

Imagined REF Testimonial Sample Content: Impact on Creativity/Culture

NB: drawing on sectoral '**good practice**' norms, this document provides imagined REF testimonial sample content in **impact on creativity/culture** ...

What is a REF testimonial?

- REF2021 defined testimonial evidence as **factual statements** (from **external sources**) that **corroborate the specific impact claims** made within a given case study
- However, it was also acknowledged that 'there may be occasions where **opinion-based** testimonials are appropriate', such as where the impact is on public understanding
- Testimonials may be **provided by key users** of the research/**beneficiaries** of the impact

Testimonial (corroborating statement) layout checklist:

- Provided by **external source** on **headed paper** with **signature** (or as email)
- Specifies provider's role and **contact details**
- **Dated**

Testimonial (corroborating statement) content checklist:

- Names the **researcher**
- Describes the **research contribution** (e.g. cites research outputs)
- Explains the **context of engagement** with the research (e.g. expert advice), and how the research was used
- Outlines the **nature/extent** ('significance'/'reach') of the **change effected** by the research, detailing/quantifying **beneficiaries/benefits**
- **Dates** the impact
- References any **evaluation of the impact**

Testimonial (corroborating statement) sample content:

- **Imagined context:** statement from head of leading UK arts organisation corroborating how **Ulster research influenced** its creative/working **practices** thereby **enhancing staff performance** and the stakeholder **experience**...

*'This testimonial outlines the **influence and impact** of the research of Professor Smith and her team at Ulster (**research outputs** cited) on a range of **strategic decisions** we've implemented between 2023 and 2024...*

*Working with Professor Smith has **directly influenced our approach** to introducing concepts of X and Y...*

*Working with new methods and technologies developed to enhance X by Professor Smith and the research team at Ulster has **increased levels of performance, ability and understanding**...*

*The **collaboration** with Professor Smith **directly led to capacity building** in relation to developing X, including **new knowledge** on how to unlock the innovative potential of Y and **improved connectivity** with Z...*

*Prior to our engagement with Ulster researchers, our **performance levels** in X across the organisation were assessed by an internal HR review (2023) and found to be averaging at 60%. Following engagement with Professor Smith and her team, and after **applying the research recommendations** from paper xxxx (list recommendations), HR carried out a*

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*follow-up review in 2024, which showed that performance average in X had **increased significantly to 85%**...*

*Since this engagement with Professor Smith, our organisation has also created a number of **solutions** that have **enhanced the quality** of the stakeholder/participant experience...*

*Working with the Ulster research team has allowed our staff to use emerging media and technology in exciting ways to **increase participant engagement, inclusion and understanding** across both virtual and in-person connectivity platforms and experience. External **evaluation** of these changes in 2024 found that, since their implementation, engagement levels had **increased by 35%** across all platforms, including a **20% increase** from underrepresented groups, with pre- and post-engagement cohort survey analysis indicating **increased** understanding of X across **70%** of participants' ...*