

WEBINAR

Supporting and enabling
research impact:
what needs to be in place?

24 July 2024

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MATTER OF FOCUS

We are a purpose-led company and certified B Corporation on a mission to help organisations understand and track the difference they make



- We help organisations to understand and work meaningfully with the outcomes and impacts that matter to them
- We support them to use data and evidence effectively bringing tools and techniques they can use to track change
- We offer software and consultancy support

Some of our clients



5. 1. Support people to improve wellbeing

Pathway progress

	Great Progress	Some Progress	No Progress
High Confidence	■	■	■
Some Confidence	■	■	■
Low Confidence	■	■	■

What we do	Who with	How they feel	What they learn and gain	What they do differently	What difference does this make?
<p>Have good conversations with people about factors impacting on their wellbeing and what they can do to change</p> <p>Progress: Great Confidence: High</p>	<p>People experiencing poor health and wellbeing</p> <p>Progress: Great Confidence: Some</p>	<p>This is a good conversation and I feel ready to make a change</p> <p>Progress: Great Confidence: Some</p>	<p>People know what matters to them and have the knowledge, confidence, skills to change</p> <p>Progress: Great Confidence: High</p>	<p>People make changes and actively manage their wellbeing</p> <p>Progress: Great Confidence: Some</p>	<p>People have improved wellbeing</p> <p>Progress: Some Confidence: Low</p>
<p>We run group sessions</p> <p>Progress: Great Confidence: High</p>		<p>This is for me</p> <p>Progress: Some Confidence: Some</p>	<p>Access to a range of relevant community supports and services</p> <p>Progress: Great Confidence: Low</p>	<p>People access support from appropriate agencies</p> <p>Progress: No Confidence: Some</p>	<p>Services are used more appropriately</p> <p>Progress: Some Confidence: Low</p>



Supporting and enabling research impact: what needs to be in place?

- 1 A vision for impact
- 2 Planning
- 3 An approach
- 4 Resources
- 5 Systems for working well with impact
- 6 Institutional strategy to support impact



What is research impact?

Research uptake: *people are interested in research, read it, talk about it, go to a presentation, event etc.*

Research use: *people do something with the research, change their view, pass it on to someone else, 'apply it' to practice or policy*

Research impact: *a contribution to change as a result of research use*

Morton (2015)

Morton, Progressing research impact assessment: A 'contributions' approach, *Research Evaluation*, Volume 24, Issue 4, October 2015, Pages 405–419, <https://doi.org/10.1093/reseval/rvv016>

1 What is your vision for impact?

Personal impact vision

Organisation/department

Institutional vision

Wider context enablers/detractors



2 Careful planning

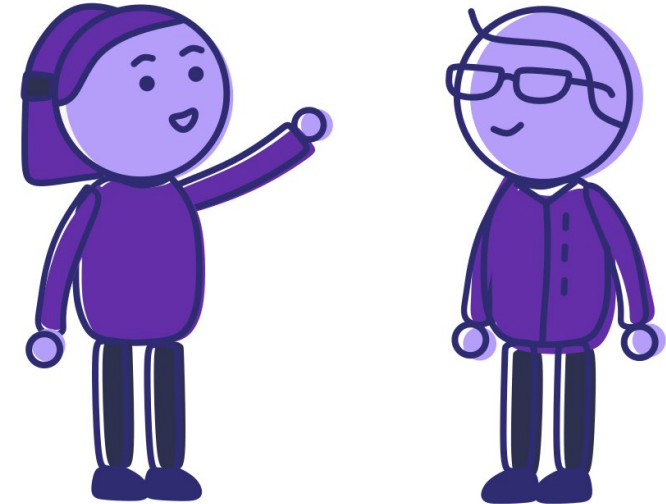
- What change do you seek?
- Who can help/how can they help?
- What timescales are right?
- What resources are needed?
- What does success look like?



2 Careful planning

People are the heart of impact

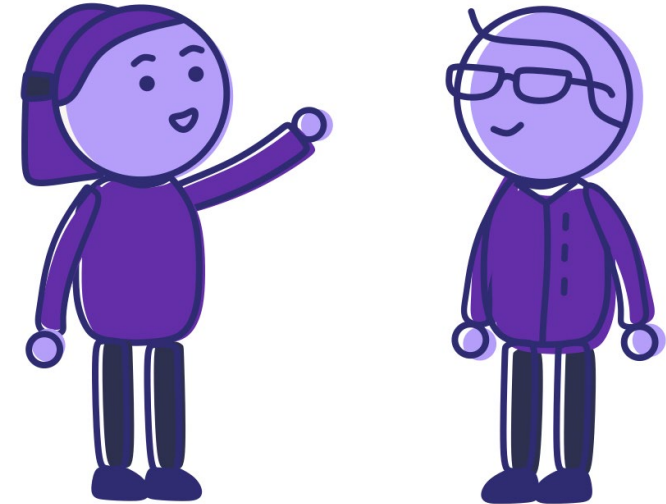
- Most impact through indirect influence
- What happens after you engage and involve people
- Part of the foundations of planning, achieving and assessing impact



2 Careful planning

Identifying who

- Foundation of research uptake strategy
- Design outputs and engagement for specific people who are important to your impact
- Basis for assessing reach



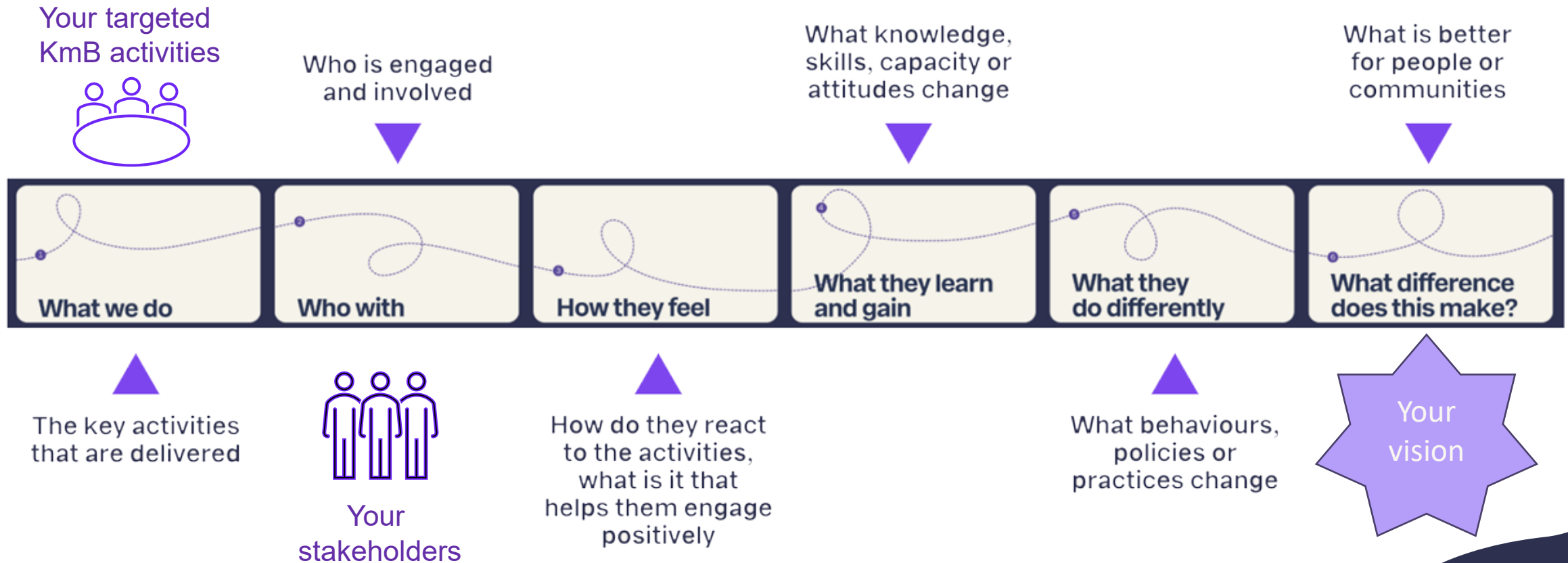
2 Careful planning

Identifying the *who*

- All the people important to the change you seek
- People you directly engage with
- People you want to influence
- People who can help with the change process

2 Careful planning

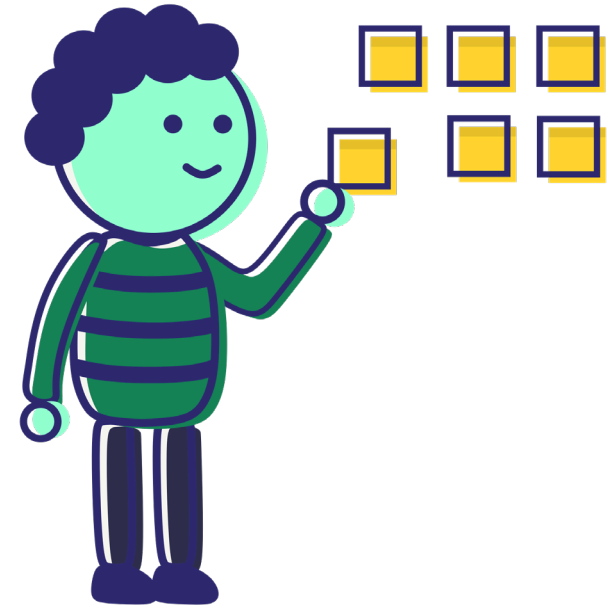
A pathway to impact



3 An approach to impact

An overarching strategy

Effective and targeted knowledge mobilisation activities aligned to strategy



3 An approach to impact

Five common strategies for impact



Policy or practice influencing



Co-production



Public engagement



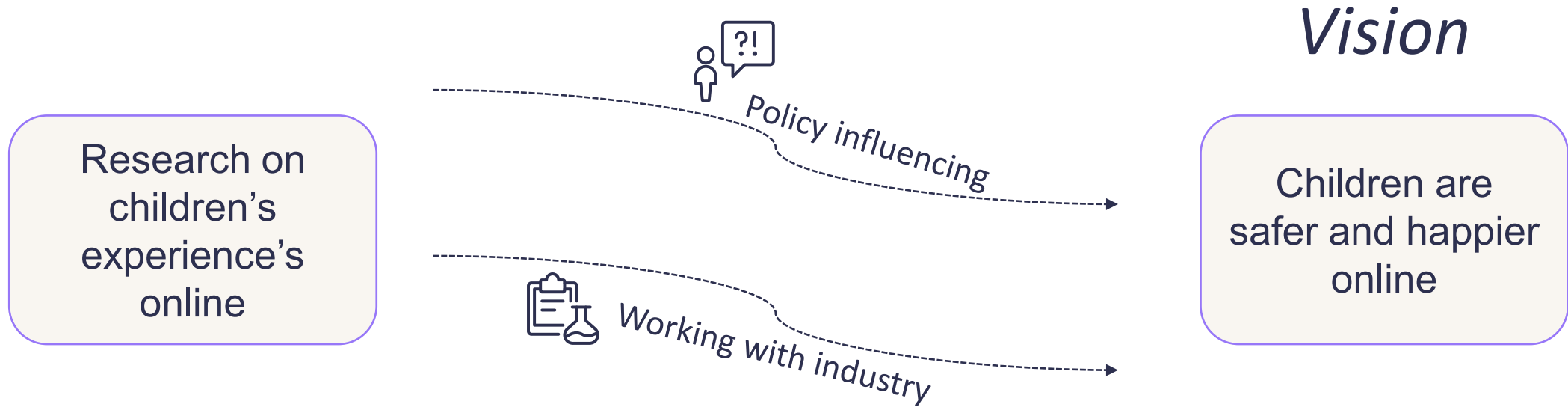
Community engagement



Working with industry

3 An approach to impact

Example: Children's safety online

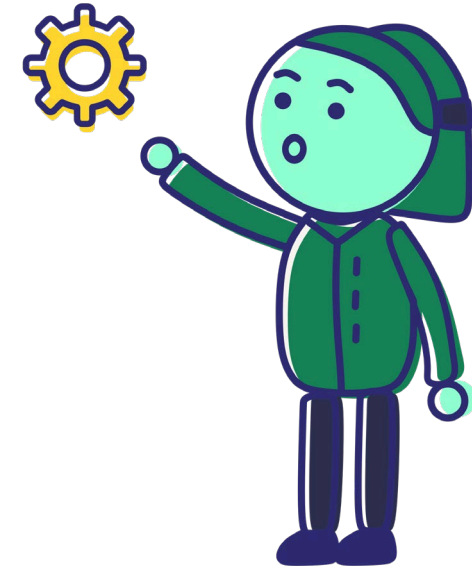


3 An approach to impact

What knowledge mobilisation approaches will be effective?

Core knowledge mobilisation approaches:

- Dissemination and translation
- Relationship building and problem solving
- Co-production
- Systems analysis and change



3 An approach to impact

Dissemination and translation

- Essential!
- Tailored to specific people

Examples:

Policy briefing, social media, podcast, press release, presentation, film, promotional outputs

3 An approach to impact

Relationship building and problem solving

- People at the heart of change
- Long term relationships and partnerships
- People bring different insights

Examples:

Meetings, workshops, events, expert advice, training, champions networks, communities of practice etc

3 An approach to impact

Co-production

- Shown to be more impactful than working alone
- Can be throughout research cycle

Examples:

Co-design, citizen assemblies, practitioner research, community led research, research partnerships

3 An approach to impact

Systems change and influencing

- Realising impact vision often means bigger changes
- System analysis to think about what's most effective

Examples:

Support policy implementation, improvement collaboratives, organisational development, financial incentives, inspection and audit regimes

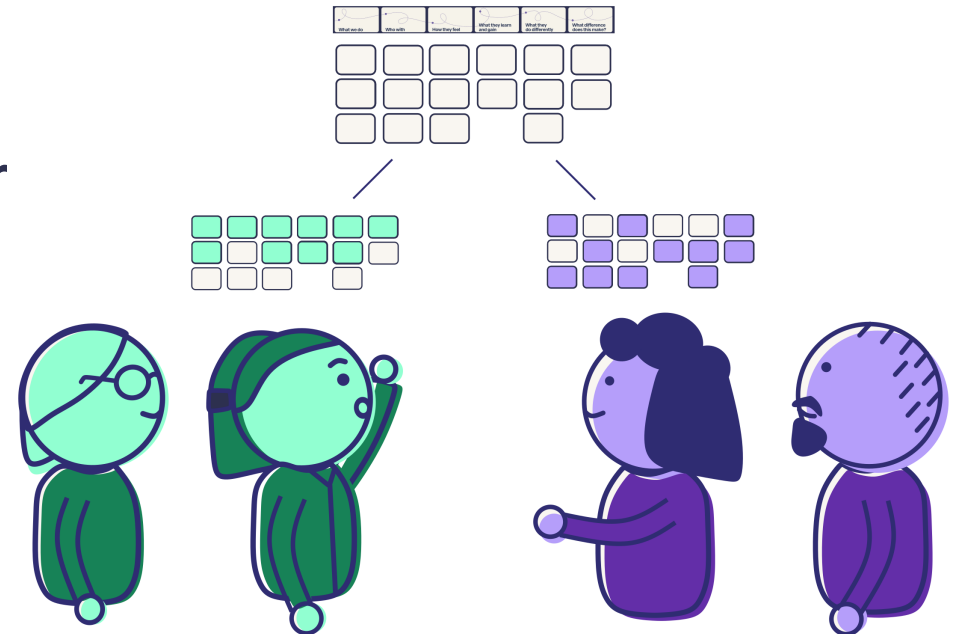
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4 Resources

- Plan for impact
- Plan and execute activities
- Manage relationships with stakeholder
- Evaluate, evidence and track impact
- Reflect, learn and improve



5 Systems to help tell the story

Helpful systems



Unhelpful systems

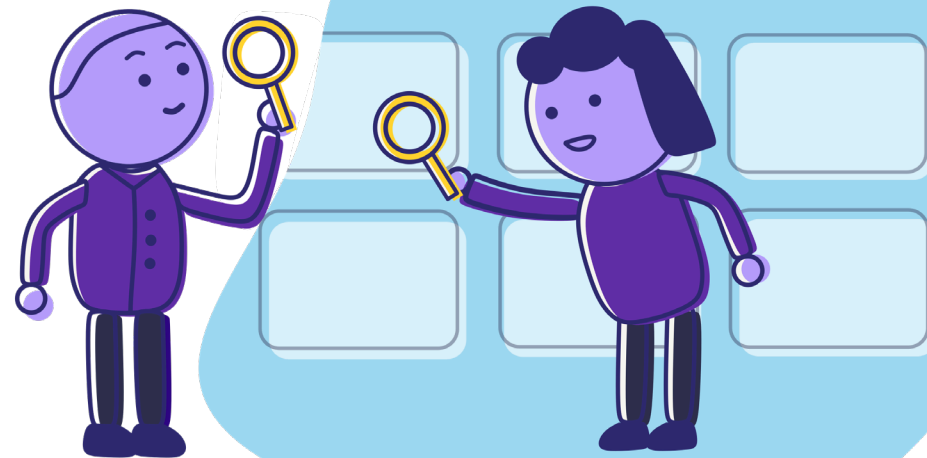
- x just count outputs/engagement
- x add to the burden of impact
- x don't reflect what matters
- x don't tell the story
- x don't include contextual factors

6 An institutional vision for impact!

Everyone gets the support they need

Impact literacy high

Wider stakeholders engaged and benefitting



Impact vision at institutional level

What we do

We create and communicate a vision for our university as an impact-focused institution

We provide the structure to ensure impact is embedded and resourced at different levels

We support everyone to deliver the vision and reward and celebrate our impact

We ensure there are adequate resources, support and tools to realise our vision

Who with

University leaders

Research staff

Support staff

Wider stakeholders from community, industry and society

How they feel

Proud to be involved in an impactful university

Supported to play their role in the impact agenda

What they learn and gain

Everyone has a basic level of impact literacy

Everyone is clear about their role in the impact agenda and understands the importance of impact to their work and the University

Support staff have the knowledge, skills and resources to support research impact

There are opportunities to create and enrich links and partnerships between the institution and wider stakeholders

What they do differently

Everyone ensures that impact is included in all of our work across public engagement, research and teaching

Each research initiative has an impact plan with resources to support it

Support staff enhance the impact agenda by supporting staff with relevant knowledge, skills and resources

Build strong relationships and partnerships with non-academic stakeholders are created, nurtured and sustained to mutual benefit

What difference does this make?

Our research influences policy and practice and leads public conversation

Every researcher gets the support and recognition they need for their impact work

Private, public and third sector organisations, and members of the public support and celebrate our university

Our research addresses important current and emerging societal issues and benefits communities and stakeholders locally, nationally and globally

What we offer

We provide consultancy support, training and software for researchers and institutions.

www.matter-of-focus.com/research-impact

The **Matter
of Focus** 
Research Impact School

- Training for researchers, research impact officers and knowledge exchange professionals
- Live and engaging online workshop series
- Starts this October

Any questions?



Feedback?





THANK YOU!

Please join us again...



OutNav live demo - **Tomorrow at 4pm (BST)**



www.matter-of-focus.com/signup

THANK YOU!

Let's keep the conversation going:



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