





Impact30 Seminar Series: Impact in Early Career Research

Wednesday 20th November

Dr Sinéad Furey
Ulster University Business School

@DrSineadFurey


#FoodPovertyUUBS

Research Scope

Retail food promotions and food poverty

Preceding career in food and consumer policy:

- The Consumer Council;
- Education and Training Inspectorate; and
- Food Standards Agency.

 Former experience in research, stakeholder engagement and advocacy / lobbying.

Ulster: Four months in and applying for an external research call in **retail food promotions** (12 month project) leading immediately to a further 18-month research call.

Food poverty research has been un-funded or funded by Ulster's Civic Impact research call.

Planning for and generating impact in early career research

Key activities and challenges

- Activities have been often reactive – as we know: academic posts are busy!
- Built dissemination into the research proposals:
 - Research conferences and stakeholder roundtables; and
 - Exploited pre-existing contacts, early engagement and ‘no surprises’ policy.
- Engaged with Impact Tracker (Vertigo Ventures), Mark Reed seminars and Ulster’s Research & Impact team.
- Challenges have included:
 - Recruiting participants;
 - Working with market research companies;
 - Finalising research reports for the funder(s);
 - Securing stakeholder endorsements;
 - Translating ‘pathways to impact’ into ‘Impact’; and
 - Getting published (in ABS journals)!

Successes: influencing policy and health and commercial impact

Two-way engagement & networking

Retail food promotions research has been commissioned and disseminated with ongoing engagement:

- Food Standards Agency in NI: Independent government department – *Better Choice Better Business* workshop
- **Safe**food: North-South body; translated our research into a population-level dietary advice communication tool and public health campaign (#TransformYourTrolley)

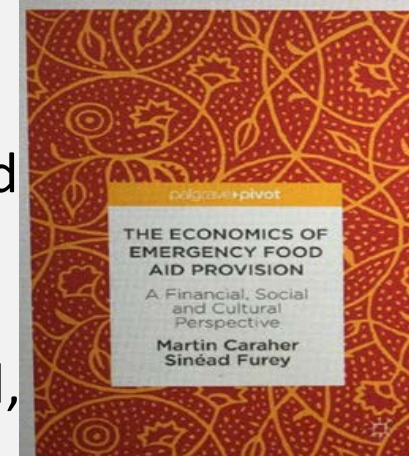


Successes: influencing policy and health

Two-way engagement & networking

Food Poverty research has influenced policy and shaped popular media and policy debates:

- Social justice coalition influencing ONS and DWP
- Research outputs to provide evidence-based, sometimes controversial, policy recommendations
- Conferences (e.g. health economics' keynote to inject social science thinking into 'hard' sciences)
- Our research & reputation cited internationally
- Media to inform lay audiences: NTV, Ulster & RTE Brainstorm websites
- Events – Ulster's Food Poverty Forum & ESRC Festival to educate about the rural premium
- My Twitter account is a one-trick pony!



Is it appropriate to use surplus food to feed people in hunger? Short-term Band-Aid to more deep-rooted problems of poverty¹

Professor Martin Caraher, City, University of London and Dr Sinéad Furey, Ulster University²

Patrick Butler Social policy editor

Wed 27 Feb 2019 06:00 GMT



UK hunger survey to measure food insecurity

Exclusive: Campaigners hail move to gauge number of households struggling to put food on the table



▲ Food insecurity is linked to poverty caused by austerity and welfare cuts, campaigners say. Photograph: Andy Buchanan/PA

The government is to introduce an official measure of how often low-income families across the UK skip meals or go hungry because they cannot afford to buy enough food, the Guardian can reveal.

A national index of food insecurity is to be incorporated into an established



Lessons learned

- Start early in respect of planning whom to target and share evidence
- Build (and exploit – in a nice way!) your network
- Undertake a ‘talking tour’
- Adopt a thick skin when asking for endorsements!
- Maintain a record of your achievements – Vertigo Ventures, Department Board contributions etc
- Allow time to grow your ‘pathways to impact’ into ‘impact’
- Set aside time for writing – start Impact Case Studies early and plan to revisit your impact achievements regularly!
- Speak to more experienced colleagues – I have benefitted from colleagues generously giving their time to talk me through their recommendations for action

Thank you!

Any Questions?

ms.furey@ulster.ac.uk

