Pathways to impact in grant applications

Lunch workshop

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Today’s session

1. Introduction to Pathways to Impact
2. Top tips
3. Review of examples – in groups
4. Support at Royal Holloway
5. Any other questions
Research funders care about impact

Research England: “A clearly thought through and acceptable Pathways to Impact is an essential component of a research proposal and a condition of funding.”
Many other reasons why researchers “do impact”

<table>
<thead>
<tr>
<th>Making a difference</th>
<th>Collaboration opportunities</th>
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<tbody>
<tr>
<td>Seeing research used</td>
<td>Attracting students</td>
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<tr>
<td>Reputational benefits</td>
<td>Promotion</td>
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<tr>
<td>Commercial opportunities</td>
<td>REF case studies</td>
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UKRI: why does impact matter?

Spending public money means demonstrating the benefits of that investment to society = **accountability**

Research can be improved by engaging with a broad range of potential beneficiaries = **quality**

Shortening time to benefits, and increasing the impact we know our investments have = **maximising benefits**

It enhances UK attractiveness for research and innovation investment = **reputation**
UKRI definitions

Economic and societal impact

The demonstrable contribution that excellent research makes to society and the economy.

This occurs in many ways – through creating and sharing new knowledge and innovation; inventing groundbreaking new products, companies and jobs; developing new and improving existing public services and policy; enhancing quality of life and health; and many more.
UKRI definitions

Academic impact

The demonstrable contribution that excellent research makes to scientific advances, across and within disciplines, including significant advances in understanding, method, theory and application.
Public engagement may be included as one element of your Pathway to Impact.

“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit” (NCCPE).
Public Engagement

• Engaging the public with your research can improve the quality of research and its impact, raise your profile, and develop your skills.

• It is not just dissemination / a final stage process. Think more about sustained partnerships and publics as experts and active participants at all stages of the research process.

• More info can be found via the NCCPE website and in this report (one of many but particularly helpful).
RCUK: what applicants need to write

**Academic beneficiaries:** potential academic impact and pathways towards realising that

**Impact summary:** potential economic and societal impact, and answer two questions:

- Who might benefit from this research?
- How might they benefit from this research?

**Pathways to impact:** the activities that will help develop economic and societal impact, and answer the question:

What will be done to ensure that potential beneficiaries have the opportunities to engage with this research?

Academic impact can be included if key to economic / social impact.
Research Councils: Pathways to impact

Up to two pages, and it should be

1. **project-specific and not generalised** and
2. **flexible and outcome-driven.**

It should encourage researchers to:

- identify and actively engage relevant stakeholders
- show a clear understanding of the context and needs of users and how the proposed research can meet them
- outline the planning and management of activities - timing, personnel, skills, budget, deliverables and feasibility
- Include evidence of any existing engagement with partners or consultees.
No impact?

From National Coordinating Centre for Public Engagement:

For some “blue skies” theoretical research it may be hard to imagine any non-academic impact within foreseeable future. This is fine.

However, before you use the option of explaining why your research won’t have impact, please consider whether there are 1) ways you can engage with special interest groups through for example magazines, talks in societies, festivals, or through social media groups and 2) ways you can engage with other more applied disciplines who may be able to take the insights from your project further.
Two simple questions

Who can benefit from your research and how?
= impact summary

What will you do to help realise this impact?
= pathways to impact
Planning impact

No one recipe – impact is project-specific!

- Start early
- Involve stakeholders
### Stakeholder types (examples)

<table>
<thead>
<tr>
<th>Members of the general public</th>
<th>Charities / NGOs</th>
<th>Companies (large, medium, small)</th>
<th>Cultural / creative institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population segments / groups</td>
<td>International organisations</td>
<td>Standards bodies</td>
<td>Educational institutions</td>
</tr>
<tr>
<td>Community groups</td>
<td>Policy makers (local, national, global)</td>
<td>Trade unions</td>
<td>Heritage organisations</td>
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</table>
## Impact types (examples)

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic/commercial impact</td>
<td>Greater awareness/knowledge</td>
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<tr>
<td>Social advancement</td>
<td>Public debate</td>
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<tr>
<td>Cultural advancement</td>
<td>Greater creativity</td>
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<tr>
<td>Better policy-making</td>
<td>Increased health and wellbeing</td>
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<td></td>
<td>Environmental benefits</td>
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<td>Global development</td>
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<td>Improved public services</td>
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<td>Increased security</td>
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<tr>
<td></td>
<td>Enhanced skills, teaching and learning</td>
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<tr>
<td></td>
<td>Better processes/tools/technologies</td>
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<td></td>
<td>Reduced costs</td>
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</table>
Activity types (examples 1)

- **Co-production**: inclusive research methods with research participants
- **Events**: lectures, debates, exhibitions, conferences, workshops, meetings
- **Commercial**: patents, licencing, consultancy, sales, spin-outs
- **Press**: press releases, interviews, articles, videos
- **Communication**: conference talks, briefings, flyers, websites, blogs, social media, podcasts
- **Cultural activities**: exhibitions, screenings, readings, films
- **School resources**: curriculum changes, materials for schools
Activity types (examples 2)

- **Skills**: training events, courses, learning resources
- **Partnerships**: secondments, co-delivery of programmes or activities
- **Archives**: e.g. co-produced image / video archives
- **Resources for volunteers**
- **Political impact**: evidence submissions, policy-focused events
- **Other**: advisory boards, databases for sector use, resources for volunteers
- Applying for **further impact funding**
Pathways to Impact – things to cover

- How will you engage different stakeholders?
- What activities, and who is responsible?
- Timeline? Short, medium, long-term
- Legacy?
- Success measures?
- What resources will you need?
- Risks and flexibility
Budgeting for impact

• Most calls don’t give specific requirements. Some do e.g. impact 10% of total cost
• Councils expect the applicants to set the activities and budget in a way that fits the research and impact
• RHUL Research Office can help you cost impact activities
• Plan well - there’s some flexibility within the budget but you can’t increase overall costs at a later stage
Example costs

- PI / team time
- Training costs for team members
- Travel costs
- Specialist advice / market analysis costs
- Creating content e.g. videos
- Website costs
- Event costs
- Advertising and marketing costs
- Brochures, posters, flyers
Common problems

- Too generic or vague
- Academically-focused
- Predictable: website + conference talk
- An afterthought
- Focused on past impact
- Repeats Impact Summary
- Unrealistic budget
In your groups, discuss the examples provided:

AHRC: Collaboration between professional and amateur theatre
ESRC: Vocabulary and reading in secondary schools
BBSCR: Understanding the impact of agri-environment schemes on emerging infectious diseases in pollinators

What do you like about them?
Specific examples of strengths?
Support available at RHUL

VP Research Impact and Interdisciplinarity – Helen Nicholson leads on our approach and strategic direction

Directors of Impact: department’s impact strategy, advice to researchers, steering REF case studies, departmental/disciplinary links.

Impact Managers: work with DoIs, Associate Deans and VP Impact and researchers to support impact delivery College-wide. Can help plan your impact activities and review Pathways to Impact.

Business Development Managers – support in securing research funding, as well as in commercialisation, licencing and consulting activities.

Research services: advice and support in applying for grants including process, eligibility and costing.

Communications and PR team: communications strategy, working with the media, press releases, support on events.
Impact managers

Kristina Glushkova
Impact in Government, Corporate and Social sectors
Kristina.Glushkova@rhul.ac.uk
Ext. 6546

Olivia Swift
Impact in Cultural, Creative and Heritage Sectors
Olivia.Swift@rhul.ac.uk
Ext. 6633
Useful links

RCUK Impact Guidance: click here

Fast Track Impact top tips: click here

Fast Track Stakeholder and Impact Planning templates: click here

Royal Holloway’s impact resources: click here
Impact resources

Time to renew your car parking permit

All current parking permits will automatically expire on Saturday 30 September 2017. You need to apply to register for your brand new 2017/18 parking permit before Sunday 1 October.

I want to...

› Research Data Management
› Get advice on research impact
› Access Library research support content
› Find out about research funding opportunities
› Plan a research grant proposal
Impact resources
Dear all,

Autumn returns and with it come developments in all things impact! Here you'll find news about:

- The latest impact requirements for the next **REF**.
- A packed schedule of impact-related **training** for the term ahead. We kick off this month with a fantastic **Introduction to Impact** lunchtime session on **25**
Impact resources
Excellence with impact

The Research Councils collectively invest £3 billion in research each year to meet tomorrow’s challenges today, bringing about a positive impact in our society, economy and in our lives through:

Creating new knowledge

- Funding basic research excellence
- Responding to society’s challenges
- Developing skills, leadership and infrastructure
- Leading UK research direction

Driving innovation

- Creating environments and brokering partnerships
- Co-delivering research and innovation with 2,500 businesses
- Intelligence for policy making

What is impact?

RCUK defines impact as the demonstrable contribution that excellent research makes to society and the economy. This occurs in many ways – through creating and sharing new knowledge and innovation; inventing groundbreaking new products, companies and jobs;
Read research impact guides

Our essential series of "how to" guides for researchers, designed to help you embed impact in your work:

**How to write a winning pathway to impact and impact summary**
Our guide to telling your funders about the impacts that are likely to arise from research you've not yet done, including a link to our best practice library of Pathways to Impact.

**How to create a social media strategy for your research that delivers real impact**
Our step-by-step guide to making a social media strategy, including an easy-to-complete template to help you get the most out the time you spend on social media.

**How to write a winning research impact case study**
Our guide to writing an effective case study about your research impact

**How to tweet with impact: our Top Twitter tips for research impact**
Our hugely popular guide to using Twitter professionally to drive research impact

**How to write a policy brief that has real impact**
Our guide to writing policy briefs, explaining how to prepare, design, write, disseminate and then use your policy brief to deliver impact.

http://www.fasttrackimpact.com/resources