

Research at Age UK

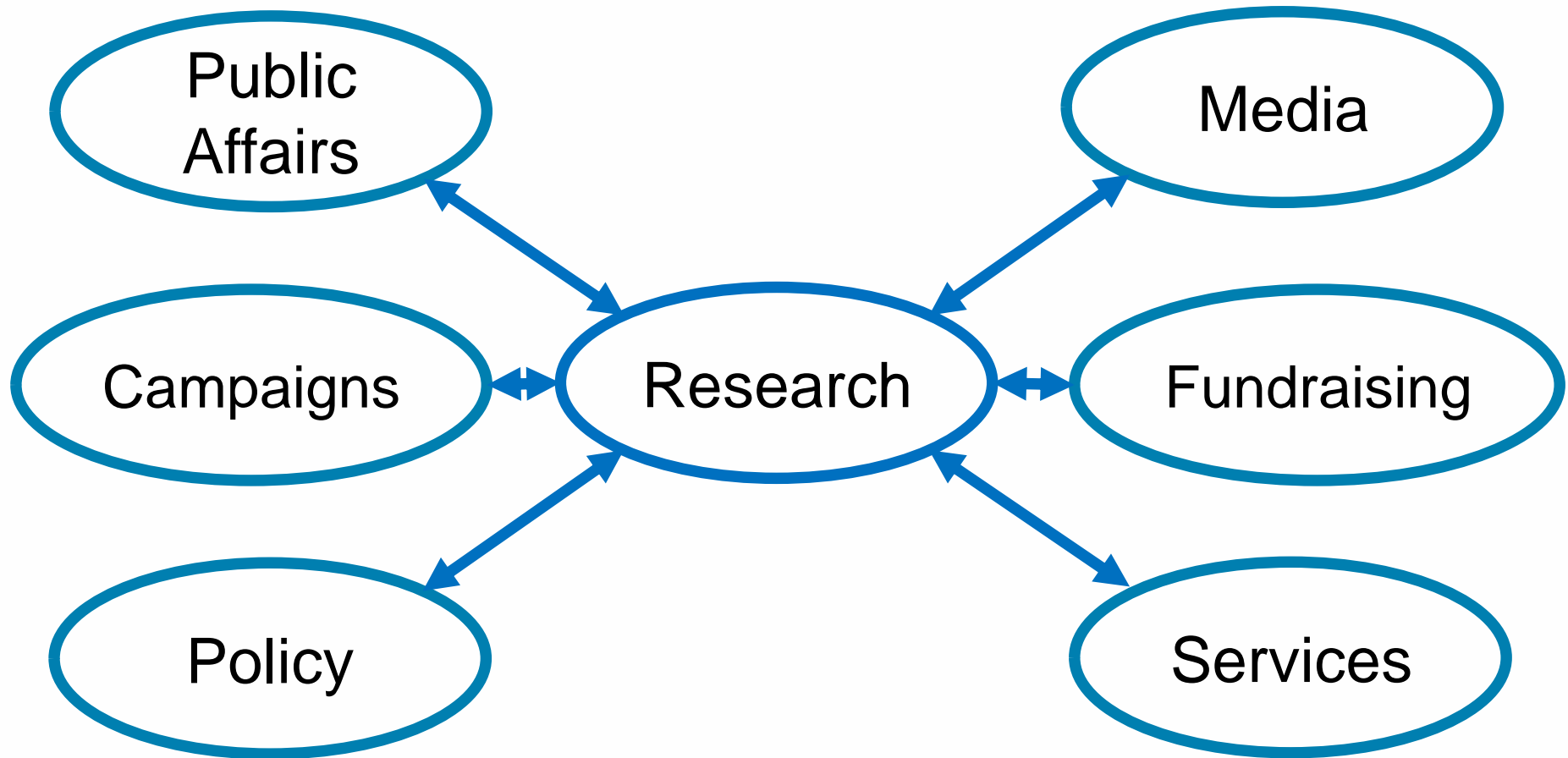
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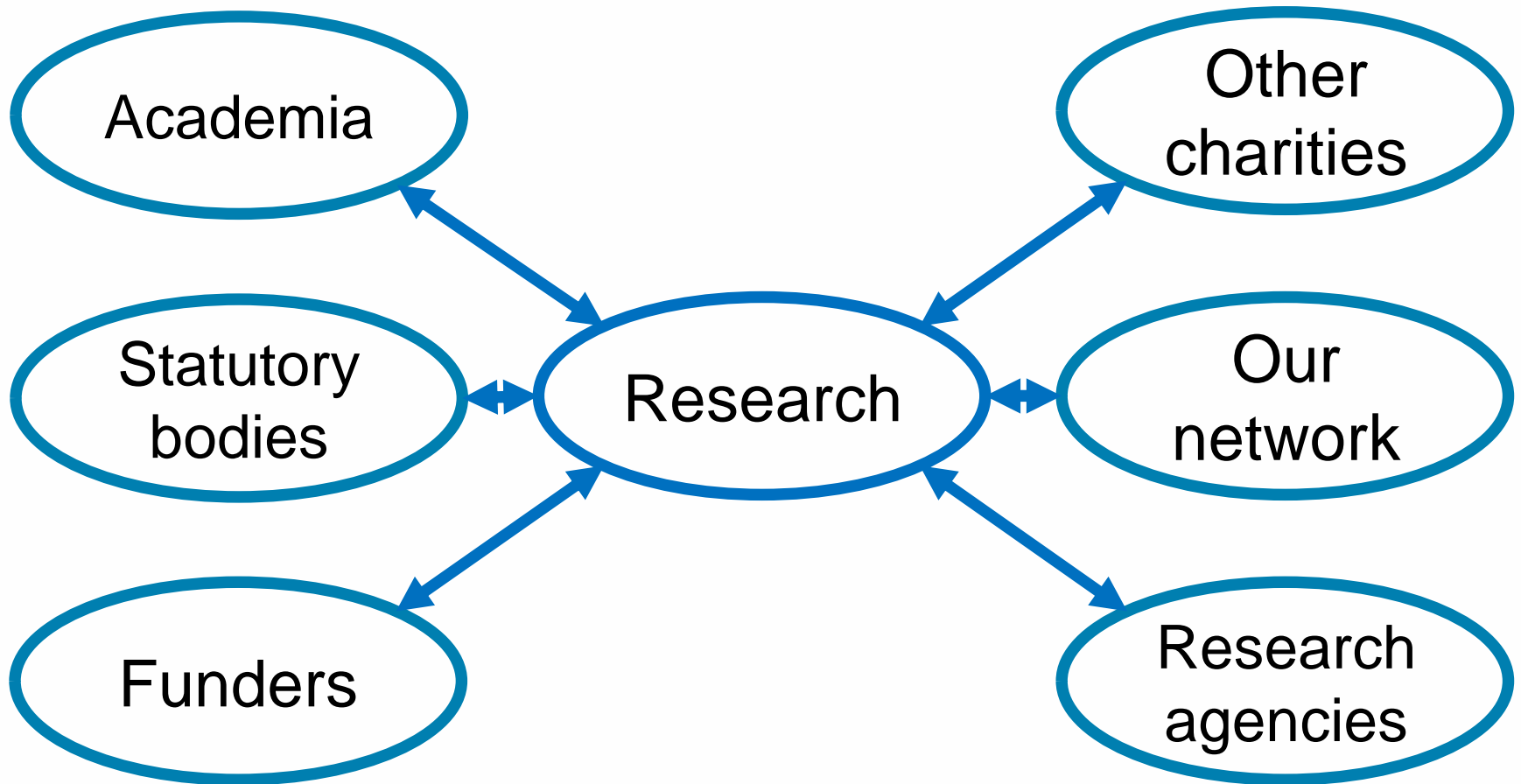
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Research within Age UK



Research outside Age UK




Success stories

- Ask senior colleagues for support, cultivate key relationships
- Make early contact
- Know what you want and cost it in - don't underestimate the work involved
- Understand and articulate the relevance to your partner organisation – understand their priorities
- Respect their expertise



Priorities when appraising academic research

- Policy and/or 'real world' relevance
 - Strategic relevance to the organisation, 'on brand'
 - Up to date data
 - Comprehensive descriptive analyses
 - Clear explanations of interpretation of more complex analyses
 - Need for population estimates, trends over time and projections
 - Ability to speak openly about findings
 - Contribution to a consensus, rather than novelty
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Doing 'impact' well takes work

- Recognise this and decide what your priorities are
- Schedule the time (or cost in somebody else's)
- Be realistic and clear about what you want to achieve
- Think about your boundaries



How to contact us

- Complete partnership request form (<https://www.ageuk.org.uk/our-impact/policy-research/what-we-research/>)
- Email to research@ageuk.org.uk

