

RESEARCH IMPACT VIA PUBLIC ENGAGEMENT

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BACKGROUND

- ▶ Introduction of Impact in REF2014
- ▶ ‘For the purposes of the REF, impact is defined as an **effect on, change or benefit to** the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.’
- ▶ ‘Reach and significance’
- ▶ REF2014 ICS featuring public engagement
- ▶ Dissemination is a pathway to impact!!

FORMS OF PUBLIC ENGAGEMENT

- ▶ Symposia
- ▶ Workshops
- ▶ Festivals
- ▶ Exhibitions
- ▶ Concerts
- ▶ Readings
- ▶ Websites
- ▶ Broadcast media
- ▶ Social media

PURPOSE OF PUBLIC ENGAGEMENT

- ▶ Sharing new knowledge
- ▶ Testing responses
- ▶ Gathering feedback
- ▶ Two-way process
- ▶ Collaboration is key

- ▶ **Inclusive Creativity – driving inclusion in music for disabled artists using technology**



REF2021 ICS AND PUBLIC ENGAGEMENT

- ▶ <http://inclusivecreativity.com/>
- ▶ <http://wave.progressfilm.co.uk/preview?id=5794>
- ▶ <http://artscouncil-ni.org/news/NonZeroSum-world-premiere>

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PUBLIC ENGAGEMENT TIPS

- ▶ Find a collaborative partner
- ▶ Choose audience and format carefully
- ▶ Drive beyond dissemination to generate impact
- ▶ Record feedback
- ▶ Archive

PUBLIC ENGAGEMENT AND IMPACT RESOURCES

- ▶ National Co-ordinating Centre for Public Engagement
- ▶ <https://www.publicengagement.ac.uk/>
- ▶ REF2014 Impact Case Studies
- ▶ <https://impact.ref.ac.uk/casestudies/>
- ▶ Fast Track Impact
- ▶ <https://www.fasttrackimpact.com/>
- ▶ Ulster REF Impact
- ▶ <https://www.ulster.ac.uk/ref/impact>