding how museums work and handling objects cannot be taught.'*

### Postgraduate language training builds capacity in strategically important areas

Postgraduate language training is vital to build capacity in areas that are strategically critical to the UK. The AHRC is keen to address this need, and is working with the ESRC, HEFCE and the SFC to support five Language Based Area Studies (LBAS) Centres. The aim of the Centres is to create a new generation of researchers with the skills to enhance the UK's understanding of the Arabic speaking world, China, Japan and Eastern Europe. **The Centres are providing funding for Master's and Doctoral study, and a total of 118 studentships have been awarded since 2006.**

The Centres have reported strong economic impacts in addition to their capacity-building activities. They have established close links and policy influence with UK Government departments such as GCHQ, the Ministry of Defence and Foreign and Commonwealth Office, as well as with ambassadors and governments of the regions and countries studied. The Centres also attract many requests from private sector businesses, including Shell International, banking and media groups.

<sup>14</sup> Based on number of awards made in 2008 in Panels 2, 6 and 7, along with creative writing awards.

## Improving Public Policy and Public Services

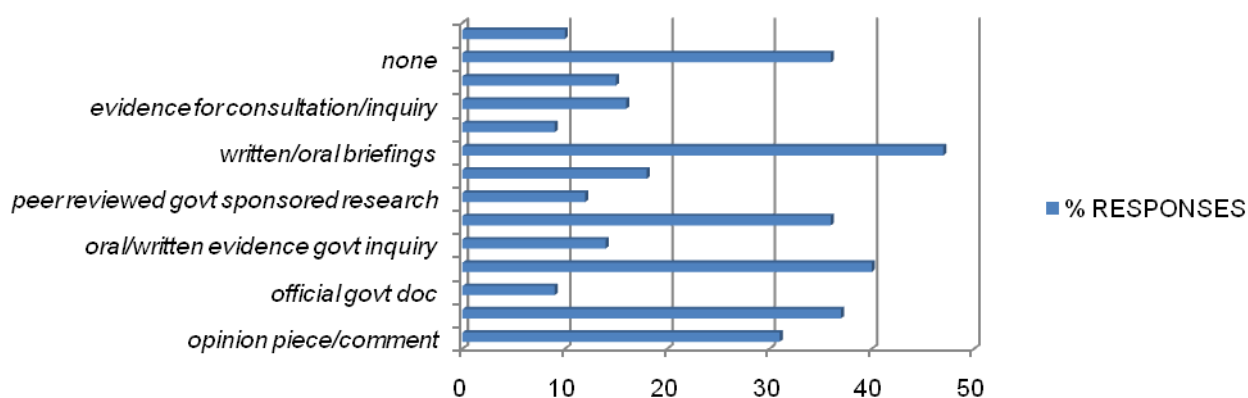
*This [AHRC] research is invaluable, it ensures that we have an independent review of police strategy in counter terrorism and the impact it has on our communities and in particular the Muslim community.*

Zaheer Ahmad – President of the National Association of Muslim Police

## Arts and humanities researchers contribute to evidence-based policymaking

National and global challenges have profound ethical, cultural, legal, and historical dimensions. A survey by the AHRC of grant-holders found that nearly half of the respondents had given oral or written policy briefings to Government ministers, advisors or civil servants. Researchers are also acting as members of advisory boards or committees (40 percent); and undertaking competitive or commissioned research and secondments (37 percent).

### REPORTED POLICY ENGAGEMENTS



## The AHRC has a strategic role in brokering policy engagements

In 2008, the AHRC made a strategic decision to create a Directorate of Policy and Public Affairs. The central aim of this was to position the AHRC as a strategic body influencing public policy debates and supporting evidence-based policymaking. In its short lifespan it has already fostered links between policy makers, practitioners and researchers through policy seminars in Government agencies, academic advisory groups and fellowships for scholars to work inside public sector institutions. Five policy seminars were held in 2009-10 addressing key societal challenges such as human rights, violent extremism and genetic discrimination. Examples include:

- **Human Rights:** A seminar was held at the Ministry of Justice to discuss the outcomes of commissioned research undertaken by Oxford University law scholars on human rights. The seminar was attended by legal and human rights officials from the Ministry of Justice and Foreign and Commonwealth Office (FCO), as well as representatives from the Prime Minister's Office and Joint Committee on Human Rights.
- **Violent extremism:** Two seminars discussing ways of preventing violent extremism were held, arising from research projects funded by the 'Religion and Society' programme. The first seminar was chaired by the Home Office Chief Scientific Adviser Professor Paul Wiles, and attended by audience of around 55 people including representatives from the Home Office, Ministry of Justice and Office of Security and Counter Terrorism (OSCT). A parliamentary seminar followed,

attended by Ministers, think tanks, police groups, academics, community groups and policymakers.

- **Genetic discrimination:** The AHRC held a seminar in partnership with the Wellcome Trust and Human Genetics Commission aiming to develop a better understanding of genetic discrimination. The seminar was well attended by academics, policymakers, insurance companies and other stakeholders to discuss the potential for genetic discrimination and need for legal protection to prevent it.

### **Arts and humanities research engages with key strategic challenges**

The AHRC recognises the importance of partnership approaches to addressing strategic challenges, and many themes and priorities are co-funded with other Research Councils. The AHRC also encourages its researchers to cross disciplinary boundaries and engage with wider organisations, community groups and individuals. Examples of policy influence include:

- **Religion or Belief:** Linda Woodhead, Director of the AHRC/ESRC Religion and Society Programme, was commissioned by the Equality and Human Rights Commission (EHRC) in 2009 to write a report setting out issues and priorities in relation to its mandate for 'religion or belief'.<sup>15</sup> Her findings have directly informed EHRC's research priorities for the future.
- **Bike Off:** An example of research providing practical solutions to social problems is the 'Bike off' project supported by the AHRC/EPSRC Designing for the 21<sup>st</sup> Century programme. It aimed to reduce bike theft through a design-led initiative involving collaborations with Transport for London, the Metropolitan and Transport Police forces and the Home Office. The bike stands are now in use in London, and are being introduced in other cities around the UK.<sup>16</sup>

### *Cultural Diplomacy*

A recent report by Demos suggests that the importance of cultural literacy and communication should be recognised as a vital tool in the modern global economy: '*In the twenty-first century, it will be the countries that manage to make hard and soft power work together, hand-in hand, that will succeed in achieving their goals.*'<sup>17</sup>

The UK is strongly placed to achieve this. Its world class researchers and cultural institutions can keep lines of communication open with countries where there are political tensions, and build stronger relationships with strategically important emerging areas. Historians and archaeologists build strong international connections through their work, and projects with museums and galleries lead to exhibitions that highlight the cultural heritage of these countries and offer opportunities for formal engagements around diplomatic objectives.

Arts and humanities researchers also work on projects highlighting diverse cultures within the UK and raising the profile of marginalised groups such as refugees and migrant workers. These activities promote an international view of the UK as an open and tolerant society with strong connections to other cultures. This attracts international business to the UK and also makes it easier to develop strategic partnerships with emerging areas such as India and China.

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<sup>15</sup> Woodhead, Linda. *Religion or belief: Identifying issues and priorities*. Equality and Human Rights Commission Research Report 48, 2009.

<sup>16</sup> See <http://www.ahrc.ac.uk/About/Publications/Documents/DAC%20Brochure.pdf> for further information on the project.

<sup>17</sup> Holden, John et al. *Cultural Diplomacy*. ( London: Demos 2007 )13.

## Quality of Life Impacts

*The arts and humanities ... are what define us as civilised human beings. The AHRC plays a key role in this civilising process by enabling the exploration of an extraordinary diverse range of human activity.*

Sir Patrick Stewart – actor and Chancellor of the University of Huddersfield

## Arts and humanities researchers address key societal challenges

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.

### *Health and social wellbeing*

Medical humanities brings the arts and humanities into direct and meaningful collaborations with medical practitioners to improve the experience for patients. There has also been much research on the therapeutic benefits of arts and humanities interventions in patient recovery and pain management. Direct participation in creative activities can improve recovery times by providing a means of expressing anxieties and addressing traumatic issues.<sup>18</sup> Examples of AHRC-funded projects include:

- **A project using text, graffiti and space to understand the mental health of prisoners.** The research found that there are often visual clues to the mental state of prisoners who go on to self-harm or attempt suicide. The findings of this research have been of great benefit to the prison service and Home Office, as well as to medical professionals within this field.
- **A project investigating the 'phantom limb phenomena' and its implications for the rehabilitation of amputees.** The project aimed to move the debate beyond 'bodily awareness' to consider how the individual shapes their attitude to rehabilitation around their 'phantom limb.' The project has had a direct impact on the daily working practice of consultants and specialist nurses at the Royal Preston Hospital, improving the assessment and management of patients who have experienced limb amputation.

Arts and humanities research can also help to address the many ethical issues raised by the fast pace of developments in the field of genome research. There is a need for rigorous debate to ensure that developments intended to improve quality of life of all do not lead to discrimination against the few. Researchers in subjects such as law, philosophy, history and religious studies have much to offer in these debates. An example of this is the AHRC Research Centre for Studies in Intellectual Property and Technology Law, which runs series of Continuing Profession Development courses on 'Law and Medical Ethics' aimed at healthcare professionals.

### *Supporting social cohesion*

Arts and humanities research can provide an '**ecological**' view of culture and society, strengthening social ties between multiple communities and actors. Arts and humanities researchers engage directly *with* communities, rather than merely conducting research *on* them. This enables them to gain a greater understanding of the issues and get local '**buy-in**' to projects. It also gives researchers access to groups who may be reluctant to speak to officials.

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<sup>18</sup> Staricoff, R., Duncan, J. and Wright, M. 'A study of the effects of visual and performing arts in healthcare' (Chelsea and Westminster Hospital, 2004).

The AHRC's Strategic Programmes support projects that work with communities and third sector organisations to help address key societal challenges. An example of this is a project funded under the 'Diasporas, Migration and Identities' Strategic Programme:

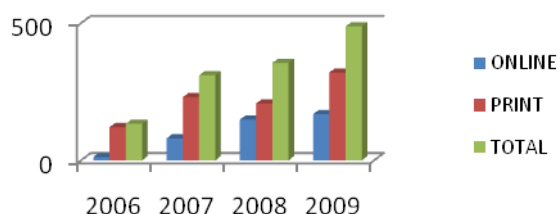
- **The Bengal Diaspora:** The research team has produced a website and education resource pack that offers a way of responding to the Department for Children, Schools and Families' 'Aim Higher' targets: it engages young people in disadvantaged communities and helps raise attainment across a range of curriculum areas, including history, English, art and citizenship. The project is providing evidence for public policy that is not readily available from other sources. Working with local organisations, such as the Swadhinata Trust, and engaging with national bodies, such as the Commission for Equality and Human Rights and the Home Office, strengthens the potential for supporting community cohesion and understanding in the UK.

### Arts and humanities research connects with public audiences

World-class arts and humanities research brings benefits to UK society. Researchers bring their findings to public audiences across a range of media: producing popular history books, opening digital archives to public audiences, and advising or participating in television and radio productions.

The huge public interest in arts and humanities research is reflected in media coverage of AHRC projects. In 2009, AHRC-funded researchers were the subject of 488 online and print articles, reaching over 13million people and generating an advertising equivalent of nearly £410,000. Coverage of research projects has steadily increased in recent years, rising from 133 articles in 2006 to the current 488.

#### Number of online and print articles on AHRC-funded researchers and projects, 2006 - 2009



#### Unlocking archives

AHRC-funded Old Bailey Online is the largest single source of searchable information about British lives and behaviour. Since its launch in 2003, the website has received over 10 million online visits. The BBC drama, *Garrow's Law: Tales from the Old Bailey* drew heavily on the digital archive in researching and writing the script. In 2009 it won a Royal Television Society Programme Award for best historical programme.

AHRC support also underpins innovative exhibitions, performances, and outreach activities with public audiences that feed their demand for creative and cultural engagements. *Nicolas Serota, Director of the Tate, comments that 'Over its relatively short life, the AHRC has transformed the funding landscape for scholarly research in the UK, especially in the arts. For cultural organisations like Tate, AHRC support helps us to make our unique contribution, to present new knowledge and fresh insights to large audiences through gallery displays, exhibitions and online.'*

## **ANNEX 1**

### **Forward Look: Plans for Expenditure and Policy Actions**

#### **Changes to AHRC funding portfolio**

The AHRC is currently revising its funding portfolio in both content and structure. The Future Directions proposals, and the cross-Council initiatives with which AHRC is engaged, are specified below. In addition, the structure of the grants portfolio is being reshaped. There will now be three types of award: *open responsive*; *thematically responsive* (i.e. a call for applications for funding in specific areas or themes); and *commissioned*. The third group will be a new departure and will allow the AHRC to fund strategically vital or entrepreneurial research in accelerated mode, with specific goals in mind, for instance scoping studies, KT opportunities, or strategically-important projects not being undertaken responsively (e.g. in Modern Languages).

Other notable activities will include:

- Delivery of DEDEFI funding that will lead to enhanced access to leading edge digital technologies and facilities by arts and humanities researchers and/or enhanced impact from digital research outputs such as databases, established with current or past AHRC or AHRB support.
- Delivery of network grants as part of the Living With Environmental Change Strategic Programme.
- A Connected Communities summit, and the setting up of expert groups including initial joint activities with Communities and Local Government (CLG) and other stakeholders.
- Developing a Centre for Copyright and IP in the digital age.

#### **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:

- Delivering seminars on evidence-based policymaking and on the evaluation of impact in arts and humanities research
- Delivering a review of collaborative funding in partnership with the British Museum to consider the **'added value' of collaborative research, IRO status and CDAs**.
- **Undertaking a range of case studies to increase the stock of 'good practice' examples of impact.**
- Reviewing the Collaborative Doctoral Award and Knowledge Transfer Fellowships schemes to gather lessons learned and evidence of impact.
- Introducing new approaches to evaluating all schemes that consider the international impact and knowledge exchange of awards.
- Working closely with HEFCE on REF arts and humanities impact developments.

#### **Policy Influence**

The AHRC will lead a programme of activities to boost ethical, cultural, legal, philosophical and historical dimensions in evidence-based policymaking and practice. This will be done by:

- Delivering a minimum of six policy seminars with government partners.
- Implementation of the Public Policy Fellowship pilot scheme with the ESRC.

## **International Activities**

We will take a more strategic approach to international funding. 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:

- Identifying priorities for collaboration with India.
- Launching jointly funded projects with the NSF in the US.
- Contributing to the UK leadership of JRP and KT for HERA.
- Working with European Member States and Italian leaders on developing the Cultural Heritage Joint Programming initiative.

## **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. Further short impact studies produced by the AHRC can be found here:

<http://www.ahrc.ac.uk/FundedResearch/Documents/Examples%20of%20Impact%20from%20projects.pdf>

**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/FundedResearch/CaseStudies/Pages/ipt.aspx>

**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/AHRC\\_Renaissance\\_Italy.pdf](http://www.ahrc.ac.uk/Documents/AHRC_Renaissance_Italy.pdf)

**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/FundedResearch/CaseStudies/Pages/AveburyandtheLongstones.aspx>

**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.

<http://www.ahrc.ac.uk/About/Publications/Documents/DAC%20Brochure.pdf>

**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/FundedResearch/CaseStudies/Pages/ttura.aspx>

**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/FundedResearch/CaseStudies/Pages/housing.aspx>

**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/FundedResearch/CaseStudies/Pages/polynesian.aspx>

**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.

<http://www.ahrc.ac.uk/About/Publications/Documents/Social%20Impact%20Exhibitions%20Web.pdf>

#### **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/About/Policy/Documents/Annual%20Report%20Accounts07-08.pdf>

**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/About/Policy/Documents/Annual%20Report%20Accounts07-08.pdf>

**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/About/Policy/Documents/Annual%20Report%20Accounts07-08.pdf>

**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/About/Policy/Documents/Annual%20Report%20Accounts07-08.pdf>

**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/FundedResearch/CaseStudies/Pages/oldbailey.aspx>

**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/FundedResearch/CaseStudies/Pages/picturechina.aspx>

**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/About/Policy/Documents/AR2006-07.pdf>

**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/FundedResearch/CaseStudies/Pages/secondskin.aspx>

**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/About/Policy/Documents/AR2006-07.pdf>

### **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.

<http://www.ahrc.ac.uk/About/Publications/Documents/On%20The%20Right%20Track.pdf>

### **Relevant Policy Documents (alphabetical)**

**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/News/Events/Documents/AHRI.pdf>

**Leading the World** summarises why the £110 million that the UK Government allocates annually to the AHRC represents an excellent investment for the nation. To confirm the truth of this statement the report answers three critical questions:

- Why is arts and humanities research important?
- Why should the taxpayer pay for arts and humanities research?
- Why fund arts and humanities research through the AHRC?

<http://www.ahrc.ac.uk/About/Policy/Documents/leadingtheworld.pdf>

## **ANNEX 3 Financial Information**

### **Research Awards**

	<b>2008-09 £000</b>	<b>2007-08 £000</b>	<b>2006-07 £000</b>
Research Grants	33,939	28,135	20,015
Themed/Directed Research	13,887	13,406	5,019
Research Leave	4,481	6,509	7,106
Resource Enhancement	4,385	5,927	7,208
Fellowships in the Creative & Performing Arts	2,783	2,740	2,655
Knowledge Transfer	2,918	1,863	1,018
Research Centres	349	532	1,391
International Engagement	466	495	252
RCUK Initiatives	234	202	-
Small Grants	(19)	98	705
Innovation Awards	-	(5)	(4)
Cross-Council Responsive Mode Awards	90		
<b>TOTALS</b>	<b>63,513</b>	<b>59,902</b>	<b>45,365</b>

### **Postgraduate Awards**

	<b>2008-09 £000</b>	<b>2007-08 £000</b>	<b>2006-07 £000</b>
Maintenance	28,550	27,926	25,282
Tuition and College Fees	9,366	9,553	8,902
Research Training	1,623	1,470	1,415
Study Visits	620	656	575
Other Funding Initiatives	519	481	278
Collaborative Research Training Scheme	300	271	273
Research Careers and Diversity Unit	149	255	217
Disability Payments	190	114	118
<b>TOTALS</b>	<b>41,317</b>	<b>40,726</b>	<b>37,060</b>

### **Museums and Galleries Awards**

	<b>2008-09 £000</b>	<b>2007-08 £000</b>	<b>2006-07 £000</b>
Core Funding	10,115	9,918	9,548
Project Funding	28	464	210
<b>TOTALS</b>	<b>10,143</b>	<b>10,382</b>	<b>9,758</b>