

Policy impact - Identifying Audiences and Opportunities



Chris Peters

Policy@Manchester

Our focus

- Supporting ‘research into policy’, by boosting knowledge and skills internally.
- Opening up new opportunities for impact – relationship building.
- Acting as a beacon for external policy audiences – demand-led and responsive.

Our impact in numbers

45,000 reads of five influential publications



200 original policy blogs produced



10 UK Government departments engaged



5 meetings held with senior civil servants

13 round tables with government departments or bodies



183,000 views of our blogs



35 meetings with parliamentarians

12 parliamentarians brought onto campus

25 evidence submissions to Parliament and HM Government

2 events held in the Palace of Westminster

1 parliamentary question asked



12 public debates held

10 events hosted at party conferences



1 national independent commission convened



1 select committee hearing hosted on campus



7 metropolitan mayors engaged



150 staff given bespoke policy impact support



5 applications for Fellowships supported



150 researchers trained in policy engagement skills

5 large research funding bids supported

50 REF 2021 impact case studies being supported

Engagement

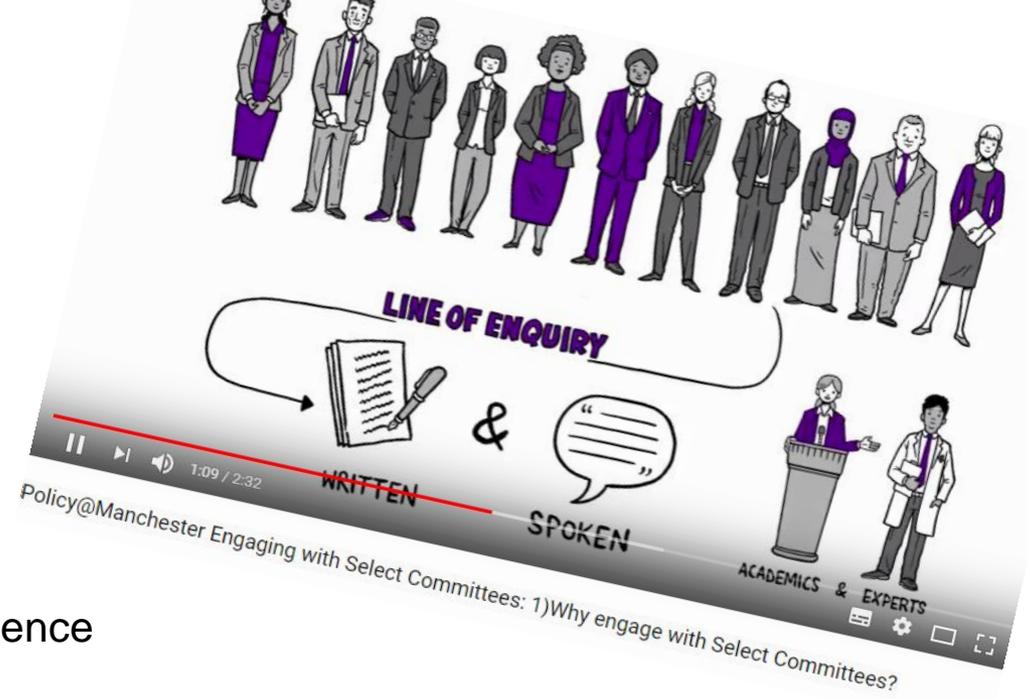
- Select Committees
- Blogging
- Briefings/Publications
- Events
- Ad hoc opportunities



Select Committees

What is a Select Committee?

- Regular opportunities to submit evidence
- Good experience and profile
- Government required to respond to report – *may* shift policy.



Impact from Policy@Manchester

A working group of academics from within the Faculty of Humanities submitted a collaborative response to the House of Lords Committee on Citizenship and Civic Engagement's call for evidence.

Blogging

- Policy recommendations that could help understand/address a problem.
- Example(s) of successful best practice elsewhere in the world, that could be adopted.



Impact from Policy@Manchester

Tarani Chandola's blog examined if any job is better for your health than being unemployed.

His research was cited in a speech by Jeremy Corbyn at the TUC conference and picked up by national media.



The University of Manchester

Briefings/Publications

- Front loaded – conclusions at the start
- Make recommendations
- Solutions not problems
- Know your audience

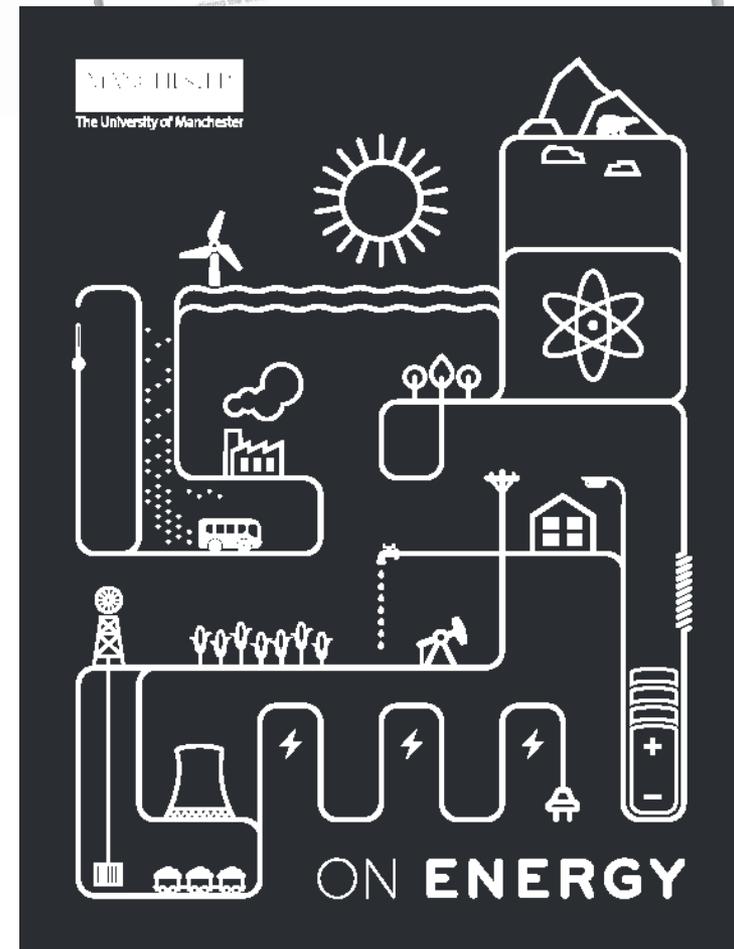


MANCHESTER 1824 The University of Manchester **Policy@Manchester**

Leading researchers from The University of Manchester write on tackling extremism by building social cohesion.

With introductory foreword from Mayor Andy Burnham

ON COHESION



Evidence Week





#LetsTalkLynch

“Risk prediction and prevention is at the heart of our work at The Eve Appeal. We’re proud to be partnering with The University of Manchester, and creating the Let’s Talk Lynch campaign in response to this crucial research which will raise the profile of the too-little known genetic mutation Lynch Syndrome. This mutation puts you at higher risk of cancer development and there’s an urgent need to change protocols and offer screening to womb cancer patients. This will save lives.”

Athena Lamnisos, CEO
The Eve Appeal

#LetsTalkLynch





Lynch syndrome researchers
Dr Neil Ryan and Dr Emma Crosbie
are working with us to change
testing procedures and save lives



We as academics learn from Policy@Manchester about how to package our research for policy. They also broker our evidence as knowledge to potential, influential, users of that knowledge. They are both inward looking and outward facing. I think they are fantastic.

Professor Dame Nicky Cullum,
Professor of Nursing and Head of the Division of Nursing,
Midwifery & Social Work.



On AI and Robotics

Developing policy for the Fourth Industrial
Revolution

Policy@Manchester



Professor Angelo Cangelosi (left), Professor Barry Lennox (centre) and Dr Barbara Ribeiro (right) visited UK Parliament to brief Peers on AI and intelligent robotics.

Over to you...

- Variety of potential policy audiences; with different responsibilities, interests & needs
- Make sure your ‘supply’ is tailored to their ‘demand’
- Monitor for reactive opportunities
- Seek proactive opportunities – build relationships
- Use the support that’s out there!