



Introduction to Impact

7th November 2018

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Pro-Vice-Chancellor (Research & Impact)

Where does impact sit in Ulster's strategic context?

Five and Fifty

Impact is thoroughly integrated into Ulster's five-year strategic plan and fiftieth-year strategic vision.

Research & Impact Strategy 2017-2022

- Sets out Ulster's strategic intent: 'to build upon.....internationally excellent and world-leading impact arising from the translation of Ulster's research into value for the economy, society, culture, public policy or services, health, the environment and / or quality of life beyond academia.'
- Objective: Ulster University will improve its positioning within the top 25% of UK universities in the next REF assessment for 4* and 3* research impact.





What is impact and why is it important?

What is Research Impact?

What it is...

- UK Research and Innovation (UKRI) defines research impact as 'the demonstrable contribution that excellent research makes to society and the economy'.
- For REF, impact is defined as 'any effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia'.
- In broad terms: research impact is the effect/benefit that research has (i.e. its attributable change) beyond academia.
- 'Impact is the good that researchers can do in the real world', Mark Reed (Newcastle University, Fast Track Impact).

What is Research Impact?

What it's not...

- Pathways to impact = *not* impact
- Knowledge Exchange = *not* impact
- Dissemination = *not* impact
- Public Engagement = *not* impact
- Impact potential = *not* impact

Why is Research Impact important?

Accountability: spending public money means demonstrating the benefits of that investment to society

Quality: research can be improved by engagement with a broad range of potential beneficiaries

Maximising benefits/public good: shortening the time to benefits, and increasing the impact we know our investments have

Reputation: enhance UK attractiveness for research and innovation investment



Planning and generating impact

Ensuring that your work is impactful

Passive

- Research is done.
- Disseminated.
- It is found and used by others to have impact.

Active

- Research is done.
- Identify some potential impact partners.
- Work with them to develop impact.

Proactive

- Include stakeholders in the research from Design to Dissemination to Development.
- Work with them to map out the journey to impact.

Ensuring that your work is impactful

- **Who** are the audiences for our research and what are the potential/actual impacts on them?
- **When** should we engage with stakeholders?
- **How** will we communicate and engage with stakeholders (not just disseminate)?
- **How** do we translate materials to meaningfully engage our stakeholders?
- **What** pathways do we need to follow to achieve impact?
- **How** can we best describe, evidence and analyse the pathway from research to impact?

Ensuring that your work is impactful

- **How** will we track impact and demonstrate its achievement?
- **How** can we link our research to the Government's Industrial / Innovation Strategies?
- **What** resources do we need to realise impacts?
- **What** will the reach and significance of the impact be?
- **What** impact is realistic for our research short term and what is expected and realistic longer term?
- **How** will we transfer knowledge into the organisations for impact to occur?



Research Impact and REF

Research Excellence Framework

Ulster University Performance

- World leading research in all 20 of Units of Assessment
- Increased 4* Research from 14% to 24.2%
- In the top 25% of all UK submitting HEIs (top 33% in RAE 2008)
- Art & Design is ranked 3rd in the UK for its world-leading 4* research
- 100% 4* for Biomedical Sciences research environment
- Law ranked 1st for Research Impact with 100% of our impact 4* rated

Definition and Weighting

Definition:

For 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’*.

Weighting:

- Outputs 60%
- Impact 25%
- Environment 15%

Research Excellence Framework

Assessing 'Reach & Significance'

Reach

The extent and/or diversity of the beneficiaries of the impact, as relevant to the nature of the impact. (It will not be assessed in geographic terms, nor in terms of absolute numbers of beneficiaries.)

Significance

The degree to which the impact has enabled, enriched, influenced, informed or changed the performance, policies, practices, products, services, understanding, awareness or well-being of the beneficiaries.

Differentiating Outstanding Impact from Modest Impact

Outstanding	Modest
<p>Gave clear indication of the underpinning research and explanation for its quality.</p> <p>Gave clear explanation of how the research results had brought about the change, effect or benefit.</p> <p>Understood the distinction between dissemination and impact.</p> <p>Provided clear (and not overstated) account of the Reach and Significance of the impact.</p> <p>When corroborating sources were followed up, they justified the claims made.</p>	<p>Failed to set out the thread of evidence linking the research to the impact and to establish the quality of the research.</p> <p>Focused on the reputation/esteem of the researcher and unit rather than the impact.</p> <p>Presented dissemination as impact.</p> <p>Made unconvincing or overstated claims of the Reach and Significance of the impact.</p> <p>When corroborating sources were followed up, they did not back up the claims made or did not respond.</p>

Differentiating Outstanding Impact from Modest Impact

Outstanding	Modest
Evidence based statements.	Excessive publication lists or web references, some inaccessible.
Within the word limit and guidelines.	Did not adhere to guidelines. (e.g. research was not undertaken at the submitting institution)
A articulate, well written and interesting story.	Lack of coherence and dense narrative, journalistic.
The underpinning sciences was strong.	Has unnecessarily ‘drummed up’ or ‘dumbed down’ the narrative
Impact of CPD Programmes - Knowledge Transfer.	Quality threshold not met so Case Study not assessed



Support for Impact

Impact Team

Supporting the research impact agenda at Ulster



Maria Prince
Faculty Impact Manager
AHSS



Karen Reid
Faculty Impact Officer
UUBS / AHSS



Sean McCaul
Faculty Impact Officer
CEBE



Caroline Walsh
Faculty Impact Officer
LHS

Impact Development Series

Impact support activities at Ulster

- REF Impact Case Study Support
- Impact Tracker
- Impact Planning/Pathways to impact statements
- One-to-one impact mentoring
- Impact 30 seminar series
- UCommunicate
- Impact development funding: Civic and Commercial Impact Funds



DEVELOPMENT SERIES



Impact30 Seminar Series

Impact30 is a series of Informal, 30-minute seminars, which will provide guidance and support in the area of research impact. Colleagues from Ulster University will share their knowledge, experience and expertise in this area. Talks are 30 minutes, followed by 30 minutes of discussion over a light lunch.



Introduction to Impact

Speaker: Professor Cathy Gormley-Heenan

Time: 1pm

Location: Jordanstown campus **Wednesday 7 November 2018**



Pathways to Impact Statement

Speaker: Dr Mike Brennan

Time: 1pm

Location: Coleraine campus **Wednesday 5 December 2018**



Knowledge Exchange and Impact

Speaker: Dr Justin Magee

Time: 1pm

Location: Belfast campus **Wednesday 6 February 2019**



Public Engagement and Impact

Speaker: Professor Frank Lyons

Time: 1pm

Location: Magee campus **Wednesday 6 March 2019**



Having an Impact on Policy

Speaker: Professor Ann-Marie Gray

Time: 1pm

Location: Jordanstown campus **Wednesday 3 April 2019**



Communicating Your Research Impact

Speaker: Professor Siobhan O'Neill

Time: 1pm

Location: Belfast campus **Wednesday 1 May 2019**

Impact 30 Seminar Series

For more information and to register visit getinvited.to/impact
Or email impact@ulster.ac.uk



For more information:

W: www.ulster.ac.uk/internal/research/researchimpact

E: impact@ulster.ac.uk



Questions

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