



Arts & Humanities  
Research Council



## **AHRC/BBC Knowledge Exchange Programme: A Collaborative Journey**

**Wallacespace, 22 Dukes Road, London, WC1H 9PN**

**[http://www.wallacespace.com/location\\_sp.html](http://www.wallacespace.com/location_sp.html)**

### Programme

<b>11am</b> Corner room, 2nd floor	<b><u>Refreshments &amp; Networking</u></b>
<b>11.45 am</b> Big Room, 2nd floor	<b><u>Welcome:</u></b>  Rowena Goldman, Strategic Partnerships, BBC Research and Development  Jo Pollock, Knowledge Transfer Programme Manager, Arts and Humanities Research Council
<b>12.00 am</b> Big Room, 2 <sup>nd</sup> floor	<b><u>Opening Address</u></b>  Sally Doganis, Council Member, AHRC  Matthew Postgate, Controller, BBC Research and Development
<b>12.30 pm</b> Big Room, 2nd floor	<b><u>Project Presentations</u></b>  <i><b>User Generated Content: Understanding its Impact upon Contributors, Non-Contributors and the BBC -</b></i> Dr Claire Wardle: School of Journalism, Media and Cultural Studies, Cardiff University (project partner Liz Howell, Editor, New Media, BBC English Regions)

	<p><b><i>Open Archive: The Miners' Strike - A Case Study in Regional Content</i></b> – Heather Powell: BBC Information and Archives, North (project partner Simon Popple, Institute of Communication Studies, University of Leeds)</p>
<p><b>1.30 pm</b> Café space</p>	<p><b><u>Lunch</u></b></p>
<p><b>2.30 pm</b> Big Room, 2nd floor</p>	<p><b><u>Project Presentation + Visualising A Collaborative Journey</u></b></p> <p><b><i>Audience and Producer Engagement with Immersive worlds (Case Study: Adventure Rock)</i></b> Professor David Gauntlett and Lizzie Jackson: School of Media, Arts and Design, University of Westminster (project partners Peter Davies &amp; Rachel Bardill, BBC Childrens)</p>
<p><b>3.15pm</b></p>	<p><b><u>Project displays</u></b></p> <p>A chance for attendees to visit displays of outputs from projects plus presentations taking place in rooms over 2 floors of the venue:</p>
<p>Square Room 2, 2nd floor</p>	<p><b><i>Audience and Producer Engagement with Immersive worlds (Case Study: Adventure Rock)</i></b> Professor David Gauntlett, Lizzie Jackson, Professor Jeanette Steemers, School of Media, Arts and Design University of Westminster</p>
<p>Dog Leg Room, 2nd Floor</p>	<p><b><i>Open Archive: The Miner's Strike - A case study in regional content</i></b> Heather Powell, BBC Information and Archives North (project partner Simon Popple, Institute of Communication Studies, University of Leeds)</p>
<p>Corner room, 2nd floor</p>	<p><b><i>Inhibited Exploration in Older Customers of Digital Services</i></b> Maxine Glancey, BBC R&amp;D (project partner Professor Stephen Payne, Department of Computing, University of Bath)</p>

	<p><b><i>Listener Online Engagement with BBC Radio Programming</i></b></p> <p>Dr Lyn Thomas, Institute for the Study of European Transformations, London Metropolitan University (project partner Tristan Ferne, BBC Future Media and Technology)</p>
Nest 1, 3rd floor	<p><b><i>User Generated Content: Understanding its Impact Upon Contributors, Non-Contributors and the BBC</i></b></p> <p>Dr Claire Wardle, School of Journalism, Media and Cultural Studies, Cardiff University, Liz Howell, Editor, New Media, BBC English Regions</p>
Nest 2, 3rd floor	<p><b><i>Alone Together, Online Creative Communities</i></b></p> <p>Dr Helen Thornham, Sociology Department, City University London, Professor Angela McFarlane, Graduate School of Education, University of Bristol/Royal Botanic Gardens Kew, John Millner, BBC Learning Formal</p>
Nest 3, 3rd floor	<p><b><i>A Public Voice - Access, Digital Story and Interactive Narrative</i></b></p> <p>Professor Hamish Fyfe and Professor Mike Wilson, Creative and Cultural Industries, University of Glamorgan (project partner Mandy Rose, Creative Director Multiplatform, BBC Wales, New Media)</p>
<p><b>4.15 pm – 5.15 pm</b> Big Room, 2nd floor</p>	<p><b><u>Panel Discussion: Partnerships in the 21<sup>st</sup> Century</u></b></p> <p><b><u>Chair</u></b> <b>Bill Thompson</b></p> <p><b><u>Panel</u></b></p> <p><b>David Bott</b>, Director of Innovation Programmes, Technology Strategy Board</p> <p><b>Clare Reddington</b>, Director of iShed and the Pervasive Media Studio</p> <p><b>Lisa Mooney Smith</b>, Associate Dean (Research &amp; Enterprise), School of The Arts, University of Northampton</p> <p><b>Dr Adrian Woolard</b>, Head of Innovation Culture, BBC Research &amp; Development</p> <p><b>Dr David Good</b>, University Lecturer, Faculty of Politics, Psychology, Sociology and International Studies, University of Cambridge</p>

<b>5.15pm</b>	<b><u>Closing keynote:</u></b> Bill Thompson
<b>5.45 pm close</b>	<b><u>Drinks at the Norfolk Arms:</u></b>  <a href="http://www.norfolkarms.co.uk/">http://www.norfolkarms.co.uk/</a>

You can find out more about the AHRC/BBC Knowledge Exchange Programme on our blog: <http://www.bbc.co.uk/blogs/knowledgeexchange>. We also have an online knowledge network for media professionals and academics called beebac.

beebac is a network for BBC staff, academics and industry partners where you can find people, exchange ideas and find out about projects and resources. If you work in the media you'll gain access to academics researching in the field of media and communications who may have research to offer you. If you're an academic you will be able to access data for your research projects and media professionals who are interested in your research findings. beebac is a pilot project and is currently in beta testing. Please join the network at <http://beebac.welcomebackstage.com>

## **Speakers:**

### **Sally Doganis**

Sally Doganis is an award winning documentary programme maker with a long career in BBC, ITV and independent production. She specialised in high quality films on political, social and business subjects, and has won every major tv industry award for factual programmes. After 16 years with the BBC, on Panorama, Newsnight, the Money Programme and documentary series she joined the independent sector and became Controller of Factual Programmes for CarltonTV. She has used her knowledge of the media to teach at the London Business School, advise charities and to influence government policy. Her Panorama on child sexual abuse brought about a change in the law. She co- authored a book on child abuse with Baroness Jay and has written four childrens books. Her film on Margaret Thatcher's election policy became required viewing in the subsequent US presidential campaign. She was appointed Fellow of the Royal Television Society for 'outstanding work in the industry' and is a key member of their events committee which organises debates and conferences on technical, editorial and business developments in the wider media. For many years she worked voluntarily as a manager in her local Mental Health Trust. She is currently a trustee of Rainer, a £20m turnover charity which supports young people in need. She is on the committee of Friends of Kenwood House, Hampstead. A keen ballet enthusiast she was a member of the Central Ballet School's fundraising committee and is a supporter of the ENB ballet school. She is an advisor to several companies on their media strategy.

### **Matthew Postgate**

Matthew Postgate has been the Controller BBC Research & Development since October 2008. Matthew is responsible for shaping and leading all research and innovation activities to ensure the corporation continues to deliver value to the BBC, wider industry and academia. As part of his long terms strategy for the division he is focused on aiding the rest of the corporation in its remit to deliver a Digital Broadband Britain.

Prior to this role Matthew Postgate was the BBC's Controller of Mobile a position he occupied from May 2007. He had specific responsibility for coordinating the corporation's public service presence across all mobile platforms. During his time as Controller of Mobile he successfully led the relaunch of BBC Mobile and delivery of BBC iPlayer to the iPhone, iPod Touch and the Nokia N96.

Before joining the BBC in 2003 as an executive producer, Matthew worked as an emerging channel strategist with many blue chip organisations through digital consultancy Rufus Leonard including the Royal Mail Group, Shell, QinetiQ and BT.

He has also held positions as a telecoms consult and as the director of an internet infrastructure company.

## **Panel:**

### **Bill Thompson**

New media pioneer Bill Thompson has been working in, on and around the Internet since 1984.

Formerly head of new media at Guardian newspapers, where he established the paper's first website in 1994, he writes a weekly column, the BillBoard, for BBC News online, a monthly feature for new internet users for BBC Webwise. He makes occasional contributions to other publications both on and off-line and appears weekly on 'Digital Planet' on the BBC World Service and occasionally on other BBC radio and television programmes. Bill is a Visiting Fellow of the Journalism department at City University, a trustee of the Cambridge Film Trust and a member of the board of the New Writing Partnership. You can find him online at <http://www.andfinally.com/> or working in one of Cambridge's many cafés.

### **David Bott**

David was appointed as Director of Innovation Platforms in the Technology Strategy Board in July 2007. He was then made Director of Innovation Programmes in July 2008.

David graduated from the University of Sussex with a BSc in Polymer Science. He stayed on to do a PhD sponsored by ICI Plastics, spending the summers working in their laboratories at Welwyn Garden City. As a result of this experience, he joined the British Petroleum Research Centre at Sunbury-on-Thames where he led a team working on electrically conductive polymers, polymer batteries and non-linear optics.

8 years later he joined Courtaulds to set up and run their Strategic Research Group. In addition he spent separate years responsible for Carbon Fibre Research (1989) and Performance Films (1992)(in America). After another 8 years he left to join ICI Acrylics as Research Director. He then joined National Starch, where he was responsible for research in their Specialty Synthetic Resins Division for 2 years and then became a Director of Group Technology for ICI.

Throughout this time, he has sat on the UK Governments Technology Foresight Panel for Materials, was President of the Industrial Affairs Division of the Royal Society of Chemistry (2002-2004) and the Co-Chairman of the Strategy and Implementation Board of the Crystal Faraday Partnership on Green Chemistry (2001 – 2007). He is Chairman of Oxford Biomaterials and a Director of Apaclara and Spineless Design. He is also an advisor to FirstVentures, a Venture Capital Fund focusing on advanced materials and nanotechnology. From 2006 until 2008 he was part time CEO of Materials UK, a organisation set up to implement and develop the work of the Materials Innovation and Growth team.

## **David Good**

David Good is a psychologist at the University of Cambridge, is a Fellow of King's College, and until 2008 he was Education Director of the Cambridge-MIT Institute. In 2000 he founded the Crucible network in Cambridge with Alan Blackwell to foster projects linking work in the Arts Humanities and Social Sciences to research and design in Technology. He is a member of the governing bodies of the University of Cambridge and the Royal College of Art.

## **Lisa Mooney Smith**

Lisa Mooney Smith is Associate Dean of Arts at the University of Northampton; developing Northampton's research and enterprise portfolio as well as working with the Arts and Humanities Research Council on its Knowledge Transfer Strategy Group and Knowledge and Evaluation Committee. She was previously based at the University of Nottingham's Humanities and Social Sciences Research Centre, where she acted as adviser to the dean of the arts and humanities faculty. While at Nottingham Lisa devised and managed the Research Exchange Network (REN); a targeted and specific network for the arts and humanities research community embarking upon, or interested in the exchange of research knowledge.

## **Clare Reddington**

Responsible for the strategic development and delivery of iShed, Clare works with industry, academic and creative partners to deliver collaborative research around digital technology and the creative industries.

iShed projects include Media Sandbox , a scheme to support SMEs to research new ideas in pervasive media, Light Up Bristol and the Creative Technology Network. Clare also ran SE3D with HP Labs and Diffraction Artist in Industry Placements. Before joining Watershed in 2004, Clare organised the Cheltenham Festival of Science, an annual five day festival exploring, promoting and encouraging debate around contemporary scientific development.

## **Dr Adrian Woolard**

Dr Adrian Woolard is the Head of Innovation Culture, BBC Research & Development. His team provides a central support resource for a wide range of BBC divisions, to make it easier and more effective to undertake collaborative innovation work. The team also has responsibility for supporting internal processes for the transfer of ideas, prototypes and knowledge into production and encouraging best practice across the BBC's FM&T division. Projects delivered include the BBC AHRC

Knowledge Exchange Programme, BBC Backstage, Innovation Labs and the Mashed event.

Adrian's current research focuses on exploring the changing relationships between content, audience and technology in an emerging multi-genre, multi platform & multi channel environment. Augmented reality, pervasive computing, participatory media and the potential value of play to create new forms of education and entertainment have all featured in the recent collaborative R&D project, Participate.

His research background lies in the areas of animatronics, working with Jim Henson's Creature Shop, and virtual characters. Prior to joining the BBC, he led technical development for BT's Avatar project at Millennium Dome, London. He has worked as an application specialist in motion capture for visual effects and games industries at Vicon and as a software developer at Argonaut Games.