



Impact: the challenge of connection

Dr Julie Bayley

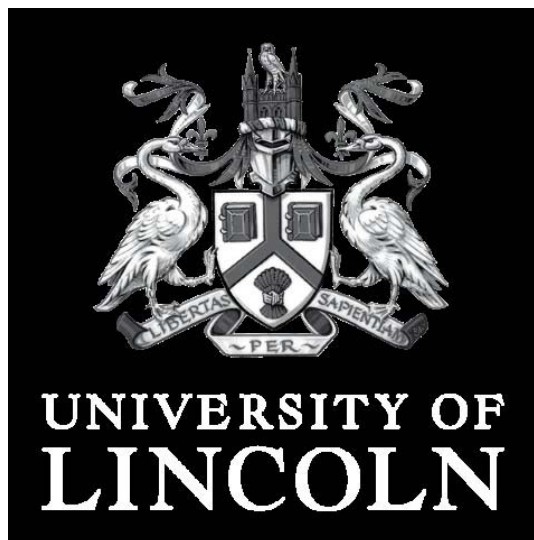
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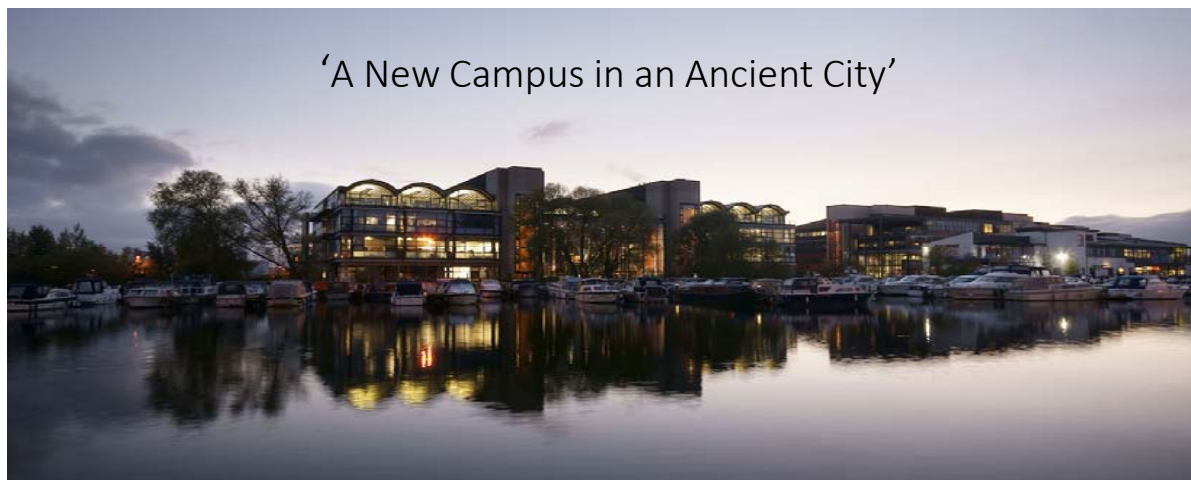




inorms



The University of Lincoln



Our Mission:

'A university looking to the future' where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged workforce.

- Established in 2001, Lincoln's rise has been rapid (1,600 academic staff, 14,000 students)
- In 18 years has moved from 100th ranked to 43rd – huge change (complete University Guide 2019)
- Risen to highest ever position: 22nd in The Guardian University Guide 2019
- In REF2014 submitted to 17 UoAs, institutional ranking of 67 by GPA (weighted)



What is research impact?

'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'

Research England (REF)

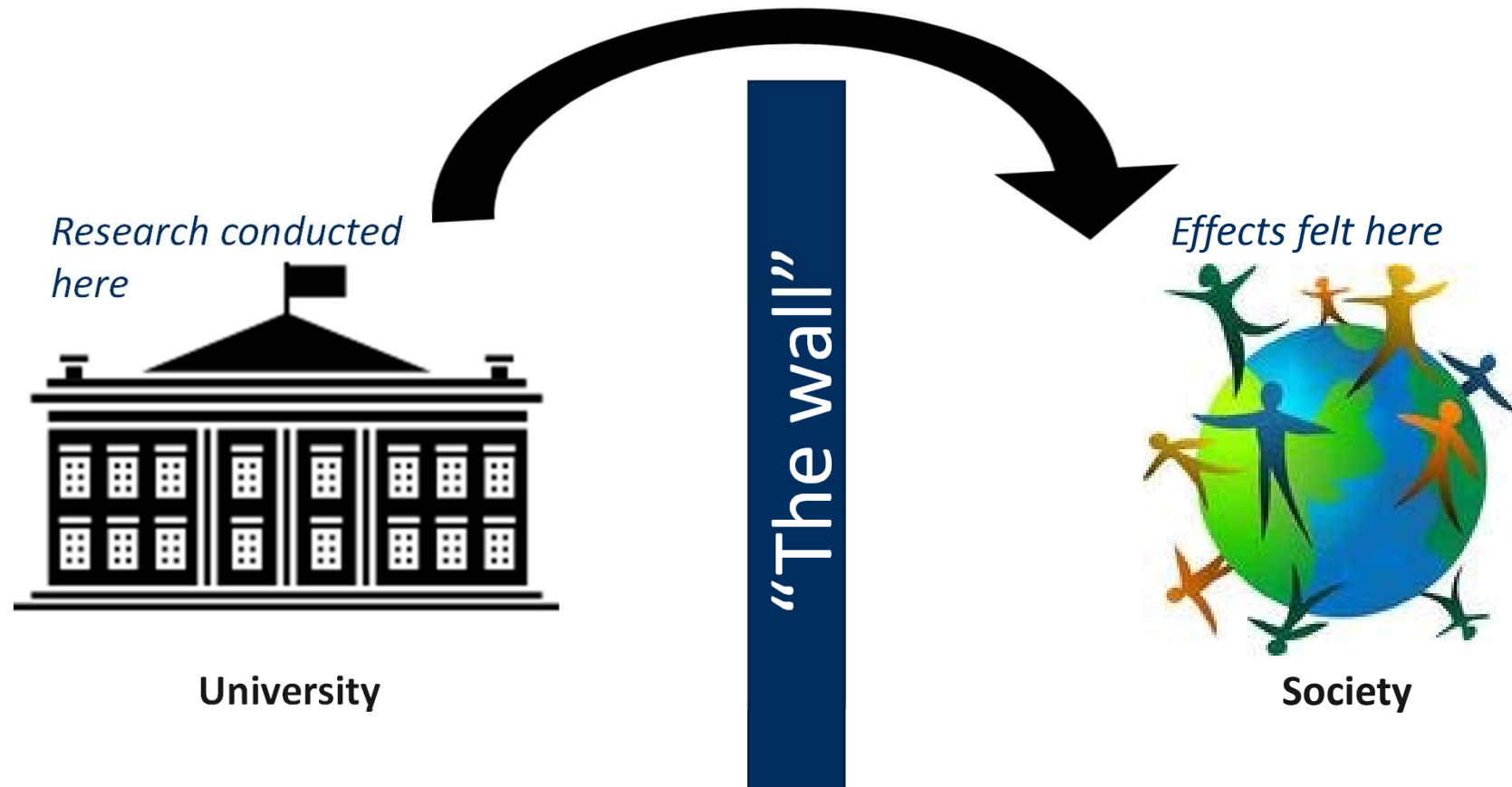
'the demonstrable contribution that excellent research makes to society and the economy'

UK Research and Innovation

The provable effects (benefits) of research in the 'real world'

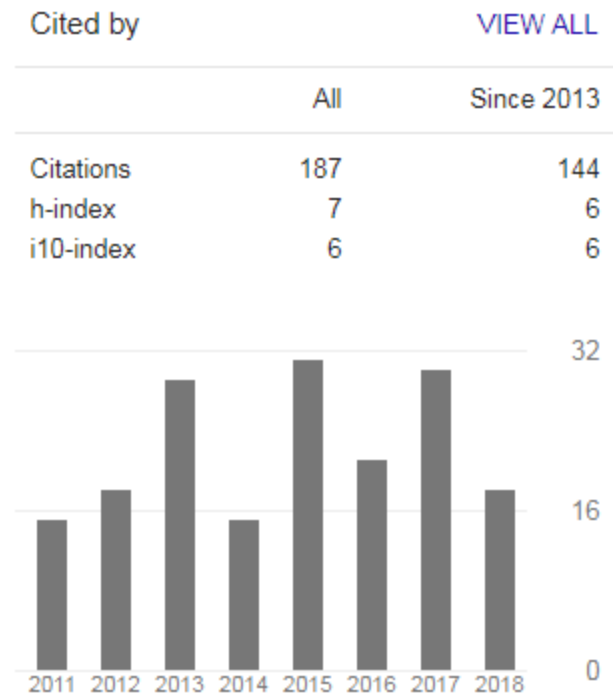
*Increased – Improved – Faster – Safer – Reduced – More – Cheaper – Less – Lower – Disrupted
etc*

The VERY shorthand version *(*overly simplified and subject to disciplinary nuance, critical discourse, ethical reflections.....)*



Impact is not....

- ☒ Dissemination
- ☒ Academic interest or citations
- ☒ Visibility, attention or reputation
- ☒ Measured by publication metrics
- ☒ Templateable
- ☒ Neat, linear or without effort
- ☒ Just in the UK



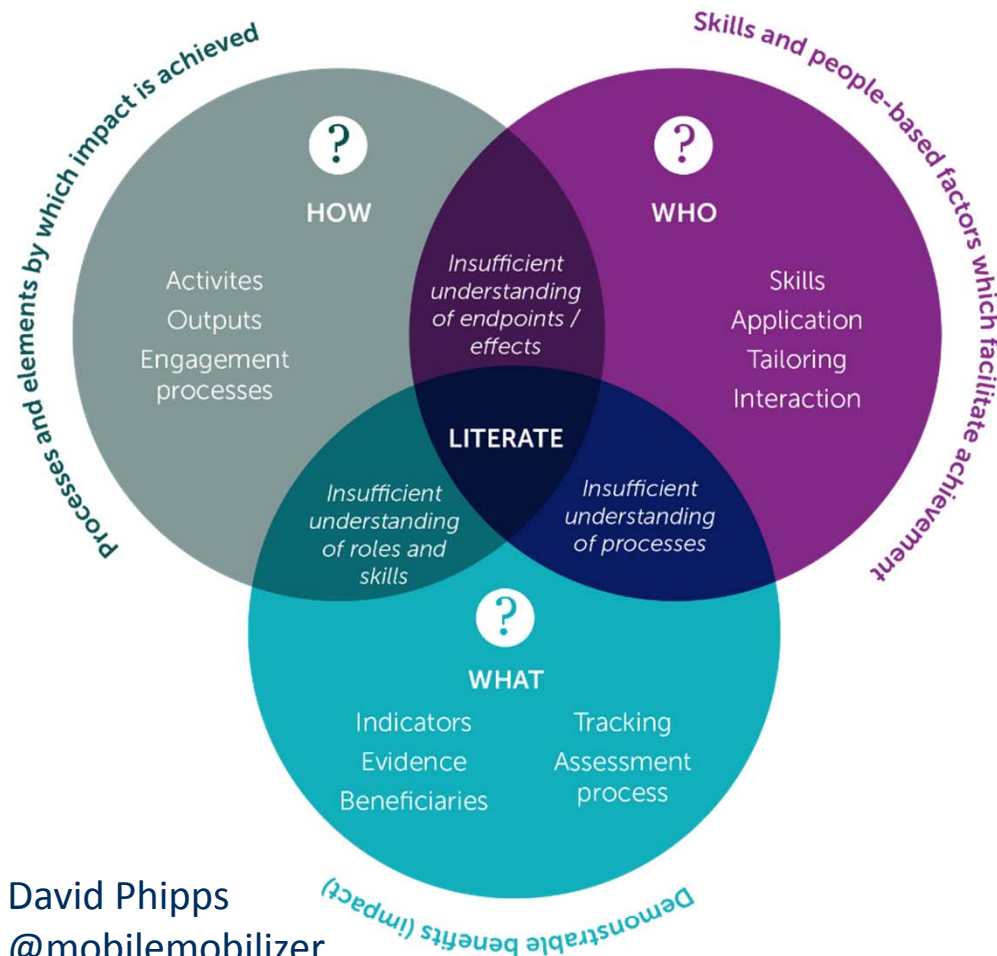
- Case studies describing specific examples of impacts achieved during the assessment period (**1 August 2013 to 31 July 2020**), underpinned by research at the institution in the period **1 January 2000 to 31 December 2020**.
- Marked on reach and significance
- Ratings: Unclassified (no impact/ineligible) to 4* (Outstanding)
- Worth 25% of total score

6 Impact Lessons

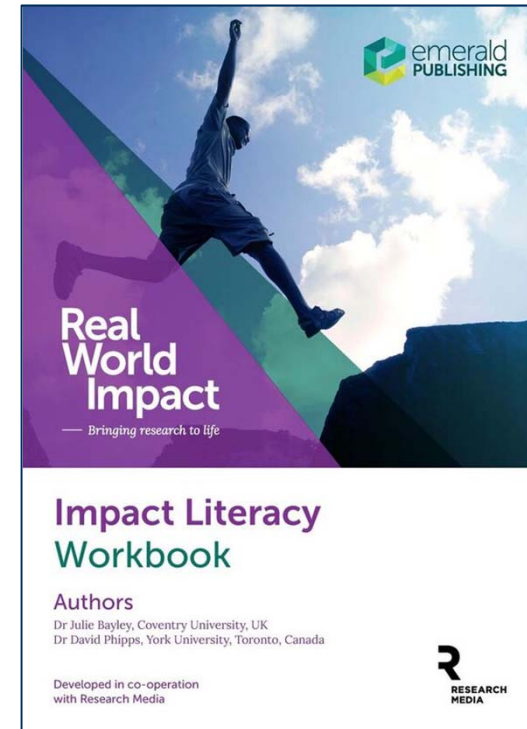


**1. We are all custodians of impact;
we each have a piece of the puzzle**

Impact literacy



David Phipps
@mobilemobilizer



Available at
<https://www.emeraldpublishing.com/resources/>

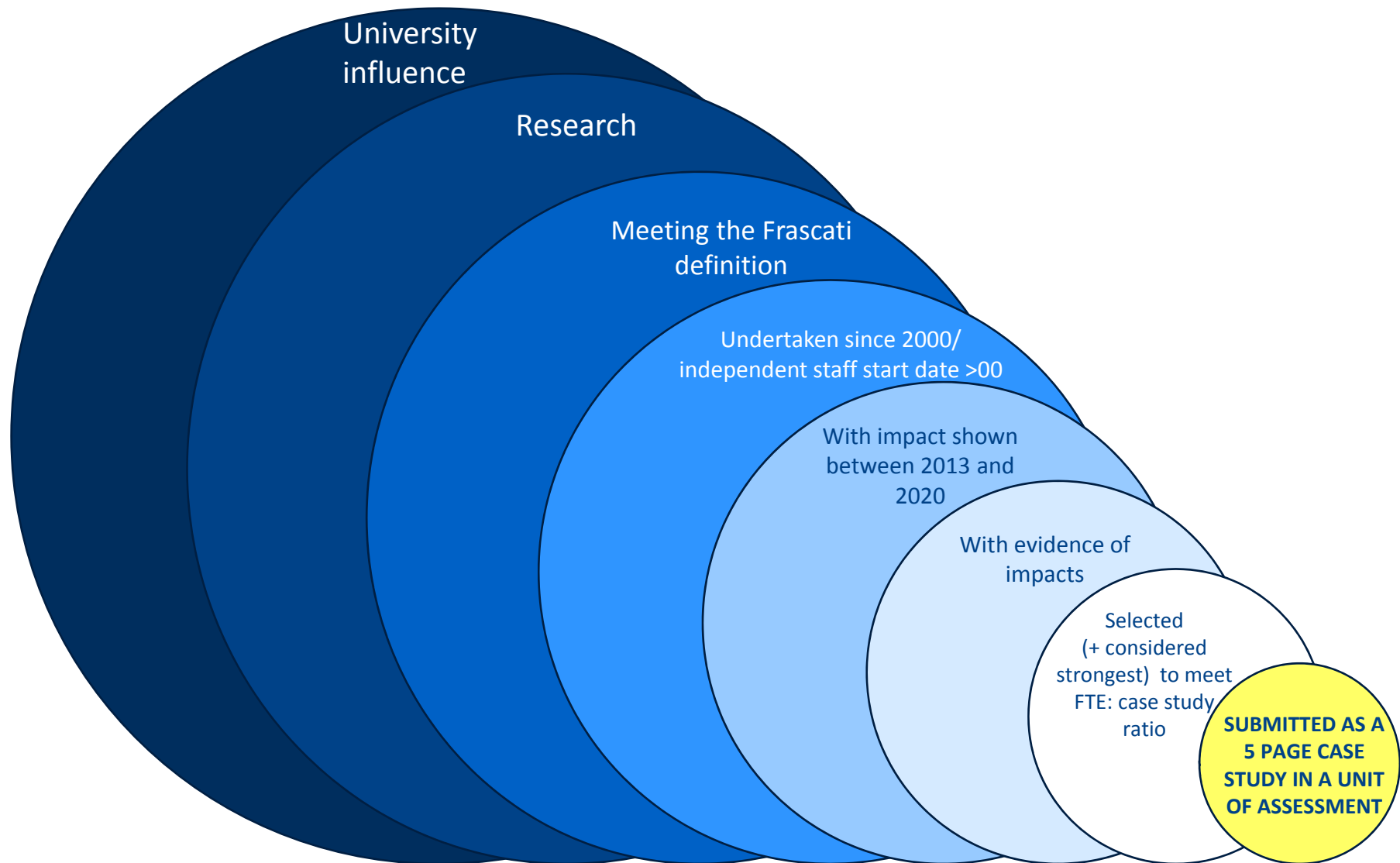


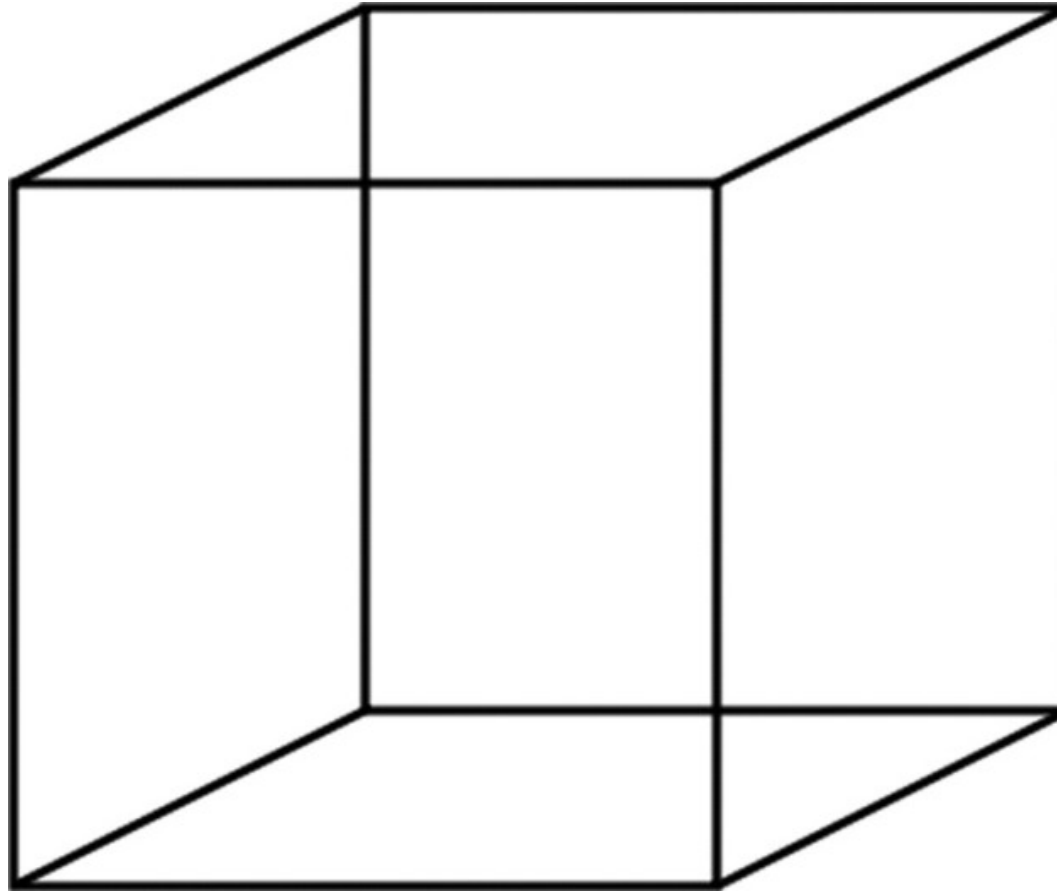
Bayley, J. and Phipps, D. (2017) *Building the Concept of Impact Literacy, Evidence and Policy* (available online)
<http://www.ingentaconnect.com/content/tpp/ep>




2. We often speak different languages

University influence vs. REF impact





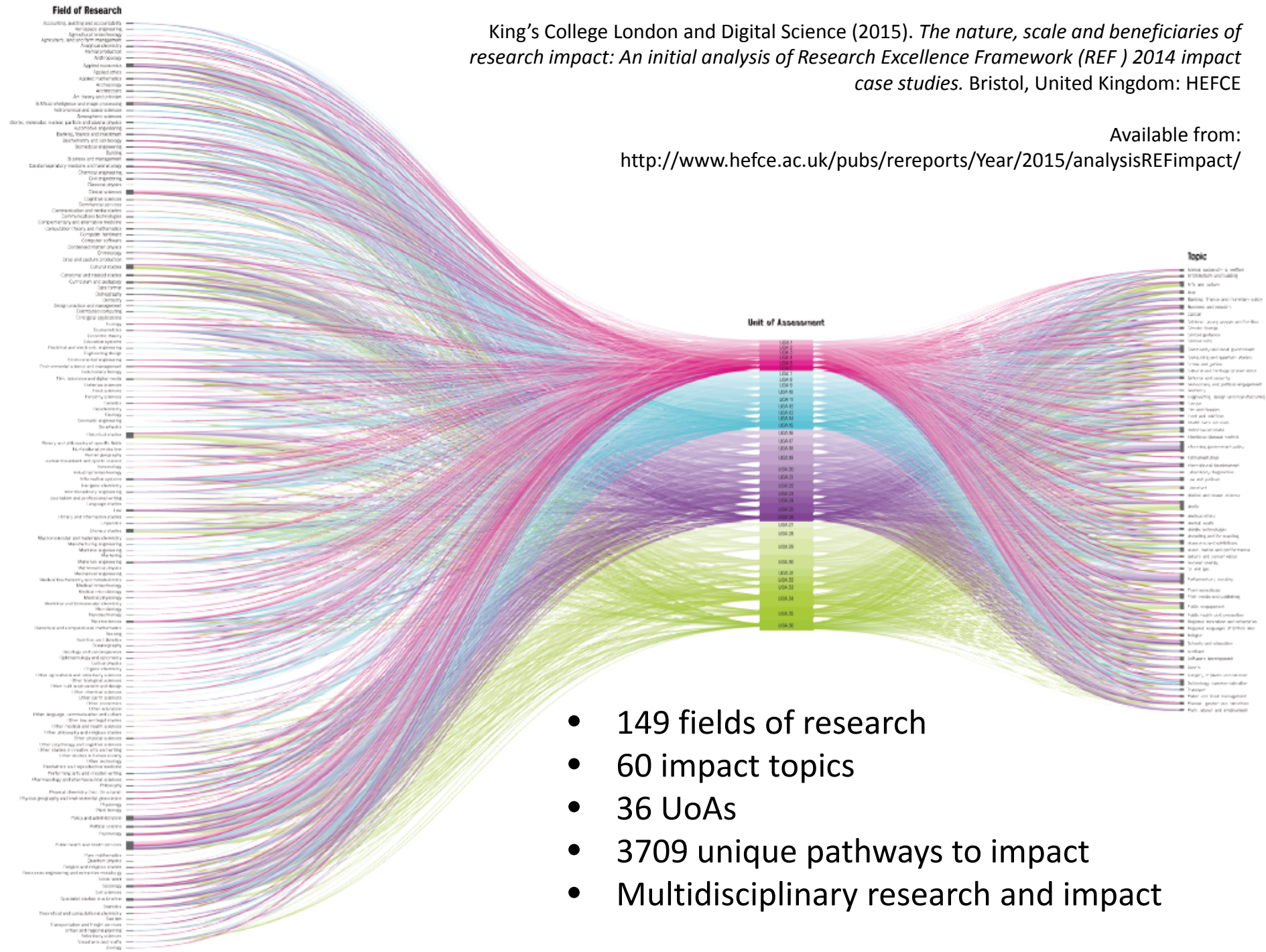


**3. Impact case studies
show the sausages, not
the sausage factory**

King's College London and Digital Science (2015). *The nature, scale and beneficiaries of research impact: An initial analysis of Research Excellence Framework (REF) 2014 impact case studies*. Bristol, United Kingdom: HEFCE

Available from:

<http://www.hefce.ac.uk/pubs/rereports/Year/2015/analysisREFimpact/>



- 149 fields of research
- 60 impact topics
- 36 UoAs
- 3709 unique pathways to impact
- Multidisciplinary research and impact



4. We need healthy, *connected* institutions



Real Impact.

Institutional Healthcheck
Workbook

Authors

Dr Julie Bayley,
University of Lincoln, UK

Dr David Phipps,
York University, Canada

#RealWorldImpact



Available at
<https://www.emeraldpublishing.com/resources/>

Pharmacy Stamp

Age

D.o.B

Name (including forename) and address

By not to stamp over age box

Dispenser's endorsement

Number of days' treatment
N.B. Ensure dose is stated

NP

Pricing Office

Pack & quantity

1. *Commitment*

2. *Connectivity*

3. *Coproduction*

4. *Competencies*

5. *Clarity*

Signature of Doctor

Date

For dispenser
No. of Preschs.
on form

5 Cs of Institutional Impact Health

(See NIHR Impact
Unicorn blog)

**5. We have a
tendency to chase
impact unicorns**

Meaning is everything

“When all the medics
were talking about
curing cancer....

... what I also
wanted.....

....was to swallow”

Derek Stewart

*Patient advocate after throat
cancer in 1995: Blogger,
Facilitator, Speaker with a
Narrowboat and an OBE*

*Follow him on Twitter:
@DerekCStewart*



6. REF, *done irresponsibly*, is like a strip club



Some people come in with money

Some leave with money

And everyone feels a bit dirtier

**So if impact is the challenge of
connection.....**

**imagine what's possible when
we work together**