

## **Impact Skills 4: Engaging with stakeholders and building impact into grant applications.**

Wednesday 15<sup>th</sup> October.

*Kingsley Purdam, Judith Gracey, Chris Hewson.*

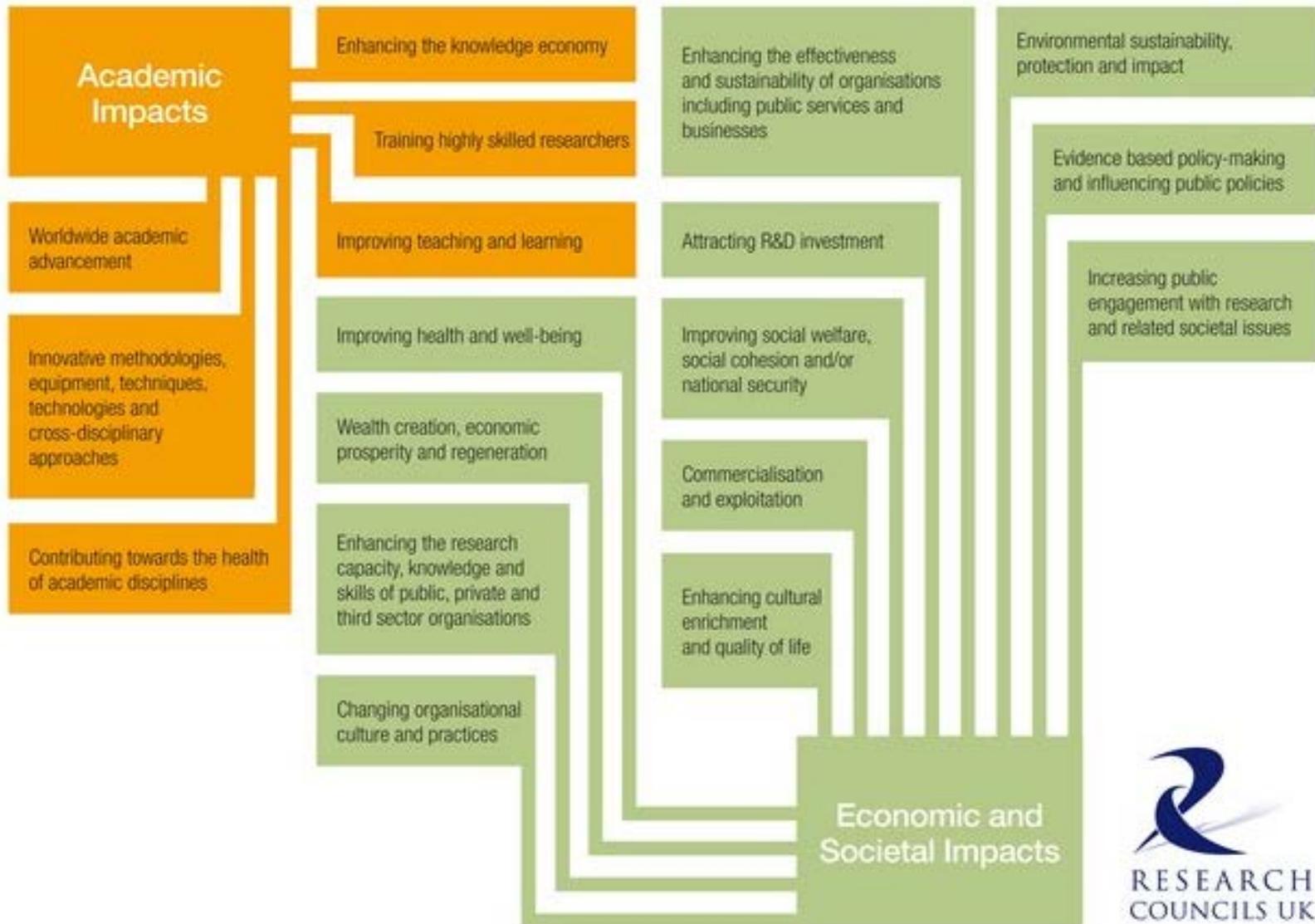


Considering the **potential impacts** of a research project and planning appropriate activities can help to:

- Extend the scope of a project, including new ideas and views from interested parties
- Make the research more accessible
- Build stronger links to research users
- Bring in funding for the next project (*where competition is tight, a strong 'Pathways to Impact' statement can be a "tie-breaker"*)



# What is research impact?



- Consider potential impact(s) and research users from the outset (not as an afterthought)
- Set clear objectives for knowledge exchange
- Develop key messages
- Identify audiences and develop mechanisms to inform and involve them
- Allocate sufficient resource to impact priorities (including who will deliver them)
- Propose some basic models and measures of success



- How will work build on existing relationships or create new links?
- What potential demand is there for potential findings?
- Have you considered horizon scanning activities to identify windows of opportunity?
- Who in your existing networks could be enrolled?
- ... and can they help you to reach other potential research users?



- Impact must be demonstrable!
- It is not enough to focus on communication/dissemination activities (e.g. conferences or reports).
- Describe how you will encourage buy-in and two-way communication (e.g. partner/academic steering groups or coalitions of shared interest).
- Consider naming organisations who might be interested in key project outputs (ideally via consultation beforehand).



## What are examples of fundable activities?

- **specific training** for project members, such as secondments, training in commercial practices, knowledge transfer workshops, etc
- **Capacity-building workshops**, seminars and networking events (particularly with a multidisciplinary / stakeholder focus)
- **publicity, dissemination** – such as research/policy summaries, conferences, websites, podcasts, blogs, films, etc.
- employment of **specialist staff** such as knowledge transfer professionals or business engagement staff
- **travel** to visit potential beneficiaries (e.g. companies) to present results, discuss future plans and secure ongoing buy-in

- By proactively recording impacts of research UoM can:
  - better showcase areas of research excellence
  - be in a stronger position for future REF-type exercises
  - increase opportunities for leveraging non-RCUK funding
  
- Aim to collect quantitative and qualitative data as you go (e.g. via questionnaires, stakeholder surveys, website analytics, etc)
  
- Request letters of support and testimonials from project partners as you go along – it can be difficult to do this retrospectively.

Useful resource for tips on evaluation:

- <http://www.rcuk.ac.uk/Publications/policy/Evaluation/>
- <http://www.ukcds.org.uk/resources/evaluating-the-impact-of-research-programmes>

- Business Engagement
  - Knowledge Exchange
  - policy@manchester
  - engagement@manchester
  - Office for Social Responsibility
  - UMIP
- ✓ **There's a lot of expertise in Manchester - sign up and plug into valuable networks and resources**

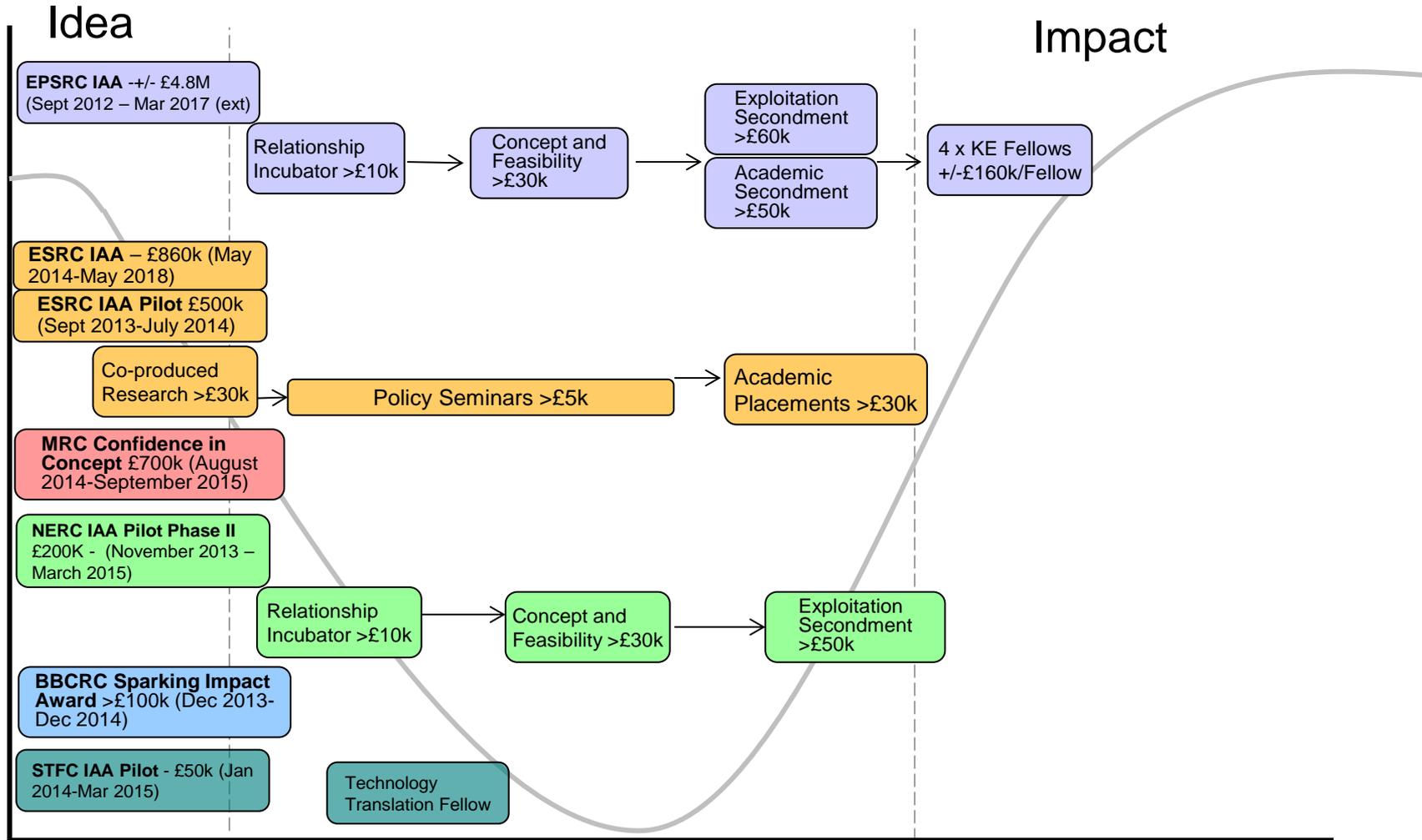


- Supports a range of activities from consultancy to knowledge exchange to recruiting talent...
- Can help connect researchers with external partners, ranging from SMEs, third sector organisations, charities and arts organisations to large companies and strategic UoM partners.
- Who can help in your Faculty?
  - **EPS**: Sandra Crosbie/Sam Winder
  - **FLS**: Vicky Hand/Zoher Kapacee
  - **HUM**: Shanta Aphale/ *new appointment*
  - **MHS**: Nigel Finch/Naomi Chandler

[email: collaborate@manchester.ac.uk](mailto:collaborate@manchester.ac.uk)

- Our knowledge exchange schemes support academics to develop mutually beneficial partnerships with external organisations across a broad range of disciplines.
- KE opportunities at the University of Manchester are currently delivered through schemes including:
  - **EPSRC** Impact Acceleration Account (IAA) - Mark Godber & Caroline Stanton
  - **ESRC** Impact Acceleration Account (IAA) – Sarah Albutt & Shanta Aphale
  - **NERC** Impact Acceleration Account (IAA) - Mark Godber, Caroline Stanton & Judith Gracey
  - **Knowledge Transfer Partnerships** (KTP) – Saq Rasul, Caroline Stanton & Joanne Summers

Funding sources available



## Blogging

- Practical workshops (and support) on how to turn research into (800 word) blogs, that engage with policy debates
- Policy briefing toolkit/template/contact database of MPs, Peers, Special Advisors & Senior Civil Servants  
<http://www.policy.manchester.ac.uk/resources/briefingtoolkit/>
- Established platform for engagement with topical policy issues –  
<http://blog.policy.manchester.ac.uk>

## Events support

- Promotion via social media (7,390 followers at @UoMPolicy)
- Co-production of events with policy angle – big name speakers, Policy Week (3-7 Nov 2014)

- The engagement@manchester network organise a series of lunchtime meetings at Manchester Museum to help share engaging ideas and experiences
- e.g. Session today (15 October) on '*Engaging with the media*'
- They have a blog with upcoming events/news, and a section on guides and toolkits to support public engagement.
- Mailing list: [engagement@manchester.ac.uk](mailto:engagement@manchester.ac.uk)
- Manchester Museum is keen to work more closely with researchers – to explore possibilities contact Henry McGhie ([henry.mcghie@manchester.ac.uk](mailto:henry.mcghie@manchester.ac.uk) )

- UMIP was established by the University of Manchester to protect and, where appropriate, commercialise the results of research.
- UMIP can:
  - *Help researchers identify and protect intellectual property*
  - *Assist in the determination of commercial applications*
  - *Harness commercial expertise to implement ideas*
- It is the 'go-to' body in relation to any matter relating to intellectual property ("IP") created at the University
- The University has a contractual obligation to protect IP where the research is funded by a Research Council or charitable institution.
- <http://umip.com/your-umip-contacts/>

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The University of Manchester

## StaffNet

For staff at The University of Manchester

- ▲ StaffNet
  - ▲ Services
  - ▲ Research and Business Engagement Support Services
  - ▼ Research Impact
  - ▶ Pathways to Impact
- 
- StaffNet related links
- [Employment](#)
  - [Personal support](#)
  - [Supporting students](#)
  - [A-Z](#)

## Impact

### Research Impact at Manchester

The creation of positive economic and societal impacts and benefits from our research is integral to the University's 2020 strategy and cuts across all our fields of activity.

Our aim is to be at the leading edge of realising and communicating the impact of our excellent research and advanced training.

In terms of defining impact, RCUK specify that

*"Economic and societal impacts embrace all the extremely diverse ways in which research-related knowledge and skills benefit individuals, organisations and nations by:*

- *Fostering global economic performance, and specifically the economic competitiveness of the United Kingdom*
- *Increasing the effectiveness of public services and policy*
- *Enhancing quality of life, health and creative output."*

[Research Impact Flyer](#) (pdf) - overview information on research impact at UoM and links to research impact case studies on Faculty websites

### Toolkits and resources

This section will be regularly updated with information and guidelines for integrating impact into research planning and communicating with stakeholders.

Some guidelines can already be found in the [Pathways to Impact toolkit](#) on Staffnet.

Also available are sample templates for [single](#) and [grouped](#) impact case studies

In addition to this, a number of networks and departments across the University offer impact-related support and services, for example see:

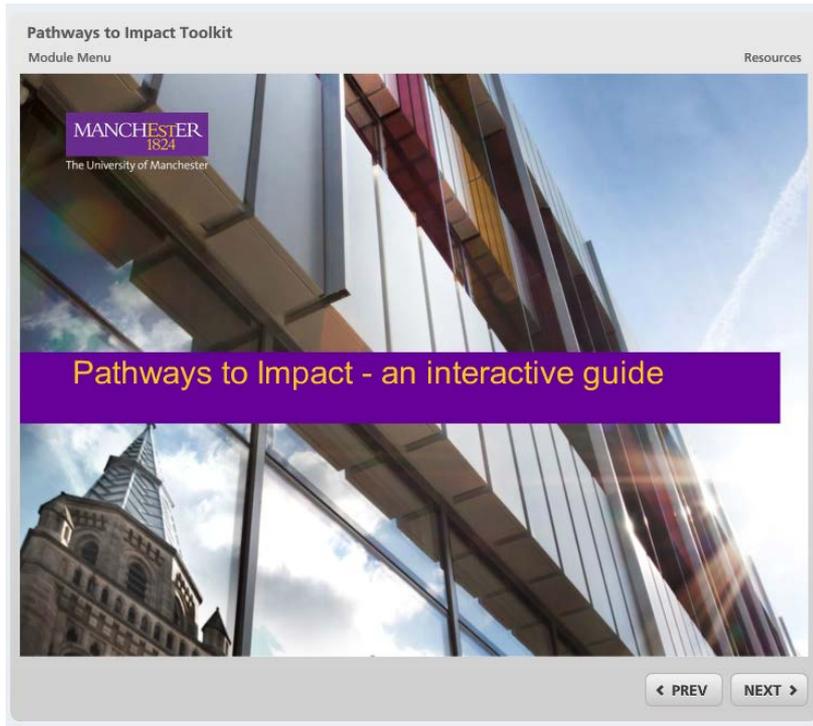
- [Impact-related Services from the University Library.](#)
- [Overview of support and guidance from the Policy@Manchester network.](#)
- [Public Engagement @ Manchester - guides and toolkits.](#)
- [Knowledge Exchange Team](#) - For enquiries related to any of the Knowledge Transfer and Exchange schemes, including [KTPs](#).
- [Business Engagement Support Team](#) - building partnerships with local, regional and international organisations.
- [UMIP](#) - The University of Manchester's agent for intellectual property (IP) management and commercialisation activities.

### Impact Accelerator Accounts

The University currently holds a number of RCUK Impact Accelerator Accounts, for more information on these see:

- [ESRC Impact Accelerator Account](#)
- [EPSRC Impact Accelerator Account](#)
- [NFRF Impact Accelerator Account](#)

<http://www.staffnet.manchester.ac.uk/services/rbess/impact/>



## Three modules:

1. Defining impact;
2. Guidance on what to include in an Impact Summary and P2I application
3. Communicating and engaging around your research

*Include links and signposts to internal (University) resources, services and contacts as well as useful external resources.*

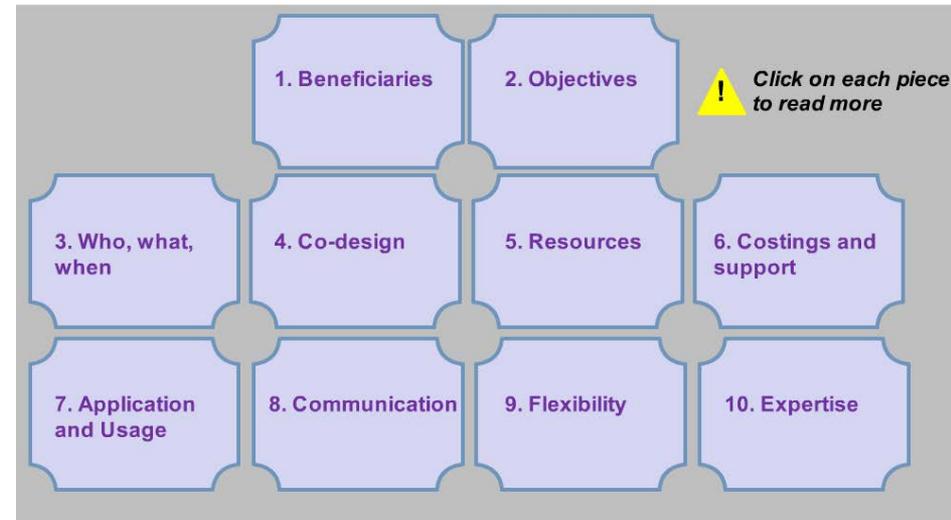
*You must enter your UoM login/password to access the course.*

[http://www.training.itservices.manchester.ac.uk/uom/Impact/Course/Pathways\\_to\\_Impact\\_Toolkit/story.html](http://www.training.itservices.manchester.ac.uk/uom/Impact/Course/Pathways_to_Impact_Toolkit/story.html)

## Example screenshots from the online P2I training module

The screenshot displays a web interface for the training module. At the top, there is a 'Module Menu' and 'Resources' section. The main content area features a video case study titled 'Engaging around research: examples' with a play button icon. Below the video, there is a section for 'The Life Sciences Podcast' with a 'Podcast' button. A yellow warning icon and the text 'Click on images to open files' are visible in the bottom left corner. Navigation buttons for 'PREV' and 'NEXT' are at the bottom.

## At a glance: 10 tips for a strong P2I plan



**Research Impact UoM**  
@UoM\_Impact

Research impact news and updates from the University of Manchester.

[manchester.ac.uk/research/impac...](http://manchester.ac.uk/research/impac...)

4 Photos and videos

**Tweets**   Tweets & replies   Photos & videos

Research Impact UoM retweeted  
**Mike Clark** @clarkmike · 28m  
Placement for people w/ dementia: individual experts' vs expert groups' decisions in 8 countries [bit.ly/1vcb9xV](http://bit.ly/1vcb9xV) HT @PSSRUManchester

Research Impact UoM retweeted  
**UoM StaffNet** @UoMStaffNet · 1h  
Free drop-in event - Science Spectacular 2014 on Sat 25th Oct  
@McMuseum @UoMEngage #SciencelsSpectacular #ScienceSpectacular #msf14

Research Impact UoM retweeted  
**Tim O'Brien** @Tim\_O\_Brien · 2h  
For @OfficialUoM researchers: develop outreach activity & take your research into schools. Free training event  
[engagement.manchester.ac.uk/blog/?p=1953](http://engagement.manchester.ac.uk/blog/?p=1953)

**Research Impact UoM** @UoM\_Impact · 40m  
..delighted to get my #sciencespectacular flyers in the post this morning - Manchester Science Festival programme looks amazing @UoMEngage

Research Impact UoM retweeted

*Raising awareness of new findings, events and expertise on social media e.g. via [@UoM\\_Impact](https://twitter.com/UoM_Impact) twitter account*

# Films on involving external stakeholders

We filmed some experienced UoM researchers during the summer, asking them to share their experiences on engaging around research. (These mainly will be used for internal capacity-building purposes).

The first film looks at experiences and tips on *involving external partners* in research.

<http://www.youtube.com/watch?v=5IVN8xnc91g&feature=youtu.be>

The second part of the film discussed *communicating research to non-academic audiences*.

<http://www.youtube.com/watch?v=0kSVoNRlgj0>



influencing

- For any questions following on from this workshop, contact:
- [Judith.Gracey@manchester.ac.uk](mailto:Judith.Gracey@manchester.ac.uk)
- [Chris.Hewson@manchester.ac.uk](mailto:Chris.Hewson@manchester.ac.uk)

- **An RCUK project has promised ongoing engagement with Whitehall policymakers.**
- What would be the steps required, within a pathways to impact statement, to deliver on this promise to the satisfaction of both parties?

- **An RCUK project has promised engagement with the general public.**
- With respect to your own academic discipline, how might this type of engagement be described and delivered within a pathways to impact statement?

- **An RA has been appointed to help in the production and dissemination of impact related outputs.**
- As the project PI, what considerations should be taken into account before, during and after this appointment?