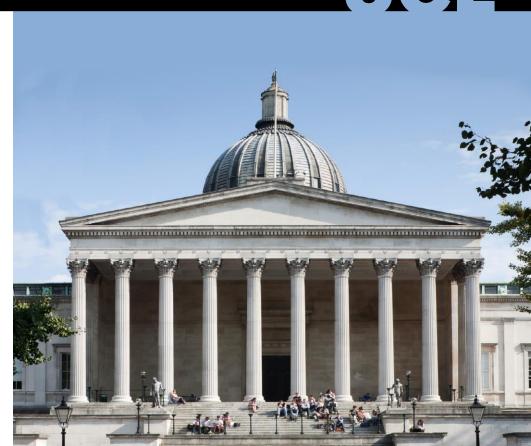


What is Research Impact?

Collaborative Social Sciences
Impact Training Workshop
07/04/2017

Dr Alison McAnena Research Impact Curation and Support Manager (BEAMS, IOE, SLASH)

Alison.mcanena@ucl.ac.uk



Research Impact Curation and Support Team

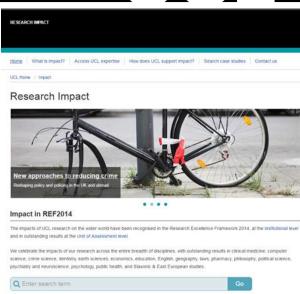


Support UCL impact by:

- Providing advice and guidance in impact planning and evidence collation, pre- and post-project.
- Signpost to UCL professional services with funding for impact activities.
- Providing advice and support for departments in the identification and collation of impact data in preparation for REF 2021.

RICS would like to support departments:

- Create subject specific workshops (e.g. what is impact, good vs excellent impact: 3*/4*)
- Understand departmental resources required in REF preparation



Sign in to resources at: www.ucl.ac.uk/impact

*UCL

What is 'Research Impact' and how is it defined? Types of Impact

Impact Case Study examples

Planning for Impact

Impact Planners

Support at UCL and External resources

Questions

'Is this impact?' Discussion



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What is 'Research Impact' and how is it defined?



'Impact' is part of why UCL was founded



UCL was founded in 1826 to

- Open education to all regardless of race, class or religion.
- Undertake academically excellent research...
- ...aimed at addressing real-world problems.



UCL and Impact – the 2034 Strategy

"Research impact is the beneficial application of expertise, knowledge, analysis or discovery. It arises from excellent research carried out at UCL and represents the benefits research may have for broader society"



Research Councils UK – Pathways to Impact



Academic impact

The demonstrable contribution that excellent research makes to academic advances, across and within disciplines, including significant advances in understanding, methods, theory and application.



http://www.rcuk.ac.uk/innovation/impacts/

Economic and societal impacts

The demonstrable contribution that excellent research makes to society and the economy.... benefiting individuals, organisations and nations by:

- Fostering global economic performance,
- Increasing the effectiveness of public services and policy,
- Enhancing quality of life, health and creative output
- Public engagement may be included as one element of your Pathway to Impact. It also enables members of the public to act as informed citizens....

Research Excellence Framework 2014- Impact Case Studies 🛕



"an effect on, change or benefit to the economy*, society, culture, public policy or services, health, the environment or quality of life, beyond academia**"

*Traceable, Measureable, Quantifiable (...if for REF)

**With 'Significance and Reach' OUTSIDE of academic impact

UCL submitted over 300 case studies in REF 2014, evaluating up to 20 years of research Well scored case studies are worth up to £100,000 per year to departments.

http://impact.ref.ac.uk/CaseStudies

Pathway to Impact vs REF Impact



submitted

Pathway to Impact: Plan to enable impact	REF Impact Case Study: Retrospective account of change		
 A plan to maximise the chance of achieving impact, which may or may not actually happen A planned activity or output which will enable a long term outcome 	 A reflective example of impact that has happened. The measureable change created by research 		
A proposal stage consideration	 Is supported by evidence of impact 		
 Influences chance of proposal success 	Influences UCL funding		

Less than 5% of UCL's funded research Applicable to all RCUK (and some other) funders

Why is impact important to me and my work?

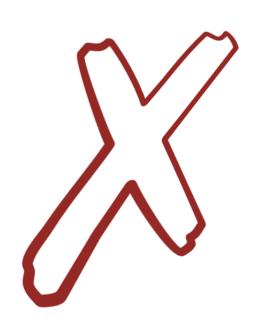


We've already seen that Impact is important to individual and university wide funding (also in EU Horizon 2020 funding.....)

But also....

- Increase researcher reputation and project reach (indirect impact)
- Encourage public/external understanding and application of research, funding by public money
- Project evaluation and outcome evidence (which may be important for future funding applications or stakeholder reporting)
 - Help fulfil potential promotion criteria





Impact within academia

 publications, grants won, teaching material, citations, impact factor, conference talks

Communications alone

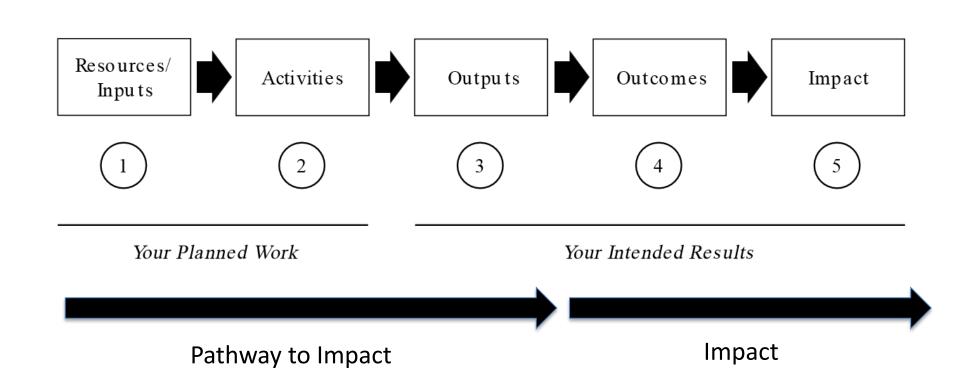
- a press release, a website, tweets

Honours and awards

... BUT though these could help underpin new impact activity or pathway

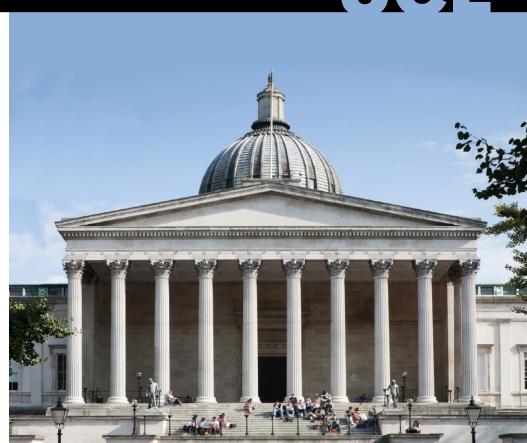
Kellogg Foundation Logic Model: Outputs Vs Outcomes





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2. Types of Impact



In more detail.....



An effect on

A change to

A benefit to

an activity
an attitude
an awareness
a behaviour
a capacity

an opportunity

a performance

a policy

a practice

a process

for

an audience
a beneficiary
a community
a constituency
an organisation
individuals

whether

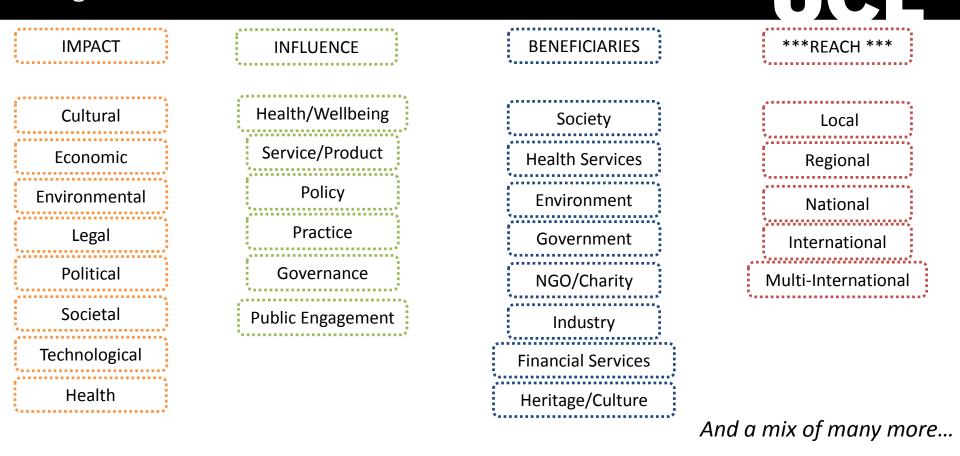
locally
regionally
r
nationally
internationally

Which is so broad it should be relevant to every field





'Is what I am doing impact?'- what activities are you doing to enable change to.....



Examples of impacts from REF 2014 (http://impact.ref.ac.uk/CaseStudies/)



Education

- Africa's girls: promoting equality and empowerment
- University fees and social mobility: a difficult balancing act
- Creating educational and commercial access to English language resources: using corpora for English language teaching and learning

BEAMS

- Improving transport and access to transport for people with barriers to mobility
- xlinkit for fast, cheap, reliable banking with automated verification of over-the counter derivatives trading
- Industrial application of computational models and experimental techniques for catalyst development and optimization
- Enabling space companies to deliver contracts and supporting growth of the space sector
- Stimulating public interest in the dark side of the universe
- Application of magnetic nanoparticles in the treatment of breast cancer

Health

- Community intervention through women's groups improves maternal and newborn survival and health in low-resource settings
- CHER trial leads to changes in international guidelines on when to start HIV-infected infants on antiretroviral therapy
- Antibody sequence and structure analysis assists biologic drug design

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Planning for Impact



Supporting the Planning and Evidence of Impact



Planning for impact is almost a backwards process: What would you like your research to do and how to do you enable it in order to do so?

Can you measure or evaluate in terms of 'Reach and Significance'?

Remember: Impact can be direct (in collaboration) or indirect (by passing findings to a wider audience): You may or may not be in control of what happens, but it helps to maximise your opportunities!

Example: If in doubt, think 'So what?':

i.e. a paper with policy recommendations (so what?), read by stakeholders (a great pathway to impact...but so what?), cited in a policy change or guideline (good- keep evidence of citation but keep going if possible- but so what?), those changing guidelines or policies enabled services to be funded which helps thousands of people (impact!)- how many people has it helped, and how have their lives changed? How has a change of policy enabled stakeholders to change practice and/or create a change themselves (evidence).

Planning for impact



Follow stakeholder developments- it may take time for change to occur; arrange long term follow ups: Keep evidence.

Who else would benefit?

Revisit pathways- Engage

with policy conversation,

evidence, communicate

through blogs, websites,

papers etc. Speak to UCLB,

respond to calls for

build profile.

Track impact

Communicate findings

Identify funding and impact stakeholders

Proposal writing: Pathways to Impact

Impact planning

Engage with impact stakeholders early- what is the main benefit to external partners and will this shape research? Who else may benefit? Capture the 'before' picture. Build relationship.

Use resources to <u>create impact</u> <u>planners</u>; What are the pathways to impact, how will you enable impact, what are the ideal outcomes, what do you need to do this, how will you evidence these?

Be pro-active, reactive and flexible to UCL and external opportunities

Pathways to Impact Advice (RCUK)



The Pathways to Impact and Impact Summaries are an compulsory component of a research proposal and a condition of funding. According to RCUK, Pathways to Impact statement should:

- be project-specific and not generalised;
- be flexible and focus on potential outcomes;
- identify and engage relevant users of research and stakeholders at appropriate stages to show a clear understanding of their needs;
- include evidence of any existing engagement with relevant end users;
- outline the planning and management of associated activities including timing, personnel, skills, budget, deliverables and feasibility;

Remember to consider and include project specific costs relating to proposed impact activities including engagement workshops or marketing materials, publication costs, etc.

 Speaking to your Faculty Research Facilitators for advice specific to each Research Council Proposal



Pathways to Impact Advice from UK Research Councils (For Horizon 2020 impact- see UCL European Research Office)



AHRC: Note, AHRC is currently the only research council to have additional impact follow on funding

• http://www.ahrc.ac.uk/funding/research/researchfundingguide/attachments/pathwaystoimpact/

BBSRC: Includes information on the assessment of Pathways to Impact, with notes on Excellent, Satisfactory and Unsatisfactory Ptl.

http://www.bbsrc.ac.uk/funding/apply/application-guidance/pathways-impact/

EPSRC: https://www.epsrc.ac.uk/funding/howtoapply/preparing/impactguidance/

ESRC: Includes Impact Toolkit for developing impact strategy, working with media, public engagement and influencing policy makers

http://www.esrc.ac.uk/research/impact-toolkit/

MRC: https://www.mrc.ac.uk/funding/guidance-for-applicants/2-the-application

NERC: http://www.nerc.ac.uk/funding/application/howtoapply/pathwaystoimpact/pathwaystoimpact-policy/

STFC: http://www.stfc.ac.uk/funding/research-grants/peer-review-and-assessment/



Supporting Impact Planning



Key research findings	Key research outputs	Direct stakeholders, external	Impact aims	impact activities (over short-, mid-,	Impact indicators (means of measurement)	Resources required to achieve
		beneficiaries		long term)		

Discuss impact plan with all project members- agree milestones/KPI's/Annual reporting, responsibility for activities, timings for updates and how long impacts may take to flourish. What other resources (funding, advice or support?) do you need to achieve?

- Discuss impact plan with stakeholders early- capture 'before' evidence, which could direct research path: what are the main issues they face? What is the landscape like before your involvement? Agree plan for long term follow up- what changes in 6 months, 1 year after...or more?
- Have a risk mitigation plan (incase something/someone falls through or moves on)and be reactive to arising opportunities (indirect impact)
- Be flexible and discuss a plan to capture 'supporting' evidence: social media use, traditional media outputs, feedback from public events, chance meetings with potential stakeholders (i.e. at conferences- what was the diversity and who could be influenced?)

Supporting Impact Planning L						
Key research findings	Key research outputs	Direct stakeholders, external beneficiaries	Impact aims	Pathway to impact or impact activities (over short-, mid-, long term)	Impact indicators (means of measurement)	Resources required to achieve
Bullet point of main findings	Papers, chapters, books, software, drug discovery, policy papers	List all direct collaborators, stakeholders, partners separately Indirect beneficiaries (wider public, industry, practices, professions, NGO's, Charities, working groups, societies)	How could these stakeholders benefit from your work-there may be multiple impacts from one project! (i.e. drug discovery influences Health policy, doctors practice, patient welfare, and may have economical benefits for pharma industry partners, or coin outs.	What do you need to do to create this benefit? -hold events, workshops, performances, launch parties, interviews or focus groups? -launch website, database or software? Use of social media? -look to patent, license or commercialise products -look for tech translation within medical offices.	Reach (including diversity of users) Quantitative metrics: No. of people, patients, end users, business, countries, sales, savings, hits, downloads. Citations in reports, legislation, standards, guidelines, policy document Media coverage, critiques, reviews Significance: Statements of support (highlighting change to	Funding to hold events or workshops? Advice on how to collate feedback evaluate creatively? UCLB advice? Funding to translate technology or take to clinical trial? Network to introduce

spin outs.

medical offices

- Look to place policy

recommendations to national

bodies, governing bodies, UK/EU

Government, regulatory bodies

stakeholders, with metrics if possible), feedback, questionnaires,

evaluating forms, focus groups,

Question: how has your researched changed practice/opinion? How will

it be used in future? Can you follow

workshop feedback:

contacts internationally Advice how to get policy

Time/Resources/Support

recommendations to

government?

/Extra bodies?

Supporting Evidence of Impact: Qualitative and Quantitative



Think:

What is the 'reach and significance'? What do you need to do to collect these?

Quantitative indicators ('metrics'- populations affected, no. of workshop attendees, secondary impacts)
Critiques or citations in documents (cited and taken up- what is the outcome?)
Public engagement (with feedback and/or follow up)

Policy engagement (cited and taken up- what is the outcome? Secondary Impacts to many beneficiaries?)

Independent testimony (statement of supports- how has your work influenced change?) **Formal evaluations** (what has been taught, how will it be used? Can this be tracked?)

Media (digital and traditional-metrics, comments, views, downloads, audience-feedback?)

Measures of improved welfare/equality

Incorporation of training/CPD (how is this used? Can this be tracked?)

Change of professional practice or thinking (with examples of change and scale)

Guidelines, legislation, standards or influence (.....with reach and significance)

Supporting Evidence of Impact



Date	Stakeholder and	Pathway or	Progress	Date of	Final impact	Final source/	Comments
	main contact	activity		follow up		evidence	
	details						

In addition to key pathway outcomes and impact evidence, keep information of contacts or surprising outcomes (media, new stakeholder opportunities, feedback):

Agree for project updates with stakeholders to reflect on short-, mid- and long term impacts: What has changed for them and how has information been used to benefit secondary audiences?

Be aware of frequent changes in government, civil services and industry- collect evidence in timely manner: Quickly if staff are on the move (and you might lose your primary contact), or once impact is maximised (over a longer term project). Remember some impacts take a long time to develop (up to 20 years!).

Planning resources: Vertigo Ventures: http://www.vertigoventures.com/impacthub

Fast Track Impact: http://www.fasttrackimpact.com/

ESRC Impact Toolkit: http://www.esrc.ac.uk/research/impact-toolkit/

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UCL resources to support impact pathways and activities



UCL Public Engagement Unit- Public and Stakeholder Engagement

https://www.ucl.ac.uk/culture/public-engagement



Engagement supports activities which encourage a culture of two-way conversation between researchers and potential new stakeholders, and acts as a key pathway to impact.

- Identifying key audiences/communities benefit from and/or contribute to research
- Identifying early partner organisations to collaborate with to generate impact- what are their needs?
- Devising engagement strategy to maximize the impact of your research
- Evaluating the outcomes of your public engagement work, which can be done in a number of quantitative or qualitative ways, maximizing different information for different partners.
 - Speak to PEU for different evaluation strategies
 - REMEMBER: Plan to evaluate the before and after story! What change has your work enabled?

Check for PEU 'Beacon Bursary' funding to support activities, call opens Summer 2017.

UCL Public Policy Team

http://www.ucl.ac.uk/public-policy





Talk to the UCL Public Policy (Katherine Welch UCL, Emma Wisby IOE)

- upcoming opportunities to engage with Government: Note, policy placement scheme!!
- what policy topics are important
- how to engage and 'talk the talk'
- advice on proposals with public policy elements
- getting experience in Whitehall
- and much more...
- Next CSS Workshop: Engaging Policymakers and the Media (20th April)
- UCL Public Policy Small Grants Scheme: Open August 2017

Planning for impact – align with a Grand Challenge





Make a difference to a Grand Challenge

- Global Health
- Sustainable Cities
- Cultural Understanding
- Human Wellbeing
- Transformative Technology
- Justice & Equality

*Funding included for priority themes https://www.ucl.ac.uk/grand-challenges

- Doctoral School small grants (3rd May)
- Grand Challenges small grants and UCL 2034 Funding (22nd May)

Planning for Impact – UCL Research Domains



UCL is committed to research that addresses some of the world's most pressing problems

The UCL Research Domains are large, crossdisciplinary research communities that span UCL and our partner organisations, fostering interaction and collaboration.

Collaborative Social Sciences:
http://www.ucl.ac.uk/research/domains/collaborat
ive-social-science/funding-opportunities

Neuroscience @ucl slms

to transform our ability to treat neurological and psychiatric disorders

Personalised Medicine @UCL SLMS

innovative patient-targeted medicines and therapies

Populations & Lifelong Health @UCL_SLMS

enhance the health and wellbeing of the public, and reduce health inequalities

Environment @Environ Domain

connecting our environmentally relevant community to develop new insight and expertise

eResearch

brings together researchers and academics working in big data

Planning for impact – select a Global Partner





Consider collaborating with colleagues overseas:

- Benefit from local expertise to create solutions to global problems, multiplying the potential for global impact
- Gain greater exposure of findings to audiences and policymakers outside of the UK
- Test UK-based research findings in communities based overseas, through UCL's existing links with institutional partners
- Receive UCL's support*

Talk to the <u>Global Engagement Office</u>, <u>regional Pro-Vice-Provost</u> <u>or your faculty's Vice-Dean (International)</u> for information, support and advice on working with global partners.

^{*}Open funding opportunities available https://www.ucl.ac.uk/global

Doing and interpreting – from discovery to treatments



The Translational Research Office in SLMS facilitates the translation of UCL's emerging research into therapies, techniques and medical products with therapeutic value

Translational Research:

The <u>Translational Research Group</u> (TRG) works with researchers to develop translational plans and to secure funding

Drug Discovery:

The <u>Drug Discovery Group</u> (DDG) provides theoretical and practical expertise to support the progression of selected UCL projects and is part of the wider <u>UCL Drug Discovery</u> Cluster

Industrial Partnerships:

The <u>Industrial Partnerships Group</u> (IPG) leads and manages the strategic, long-term and high-value collaborations with industry partners

https://www.ucl.ac.uk/translational-research/

Using the insight – engaging with Enterprise





If your findings have commercial potential speak to UCL Innovation and Enterprise <u>first</u> and <u>before</u> you publish or disclose anything!

UCL Innovation and Enterprise provides UCL's structures for engaging with business for commercial and societal benefit.

It includes three units which together, provide access to the capabilities and resources of the UCL community to help businesses start, grow and develop. It also provides access to UCL's 'entrepreneurs in residence'.

UCL Innovation and Enterprise

Protect & profit from your new technology: UCL Business

Support for Entrepreneurship

(Source of Impact Acceleration Account)

Sell consultancy, expert witness or professional training <u>UCL Consultants</u>

Funding to support impact summary



Financial support

Funding opportunities related to innovation and enterprise are available on the <u>UCL Enterprise</u> website.

Impact Acceleration Accounts and HEIF

UCL Enterprise teams have been closely involved in bidding for and allocating over £5m of funding to promote innovation and impact from the UK Research Councils (as part of their Impact Acceleration Accounts) and HEFCE (as part of the Higher Education Innovation Fund).

UCL has been awarded Impact Acceleration Account funds from BBSRC (Sparking Impact scheme), EPSRC, MRC (Proximity to Discovery scheme), NERC and STFC. More information is available from UCL Enterprise.

Knowledge Transfer Partnerships

Knowledge transfer funding enables academics to apply research to real work business critical projects by working with a Knowledge Transfer Associate working at the partner business. More information is available from UCL Advances.

Beacon Bursaries

The Public Engagement Unit Beacon Bursaries support public engagement activities that increase staff and postgraduate research students' activity, skills, and understanding of public engagement.

• <u>Beacon Bursaries</u> of up to £2,000 once a year.

UCL Public Policy

Public Policy has funding available from the EPSRC to support <u>public policy placements</u> for researchers in the engineering and physical sciences, and can help explore opportunities for researchers in other areas.

Grand Challenges

Grand Challenges Small Grants funds cross-disciplinary collaborations between staff in different UCL departments under the broad headings of Global Health, Sustainable Cities, Intercultural Interaction and Human Wellbeing.

• Grand Challenges Small Grants of up to £6,000 are usually available once a year

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External Resources



Selected examples of 4* case studies: Best practice



- Novel immunotherapies deliver economic gains for pharmaceutical/biotechnology http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=40151
- Reducing domestic violence through a training and support in general practice http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=40172
- Organ and Tissue Donation: supporting the decision-makers http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=43852
- Transforming care for cancer survivors http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=43851
- Engineering Solutions for High Level Nuclear Waste Disposal http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=3664
- Reduction in UK carbon emissions through use of white light for street lighting http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?ld=36931
- Raising Early Achievement in Literacy http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=22915
- Devolution and the Creation of a New Language Law Regime in Wales http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?ld=3471
- Cultural Policy and Practice Exchange between Britain and Brazil http://impact.ref.ac.uk/CaseStudies/CaseStudy.aspx?Id=19052

UCL Impact Resources and Examples



UCL Impact Resources (log in for additional info) www.ucl.ac.uk/impact

REF2014 impact case study submitted http://impact.ref.ac.uk/CaseStudies/

Collation of known 4* Impact Case Studies, impact planners, tips on different types of impacts and engagements

www.fasttrackimpact.com

RCUK Pathways to Impact information http://www.rcuk.ac.uk/innovation/impacts/



Summary



Audit trail tips: Keep evidence safe!



- If you provide expert advice, ensure your contributions are in the minutes and keep a copy. Note date when publication of reports occur and keep copy.
- For industry / commerce / consultation, agree up front that you will request some data later to back up claims of impact. This absolutely can be redacted from any public reports if it is commercially sensitive. Ask your local Vice-Dean (Enterprise) for more information
- Copy press cuttings and press releases. If your impact makes the headlines / trends on Twitter, take
 screen shots that prove it. Most TV broadcasters measure audience approval ratings and certainly will
 have viewing figures. See http://www.barb.co.uk/viewing-data/weekly-viewing-summary/ for more
- Get to know Google Analytics if you have a website see http://www.ucl.ac.uk/lynda courses
- Don't rely on footfall / web hits survey your audience, e.g https://www.surveymonkey.com/
- Get testimonials while the iron is hot and before staff move on (especially civil servants, who move often!)

Summary



- Keep an audit/feedback trail plan for impact early and discuss with stakeholders what information may be required at a later date (possibly for promotion, essential for REF).
 - Revisit impact planning and activities throughout project: Be proactive, reactive and flexible- remember different impacts may have different requirements
 - Plan for resources you may need to facilitate impact: funding, advice, support
 - Be able to answer: What is the underpinning research, what is the impact, what has changed for beneficiaries, is there/will there be evidence?
 - In writing, be specific and remember the detail
- See UCL and external case studies for examples of useful metrics
- The best metrics might be hard to obtain.
 - Discuss projects with RICS and use the support available from UCL professional services early to enhance links to policy, business, public engagement etc.



QUESTIONS?

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(RICS Impact Manager- SLASH, IOE, BEAMS)