KE, Impact and the AHRC

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AHRC: 2005 to 2015

History:
- AHRB 1998
- AHRC Royal Charter April 2005

Scope:
- c.31.5% of research-active academic community within AHRC remit (REF2014*)
  - 50 (sub-)disciplines
- AHRC receives 2.8% of the science and research budget from BIS and
  - “science ring-fence” c.£4.6bn p.a., £3bn p.a. through RCs
- CSR 2010: AHRC
  - £99.9m in Yr 1; £98.4m p.a. Yrs 2-4
- SR 2015/16: £98.3m
- Between 2010/11-2014/15, AHRC supported 164 HEIs and IROs

*All of Panel D and from Panel C: Law; Architecture, Built Environment and Planning; Geography, Environmental Studies and Archaeology.
Untapped Demand: 98m budget is worth £81m in comparison to 2010

Untapped demand for supporting excellent research as seen through fundable proposals
• 18% of excellent research proposals went unfunded requiring a 97% increase on existing grants budgets

Furthering academic / non-academic knowledge exchange
• a 52% increase in budget would have allowed delivery on all excellent KE proposals.

Underpinning research through capital investment
• £9.3m expenditure on capital, no baseline capital but capacity for emerging fields exists in support of AH-led Big Data research.
• Excellent proposals to the value of £5.3m went unfunded.

Supporting the next generation of research leaders
• a 41% increase of PG Budget would have supported a further 22% of excellent DTP/CDT proposals
Championing the Arts and Humanities: in numbers

Strength and diversity

- 71% were rated world leading or internationally excellent by peers (REF2014; average percentage across Panel D)
- c.31.5% of research-active academic community (REF2014*)

AHRC supports 50 (sub-)disciplines

AHRC portfolio: highly collaborative

- 46% of AHRC’s portfolio supports collaborative research
- Over 1,100 partner organisations on 518 awards (since 2010/11)

AHRC supported over 1400 awards at 164 HEIs and IROs and over 3600 researchers and 830 PDRAs between 2010/11 and 2014/15.

Funding initiatives with national research funders in over 27 countries in Europe (e.g. through HERA), the Americas and Asia.

Global reputation/ ‘partner of choice’

Academic/non-academic partners on AHRC awards are based in 44 countries on 6 continents

At least 67% of awards on 01/04/15 can be deemed multi/interdisciplinary.

Supporting multi/interdisciplinarity

AHRC-funded research publications were submitted to 28 of 36 REF sub-panels
A few of our partners.....
Why do we do KE?

‘To deliver maximum benefits for society & the economy by leading the strategic stimulus of research & knowledge exchange, supporting the creative economy to stimulate growth and by contributing to the improvement of well-being & public services, especially in relation to communities’

AHRC Delivery Plan 2011-2015
“Arts and humanities research changes the ways in which we see the world – the past world, the present world and the world of the future. It enhances understanding of our times, our capacities and our inheritance.”

“Research is a powerful driver of growth in the economy, and engaging with academic researchers is an important factor in business innovation. There is great demand among the UK’s creative and cultural sector – from international companies and major cultural institutions to small arts organisations and creative micro-businesses – to take advantage of the deep understanding and innovative thinking of arts and humanities researchers.”
Where did it all start?

Knowledge Exchange Timeline

April 1, 2005
AHRB becomes AHRC

April 3, 2005
Knowledge Transfer without Widgets!

From the outset AHRC does not subscribe to the traditional view of one-way KT. The accepted linear technology transfer model has never suited the methods and variety of collaborations, connections and activities within the arts and humanities.
We have moved......

• From KT

• To KE
What is KE in the Arts & Humanities?

- Not tech transfer
- Not consultancy
- Not validation of process or results

- Co-creation & Co-production, joint exploration of ideas and questions
- Deep knowledge of subjects
- Creative approaches, problem-solving
- New thinking, safety to take risks, ok to fail
Can you really define it?

- it is not one thing, no ‘right way’
- can take many forms / types of activity
- can occur at any point in the research lifecycle
- need to be alert to opportunities
- need to understand what makes good KE
- needs of different sectors
- need to share best practice but
- need to innovate & evolve…….
AHRC’s KE work

• Supporting A&H researchers who want to explore ways of working in collaboration with organisations, businesses and agencies outside HE

• Creative Economy work focusses on work with businesses and other organisations in the creative sector, and on bringing creativity to other sectors

• We also work across heritage, policy and community collaborations
Don’t be scared........
KE is all around us

- Research Networking
- Research Grants
- Leadership Fellows
- Follow-on Funding
- CDT/DTP
- CDA/CDP
- Strategic Themes

Image copyright of Birmingham Archives and Heritage
AHRC Knowledge Exchange Hubs

DESIGN ACTION

REACT
Research & Enterprise in Arts & Creative Technology

CREATIVE WORKS LONDON

The Creative Exchange
Main AHRC KE investments

**Doing**
- 4 Knowledge Exchange Hubs
- 10 Creative Economy KE projects
- Creative Exchange Wales
- Nesta/ACE/AHRC Digital R&D Fund
- KTPs, other Innovate UK collaborations
- Design – priority area
- Videogames networks
- BBC New Generation Thinkers
- IROs
- Collaborative Doctoral Awards
- DTPs/CDTs
- International Placement scheme
- SFC .AHRC ‘A Healthier Scotland’

**Understanding**
- Brighton Fuse report
- Brighton Fuse follow-up projects
- CREATe centre for copyright research
- Cultural Value Project
- Bristol & Bath by Design
THE CREATIVE ECONOMY IN IMAGES

A 'Georgian Listening Device' from 'Ghosts in the Garden', REACT Hub

The AHRC-funded 3D printing project at UWE, which collaborated with Derby Pottery.

The Shrewsbury Book. Rouen, 1444-45. Royal 15 E v. ff. 2v-3 from the Royal illuminated Manuscripts exhibition at the British Library, 2014/15

A sugar bowl made using 3D printing techniques by AHRC-funded researchers at UWE

Tate curator Christine Killing was funded by the AHRC for her project 'The Sublime Object: Nature, Art and Language.' Courtesy of the Tate.

An 'Aesthetics code' from the Archives to Assets project - University of Nottingham

From 'Dear Esther', a video game created by AHRC-funded researcher Dan Pinchbeck.

From the AHRC-funded project 'Live Notation; transforming matter of performance', Image: Re:Switch

Spires, by Christian Kobke, from a major exhibition of the Danish artists' work at the National Gallery in 2010. Research was funded by the AHRC.

Image Heap demonstrating The Gloves, a cutting edge experimental gestural music system, at the Digital Transformations Meet in November 2012.

Data dress, by Rachel Taylor, Benjamin Jefferys. Ravi Kotecha, made from the thousands of images and tweets being posted every hour about London Fashion Week.
KE & Impact in the AHRC

Impact can mean:

• the ‘influence’ of research or its ‘effect on’ an individual, a community, a business or organisation, the development of policy, or the creation of a new product or service.

• it relates to the effects of research on our economic, social and cultural lives.
RCUK & Impact

- **Impact is** the demonstrable contribution that excellent research makes to society & the economy... it embraces all the extremely diverse ways in which research-related knowledge and skills benefit individuals, organisations and nations by:
  - fostering global economic performance & economic competitiveness of the UK
  - increasing effectiveness of public services & policy
  - enhancing quality of life, health & creative output

- [http://www.rcuk.ac.uk/ke/impacts/](http://www.rcuk.ac.uk/ke/impacts/)
Pathways to Impact

**Academic Impacts**
- Enhancing the knowledge economy
- Training highly skilled researchers

**Worldwide academic advancement**
- Innovative methodologies, equipment, techniques, technologies and cross-disciplinary approaches
- Contributing towards the health of academic disciplines

**Economic and Societal Impacts**
- Attracting R&D investment
- Improving social welfare, social cohesion and/or national security
- Commercialisation and exploitation
- Enhancing cultural enrichment and quality of life
- Changing organisational culture and practices

**Environmental sustainability, protection and impact**
- Evidence based policy-making and influencing public policies
- Increasing public engagement with research and related societal issues

**Enhancing the effectiveness and sustainability of organisations including public services and businesses**
- Enhancing the research capacity, knowledge and skills of public, private and third sector organisations
Impact occurs in many ways…

- creating & sharing new knowledge and innovation
- new products & processes
- new companies & job creation
- skills development
- developing new and improving existing public services and policy
- enhancing quality of life, health & wellbeing
- social cohesion & regeneration
- international development
Championing the Arts and Humanities: wider impact

658 REF2014 Impact Case Studies referenced the AHRC across the Main Panel D sub-panels and three of the Main Panel C sub-panels. Some of the areas of impact highlighted included:

- Community cohesion and engagement
- Creative and digital economies
- Cultural tourism and regeneration
- Influence on practice and practitioners
- Informing and influencing policy and policymakers
- Heritage preservation and understanding
- Creating and supporting business
- Health and wellbeing
- Stimulating public debate and changing perceptions
- Designing innovative business and policy models
- Influence on practice and practitioners
- Cultural tourism and regeneration
- Informing and influencing policy and policymakers
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- Stimulating public debate and changing perceptions
- Designing innovative business and policy models
Embedding KE & Impact

- AHRC internal structure – KE team members now in core teams, not separate team

- Expectation is that supporting researchers to think about opportunities to work in collaboration with interested parties outside HE is normal across all our funding

- Not a separate breed of those who do KE, as opposed to ‘normal’ researchers

- RCUK/Innovate UK/Praxis Unico - AHRC increased interaction
Key issues for KE in AHRC

• Scale of funding: large-scale hub model or lots of small individual grants?
• Nature of arts and humanities research (specialist historical/cultural knowledge but also practice-based approaches e.g. Design)
• Nature of creative and cultural sector and partnerships (fragmented, diverse, freelance/micros but also national-scale cultural institutions; co-creation, ideas and talent)
• Building capacity in researchers and HEIs
• Barriers: issues for HEIs (agility, timescales, IP, perceptions that academics are behind the curve) and for small businesses (no spare time or money)
“Knowledge is the only resource whose value increases when it is shared”
Why the Creative Economy?

• UK has world leading research and creative talent

• Employs A&H graduates and PGs – highly qualified workforce

• Fastest growing sector at an all-time high (DCMS Jan 15)
  ✓ 10% growth in 2013 – x3 of wider UK economy
  ✓ CIs employ 1.7m people, 5.6% of UK jobs
  ✓ further 1m people undertaking creative jobs in other industries
  ✓ worth £77 billion per year to UK economy or 5.2% total UK GVA.

Generates £8.8m per hour (2015)
Research and the creative economy

• Creativity + engagement with research = innovation

• Importance beyond direct economic contribution:
  ✓ creativity has a persistent upgrading influence across the economy
  ✓ sustaining national creativity and the UK as a vibrant place to live, work and invest
What is the Creative Economy?

UK Creative Economy:

• the multiple sectors of the creative industries
  
  e.g. film, music, games, design, publishing, advertising, fashion, TV and radio, digital media

• cultural institutions/infrastructure
  
  e.g. museums, galleries, libraries, archives, orchestras, theatres, ‘heritage’

• performance, festivals

• also includes related concepts
  
  e.g. cultural tourism, creative cities, the creative class, creative interactions, creativity itself
Follow-on Funding for Impact & Engagement scheme

to support innovative & creative engagements with new audiences & user communities

- Knowledge Exchange
- Public Engagement
- Active Dissemination
- Policy
- Commercialisation
Follow-on Funding for Impact & Engagement scheme

• **Innovation, Creativity and relevance to target audiences** are key

• Must be based on AHRC/RCUK funded research

• Open deadlines via JeS

• Up to 12 months and £100k fEC

• Encourage smaller awards up to £30k e.g. feasibility testing/exploring new partnerships for KE, testing the market or investigating a new business model

• Re-launched 31 Jan 2013 following a 2 year pilot
Follow-on Funding for Impact & Engagement scheme is.....

- Not continuation funding
- Not for undertaking further substantial research
- Not for research leave/f’ship type activities
- Not for primarily academic outputs (pubs/conf’s)
- Not for resource enhancement/web updates
- Not for ‘standard’ dissemination
Follow-on Funding for Impact & Engagement scheme

- Be clear about the base research
- Quality of the research is still paramount
- No time limit but must be ‘feasible’
- Activities should be innovative/creative
- Evidence of user/stakeholder engagement in development
- New audiences/users/beneficiaries
Follow-on Funding for Impact & Engagement scheme

- Relevant partners/able to deliver
- Can contribute cash or in-kind or some costs can be charged to the project
- Can be international
- Reach and Sustainability core criteria
- Don’t overstate - be realistic in what can be achieved
  - …..But some projects could be scaled up
- Can have more than one!
FoF Contacts

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KTP & AHRC…

• fewer KTPs in the pipeline - 15 EOIs in 2015 so far
  - 5 EOIs in 2014
  - 11 EOIs in 2013
  - 4 EOIs in 2012
  - 25 EOIs in 2010

• some recent signs of recovery?

• 12 active projects as at Mar 15 (+2 just approved)

• AHRC funded KTPs x1 ECA/ Lothian NHS Trust
KTP & AHRC

Sponsored over 70 projects since 2005

• annual budget of £550k

• importance of high quality research in arts & humanities for the cultural, creative and economic life of the nation

• must use knowledge, skills or technologies arising from A&H research

• broad criteria to capture broad knowledge base

• not prescriptive about size or type of organisation or of sector/market they operate in
KTP & AHRC

• approach to KTP sponsorship aligns with AHRC priority to focus on KE & impact in the wider ‘Creative Economy’

• liberal in interpretation of our subject domain and types of organisation

• no longer rely on Innovate UK as ‘default funder’

• shared funding preferred but may offer 100%

• many KTPs are cross-disciplinary

• recognise wide range of impacts: economic growth and societal wellbeing – which includes policy & public services and creative & cultural output.
KTP Features

• 6 - 36 month duration

• HEI and a business + Associate employed to do the work

• Typically 67% funded by Innovate UK/Research Council
  • (Average £20k cost pa for an SME)

• Very supportive environment inc. network of business advisers, training for associates

• Strong ‘business’ case needs to be made

• Innovation/wealth creation/absorptive capacity
KTP & the Creative Economy

The ‘Creative Economy’ interpreted as…
…a creative landscape of activities & actors in 4 key areas

- Cultural Promotion & Preservation
- Creative Activities
- Creative Communications
- Creative Interfaces
<table>
<thead>
<tr>
<th>Cultural promotion &amp; preservation</th>
<th>Creative activities</th>
<th>Creative communications</th>
<th>Creative interfaces</th>
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<tr>
<td>Museums, galleries, libraries &amp; archives</td>
<td>Design</td>
<td>Film, television, radio, ‘new media’ &amp; other broadcasting</td>
<td>Creative interactions with business</td>
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<tr>
<td>Heritage services</td>
<td>Music</td>
<td>Publishing &amp; printed media</td>
<td>Creative R&amp;D with science &amp; technology</td>
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<tr>
<td>Conservation</td>
<td>Performing arts</td>
<td>Advertising, branding &amp; ‘experience economy’</td>
<td>Cultural production alongside new technologies</td>
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<tr>
<td>Arts &amp; antiques markets</td>
<td>Visual, literary &amp; graphic art</td>
<td>Internet, social networking &amp; other new media</td>
<td>Ethical interactions with technology</td>
</tr>
<tr>
<td>Archaeological work</td>
<td>Video &amp; computer games</td>
<td></td>
<td>Regulation</td>
</tr>
<tr>
<td>Exhibitions &amp; Festivals</td>
<td>Craft (inc. Jewellery &amp; Ceramics)</td>
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<td>Intellectual property</td>
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<td>Fashion &amp; Textiles</td>
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<td>Architecture</td>
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KTP: AHRC checklist

• we will fund charities or public sector projects
• does not need to derive from previously funded research

But at EOI stage.....

• does the project fall within our subject domain?
• what is the capability to be developed/embedded?
• is the academic team appropriate/will they benefit?
• is there a strong business case/justification?
• is there clear impact potential?
• why does it matter? How will it change the business?
• how does it sit in the ‘creative economy’ landscape?
Remember ……

• liberal in interpretation of our subject domain and types of organisation

• shared funding preferred – Innovate UK or other RC

• but may offer 100% (where doesn’t meet criteria for commercialisation or wealth creation)

• recognise wide range of impacts: economic growth and societal well being – which includes health, education, environment, policy & public services and creative & cultural output.

see Societal Benefit statement @ http://www.ktponline.org.uk/sponsorship-criteria
Ultimately it is always about:

Competitiveness
Productivity
Performance
Possible Barriers

- perception of business & relevance of A&H
- perception of academics and the potential or value of their research
- lack of interest in/understanding of non-STEM based projects?
- KTP model ‘unsuitable’ for micros/small business?
- other products on offer…..

Need to promote what A&H can offer in terms of innovation and working with a range of different business sectors, finding solutions to their business problems
KTP Examples

- Design Company – developing sustainable design in retail fixings to address environmental needs of retail sector
- Production Company – creation of bespoke data-driven workflow platforms for feature film production to maximise economic efficiencies
- Manufacturing company - develop access to product histories to develop new markets and bespoke design of their products
- NHS Trust - Application of new media techniques in therapy & healthcare with wide application across both mental health & criminal justice sectors
- Theatre Company – development of digital channel to promoter and share content with diverse global audiences
- Lingerie Company – develop in house design & production to become more responsive & innovative to customer requirements
- Automated Music Composition provider- emotional responses to music to develop AMC for more diverse markets (advertising/films/games etc)
- Insurance Services Company – the creation of a service to protect, identify and potentially restore or replace high value jewellery and artefacts
- See also handouts for Historic Royal Palaces/Zoeflig/ACME
ACME Studios/CSM

Strong relationship

Willingness to be challenged

Rigorous research not anecdote

KB Experience & Expertise

Real Exchange & Co-production

Business opportunities & resilience

Commitment to project & Associate

Absorptive capacity

Embedded R&D

Longer term collaboration
RCUK/PraxisUnico Impact Awards

- New joint awards for KEC professionals
- First competition held in 2015
- Shortlist at PrU conference June 15 in Dublin
- Award ceremony held Sept 2015

- Across all communities supported by PrU and the Research Councils:
  - Contribution to Business
  - Contribution to Society
  - Outstanding KEC Initiative
  - International Award
  - UK KEC Team of the Year – prize money!
Thank you!

www.ahrc.ac.uk