ESRC Impact Report

For awards ending on or after 1 November 2009

This Impact Report should be completed and submitted using the **grant reference** as the email subject to **reportsofficer@esrc.ac.uk** on or before the due date.

Completion of this Impact Report is mandatory. It will not be possible to edit this Impact Report at a later date, as it is designed to provide a statement of the impacts of your project to date 12 months after your grant ends.

**Please note that the Impact Report will only be accepted if all sections have been completed in full.** If a section does not apply to you, please enter ‘n/a’. Grant holders will not be eligible for further ESRC funding until the Report is accepted. (Please see Section 5 of the ESRC Research Funding Guide for details.)

Please refer to the Guidance notes when completing this Impact Report. In particular, the notes explain what the ESRC means by ‘impact’.

<table>
<thead>
<tr>
<th>Grant Reference</th>
<th>RES-000-22-2079</th>
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<tbody>
<tr>
<td>Grant Title</td>
<td>Clothing, Age and the Body</td>
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<tr>
<td>Grant Start Date</td>
<td>August 2007</td>
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<td>Grant End Date</td>
<td>July 2010</td>
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<td>Grant holding Institution</td>
<td>University of Kent</td>
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<tr>
<td>Grant Holder</td>
<td>Professor Julia Twigg</td>
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<td>Grant Holder's Contact Details</td>
<td>Address</td>
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<td>SSPSSR</td>
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<td>University of Kent</td>
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<td></td>
<td>Canterbury CT2 7NF</td>
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<td>Co-Investigators (as per project application):</td>
<td>Institution</td>
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1. Scientific impact

A Please summarise below the scientific impact(s) your project has had. [Max 250 words]

The project has help change the ways we think academically about later years, shifting the analytic gaze away from traditional preoccupations with social welfare and economic burden, bringing new topics and new approaches to bear on this field, encompassing themes like consumption, embodiment, performativity. It has thus extended the social gerontological imaginary.

It has also extended the fields of cultural studies, fashion and dress studies to encompass older people - a group neglected until now.

The research has contributed to the consolidation of the emergent field of cultural gerontology. I am in the process of editing, with Wendy Martin, a 500 page Routledge Handbook of Cultural Gerontology, which aims to be a position statement for the field.

It has opened out a wider research agenda around clothing, age and embodiment, giving rise to a series of linked projects, outlined on the website.

In particular the ESRC study has acted as a springboard for further empirical work. In 2012, I was successful in winning an ESRC grant on the subject of Dementia and Dress. This draws on the insights of the earlier ESRC study, but takes them forward in the context of mental frailty and embodied vulnerability. Part of the aim of the work is to show how cultural interpretations, and themes like embodiment and identity, can be extended beyond their natural locus in the Third Age, to be applied to the Fourth also.

B Please outline the findings and outputs from your project which have had the scientific impact(s) outlined in 1A. [Max 250 words]

Publications
‘How does Vogue negotiate age?: fashion, the body and age’ Fashion Theory,14, 4, 471-90, 2010

Forthcoming
‘Adjusting the Cut: Fashion, the Body and Age on the UK High Street’, Ageing & Society, in press, 2012

Related papers
C Please outline how these impacts were achieved. [Max 250 words]

Academic presentations: the work has been presented in the UK at universities of: Leeds (Visual Sociology); Reading (BSA study group, twice ); Brighton; Bradford (Dementia group); Cheltenham (AHRC media conference); Birkbeck (ageing seminar); Warwick (Social History West of England (BSA), Cardiff (BSA); Newcastle; London (BSA Biography group); Manchester (CRES); Brunel (BSG plenary), LSE (BSA), Plymouth (BSG).

Internationally work presented at universities of: Barcelona (ISA); Lleida (Cultural Gerontology); Helsinki; Gothenberg (ISA); Copenhagen (IARU congress), Roskilde, Bologna (IAGG); and will be presented in Maastricht and Boston in 2011.

A website has been established dedicated to this and related projects: www.clothingandage.org

The research has been featured through the BSA Ageing, Body and Society Study Group: I am co-convenor of the group which has an annual conference (the last three at British Library), as well as a presence at a number of conferences (BSA, BSG, GSA).

D Please outline who the findings and outputs outlined above had an impact upon. This can include specific academics/researchers through to broader academic groups. [Max 250 words]

My principle influence has been on the academic community of aging studies where the research has become widely known in UK, continental Europe and beyond.

I have had an impact on the next generation of academics in the form of postgraduates. For example, in 2010, I was invited to give a seminar and workshop at the University of Roskilde by the newly formed network of postgraduates working in the field of ageing in Denmark. I regularly give guest seminars on Swansea MSc Ageing Studies. I am frequently asked to act as external examiner, again pointing to the broad influence of my work on the next generation. Since 2008 I have acted as External at the Universities of Glasgow, Linkoping, Kings London, LSE, University of Arts, Derby, Norwich Art School.

The influence of my work extends beyond social science community. In 2010 I was invited to speak as the principal social science representative at the International Association of Research Universities conference in Copenhagen that brought together scientists working on ageing.
The study has begun to impact on the world of design: for example through links made with the design schools of the Royal College of Art, and the Helen Hamlyn Centre for inclusive design. I acted as judge for Include biennial award at RCA. Contact has also been made with the London College of Fashion, where I have acted as External Examiner; with the SMART design group at the University of Newport and the NDA project, Design for Ageing Well. I have also made contact with design schools in UK and abroad at University of Lancaster (working with Dr Candy) and Alto University, Helsinki (working with Dr Ilanten) and Ryerson University, Toronto.

2. Economic and societal impact

A Please summarise below the economic and societal impact(s) your project has had. [Max 250 words]

The project was not primarily aimed at economic or societal impact. However I hope that it has influenced the general climate of debate about later years. There is public interest in subjects like the babyboomers and their ageing, and the project has aimed to correct some of the public misconceptions on this topic. The research has also fed into public debate about the presentation of self in later years, notably in discussions in the press of appearance and dress.

B Please outline the findings and outputs from your project which have had the economic and societal impact(s) outlined in 2A. [Max 250 words]

C Please outline how these impacts were achieved. [Max 250 words]

I have given a number of interviews for the press, and the research has featured in newspapers and magazines. These include: two features on BBC TV South East; interview Radio Kent (11.4.11); Articles in Daily Mail (17.3.10) and on line (16.3.10); on line (Stylist, Secretsales); Daily Telegraph (20.3.11 and 8.4.1); Daily Express (10.4.11).

It has been reported abroad, in Demark (Information 6.10.10) and Turkey Modaya 10.4.11.

Theatre: research was subject of theatre production, Qualia as part of ESRC Festival of Social Science, Bristol Old Vic aimed at public outreach.

I plan to engage in further dissemination around the publication of the main book in 2012.
D Please outline who the findings and outputs outlined above had an impact upon. This can be at a broad societal level through to specific individuals or groups. [Max 250 words]

The study has had an impact on the general public through reportage in the press.

3. Unexpected and potential future impacts

A Unexpected Impacts
Please note which, if any, of the impacts that your research has had were unexpected at the outset of the project, explaining where possible why you think this was the case. [Max 250 words]

B Potential Future Impacts
If you have a clear idea of the impact your project is likely to have in the future please detail these below. [Max 250 words]

I plan to engage in further dissemination around the publication of the main book in 2012.

Further publications are en train (see above). I anticipate using the material from the project for several years to come across a broad field of work.

4. Impact limitations

A Limited scientific impact
Please state below any major scientific difficulties that have limited the scientific impact of your project. The statement should refer to an effect on impact rather than simply detail research difficulties or other project activity problems. [Max 250 words]
B  Limited economic and societal impact

ESRC recognises that some of the research it funds will not have an economic or societal impact in the short term. Please explain briefly below if this is the case for your project, and refer to your grant application where relevant. [Max 250 words]

The study was not primarily aimed at economic or societal impact. The purpose was to explore the nature of ageing in contemporary culture, and to change the ways we think academically about these processes. It was not aimed at changing policy or practice.

Aspects of the findings have, however, been taken forward in the new study of Dementia and Dress which will aim to inform practice.

C  No impact to date

This project has had no impact to date

Please note that ESRC projects are evaluated on the basis of their scientific and/or economic and societal impact. Grant holders are expected to report any future impacts as they occur using the Impact Record, downloadable from the ESRC website.

If you have no impacts at this stage, please give reasons below. [Max 250 words]
5. **Declarations**

Please read the statements below. Submitting this Impact Report to reports officer@esrc.ac.uk confirms your agreement.

i) This Impact Report is an accurate statement of the impacts of the project to date. All co-investigators named in the proposal to ESRC or appointed subsequently have seen and approved the Report.

ii) Details of any subsequent impacts will be submitted via an Impact Record as they occur.

Thank you for completing this Impact Report. Your Impact Report will be considered along with your End of Award Report in the evaluation of your project.*

You are now invited to complete the confidential Nominations form, which will assist with the evaluation of your project.*

*With the exception of Seminar Series, Follow-On Funding Awards and Knowledge Exchange Schemes which will not be evaluated through the full peer review process.
Nominated outputs

Please nominate a maximum of two outputs from your project which you would like to be considered as part of the evaluation. Please submit these with your report.

<table>
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<tr>
<th>Output type</th>
<th>Publication details</th>
<th>Uploaded to the ESRC website?</th>
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Please email your completed Impact Report, including the Nominations section, to reportsofficer@esrc.ac.uk, using your grant reference number as the email subject.