

Collaboration for Impact in Humanities and Social Science

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University of Bristol, UK*

Collaboration for Impact in Humanities and Social Science

1. What is research impact?
2. How do we create impact?
 - Case study with audience participation
3. Important factors for humanities and social science?
4. A Roadmap
 - Case study using the roadmap
5. Implementing support in the Faculty of Arts, Bristol



WHERE IS BRISTOL?





WHERE IS BRISTOL?



A **small but powerful** city.
People and their actions get noticed here.



AEROSPACE



DIGITAL &
TECHNOLOGY



FINTECH



BIOSCIENCE



SOCIAL
JUSTICE



THE ARTS,
FILM & TV



START UPS, SCALE-
UPS & SPIN OUTS



A photograph of a university campus. On the left is a large, multi-story stone building with many windows. In the center background, a tall, ornate stone tower (the Minster) is visible. The foreground features a green lawn, a paved path, and some trees with yellowing leaves. A group of people is walking on the path to the right. A large, semi-transparent green banner with the text '04 RESEARCH IMPACT' is overlaid at the bottom.

04 RESEARCH IMPACT

IMPACT REQUIRES FOCUS

We are driving breakthroughs
in three key areas:



Net zero and
climate change



Equitable and **sustainable**
health outcomes



Creative and
cultural **industries**





OUR **RESEARCH** IS UNDERPINNED BY



SOCIAL
JUSTICE



DATA AND
DIGITISATION

... AND A **CONNECTION** **TO OUR** COMMUNITIES

1. What is research impact?

What is research impact?

“an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia” – UK funding agencies

Broader impacts are the societal impact in DEI, improved education, public engagement, well-being of individuals, competitive STEM workforce, academia-industry partnerships, national security, economic competitiveness, informing public policy, infrastructure for research – NSF & ARIS

“Knowledge mobilization... is all the things we do to get knowledge into the hands of the right people to create solutions to society’s most pressing problems. It helps us take the best of what we know and make it useful to the people in our communities who will be able to put it to use.” - Research Impact Canada

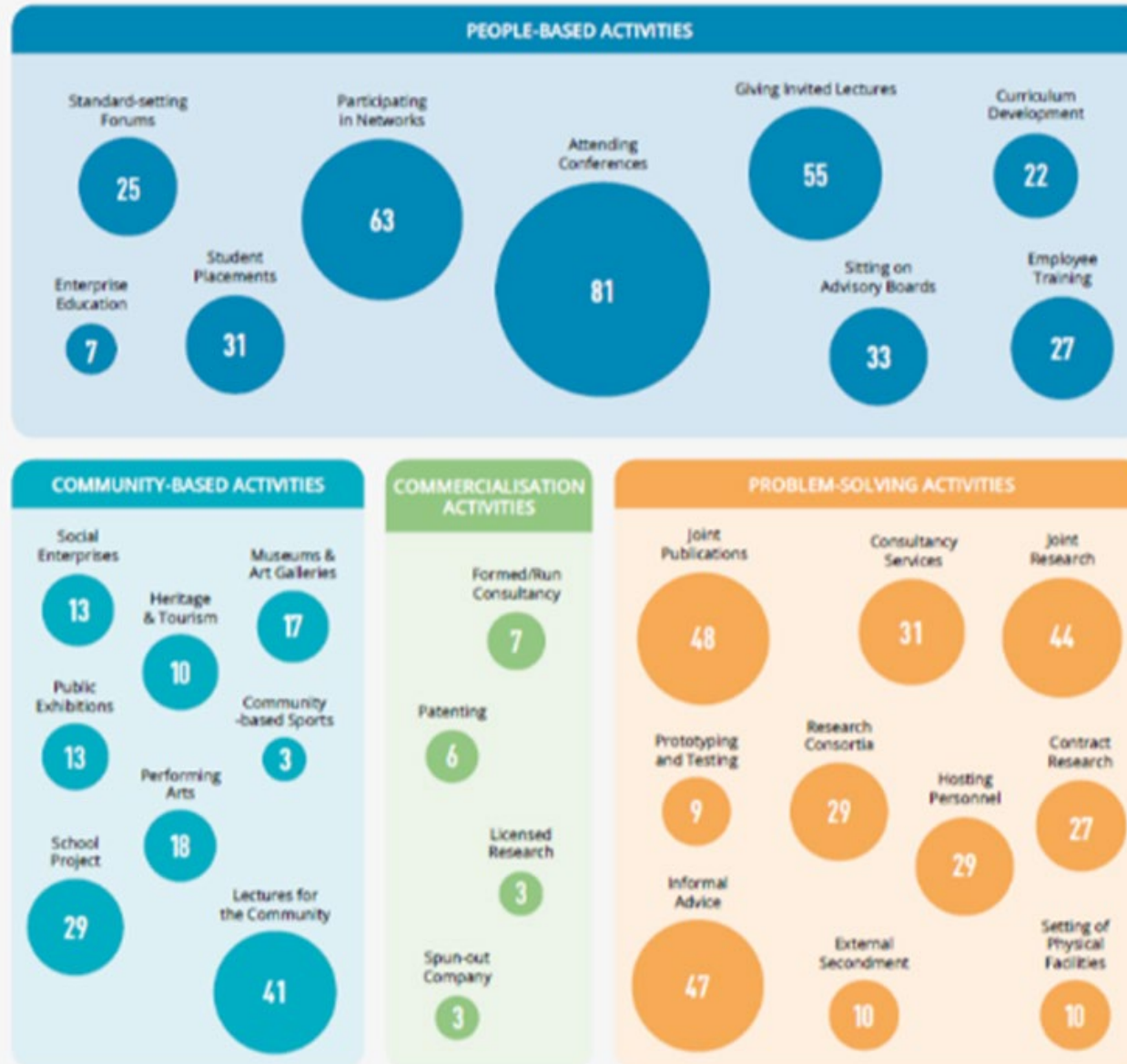
Impact from Film & Theatre Studies Research

139 impact case studies from UK, 2014 (Research Excellence Framework)

- 70% influenced sections of the public
- 38% schools and education
- 60% film and theatre professionals and companies
- Using new methods and technology
- Government policymakers in 'the arts'
- Prisons and prisoners
- Hospitals
- Media broadcasts and performance
- Media reviews, views and downloads
- Collaboration with local communities, sickle-cell patients, arts festival practitioners, public debate on Shakespeare...
- Etc. etc.

2. How do we create impact?

Exhibit 44 Academic external interaction activity and commercialisation in the last three years (% of respondents)

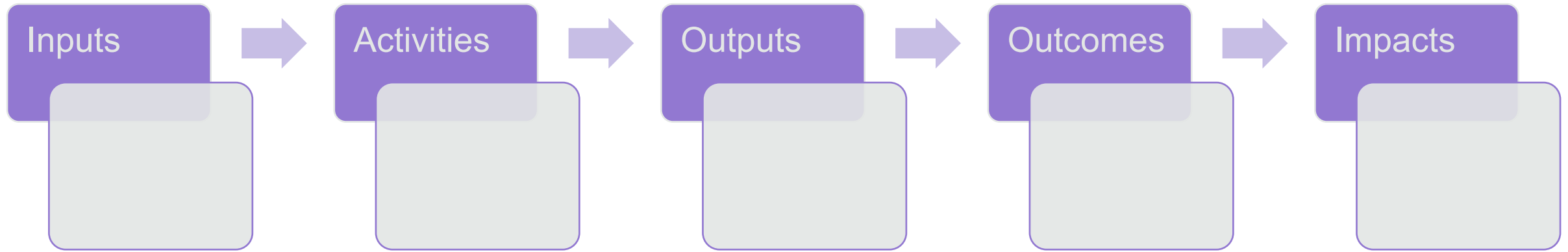


What external activities do British academics undertake? (2012-15)

This is Knowledge Exchange. These are the drivers of innovation.

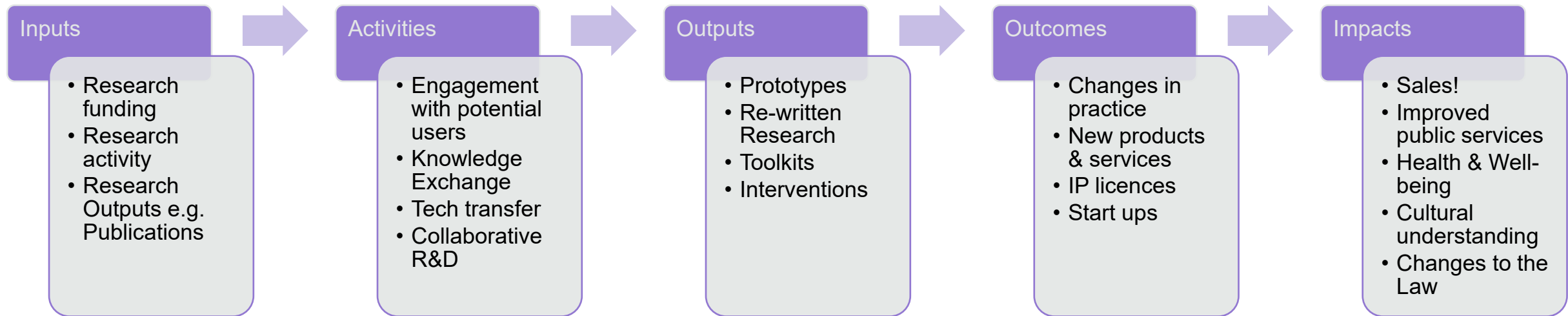
National Survey of Academics - National Centre for Universities & Business
(ncub.co.uk)

Impact Framework – based on Kellogg Foundation Logic Model

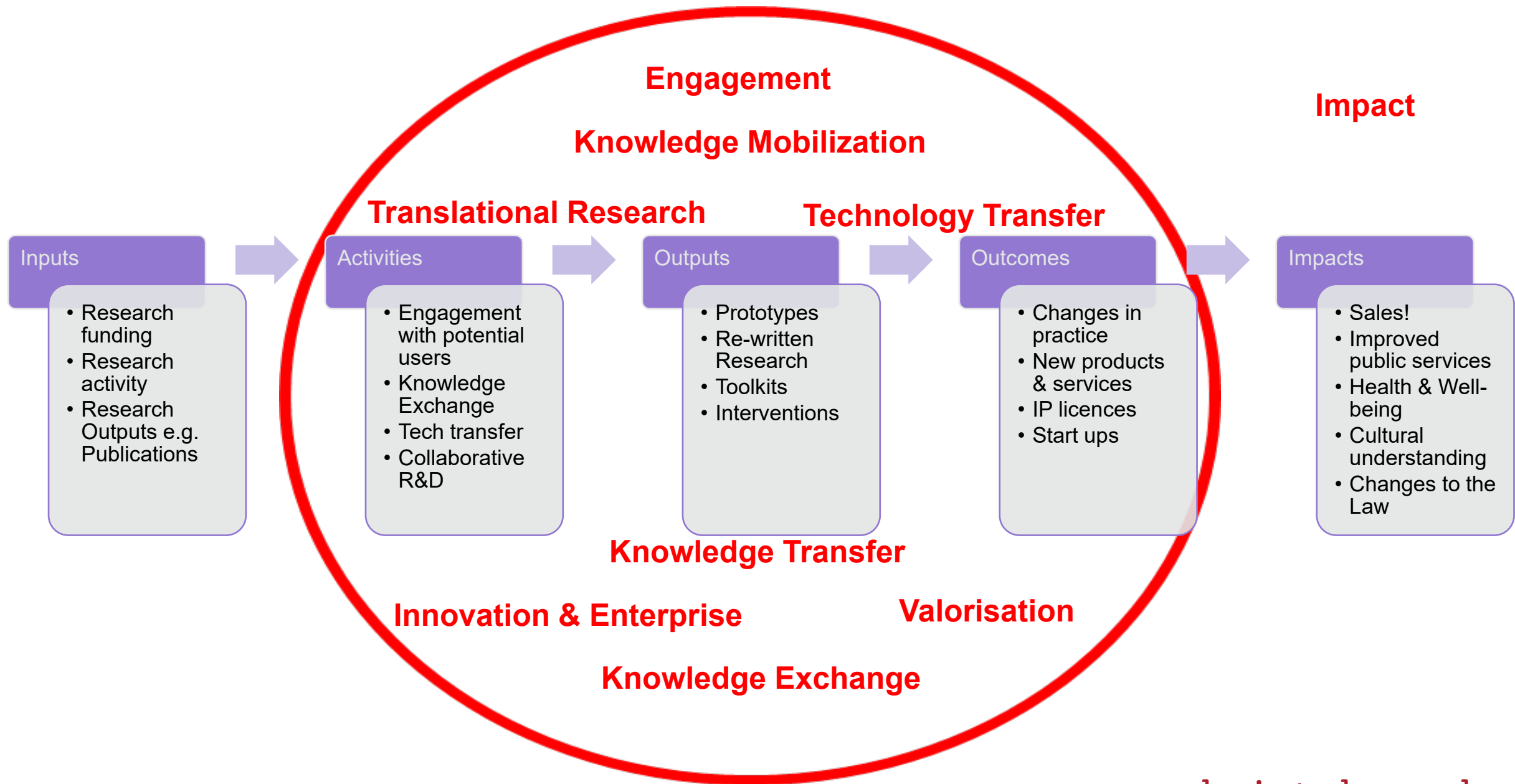


- Logic Models developed in 1970s
- Widely used by non-profit organisations to demonstrate the effectiveness of their activities
- Useful for Programme Planning and Performance Evaluation

Research Impact Framework



- Useful for Planning Engagement & Impact and for Evaluation of Impacts
- Similar models are used by many universities and funders



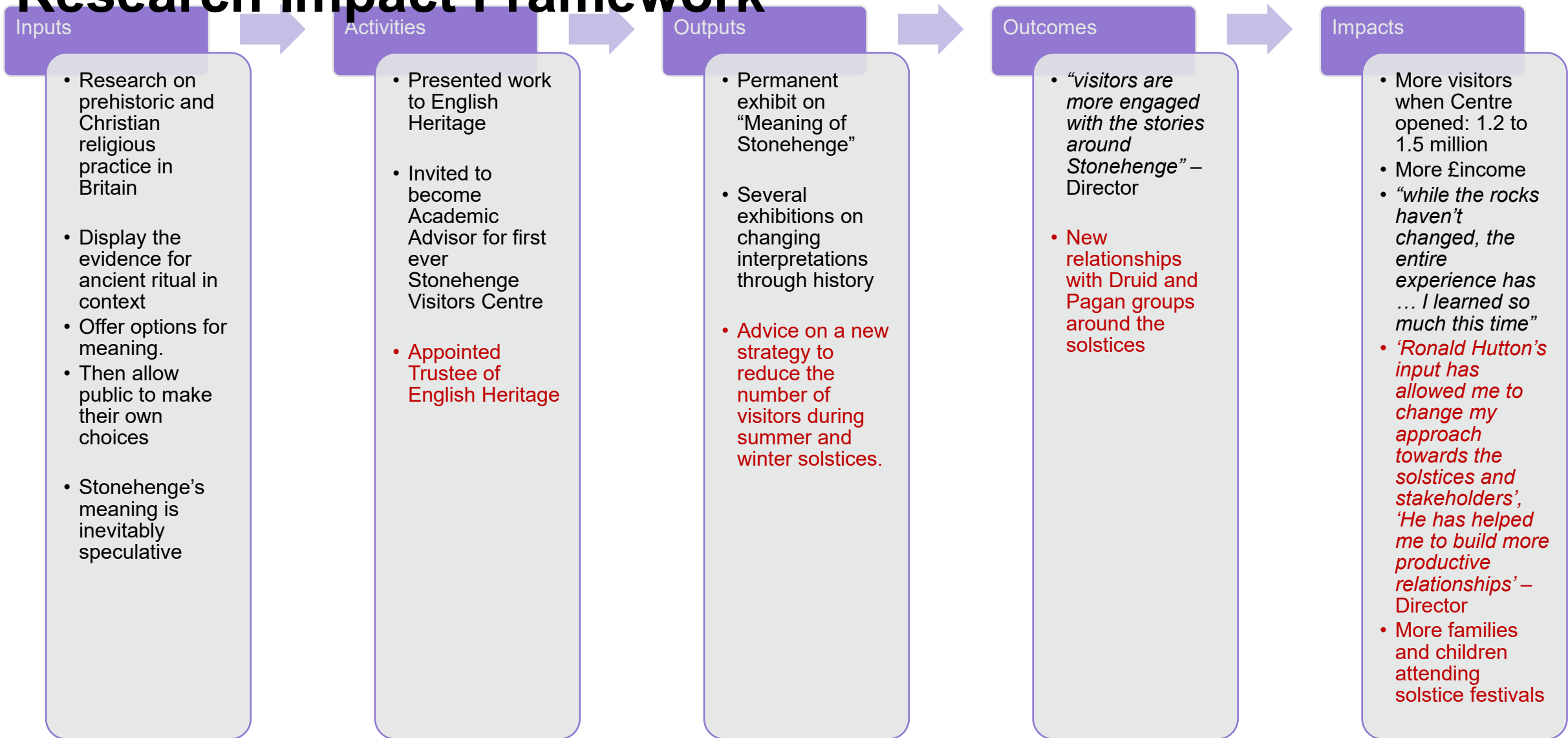


bristol.ac.uk





Research Impact Framework

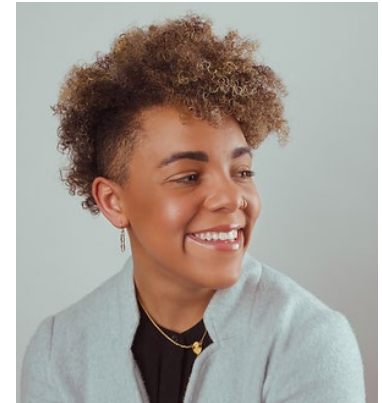


Increasing Access of Fresh Produce in West Louisville Food Desert Areas

- **Aim:** improve local food distribution to corner stores; improve food education and dietary knowledge
- **Innovation:** novel distribution systems and in-store marketing; digital platform for store owners and shoppers
- **Who:**
 - Kentucky State University (KYSU)
 - Kentucky Commercialisation Ventures
 - Gill Finley, Theoneste Nzaramyimana, Kayla Meisner



KENTUCKY
COMMERCIALIZATION
VENTURES



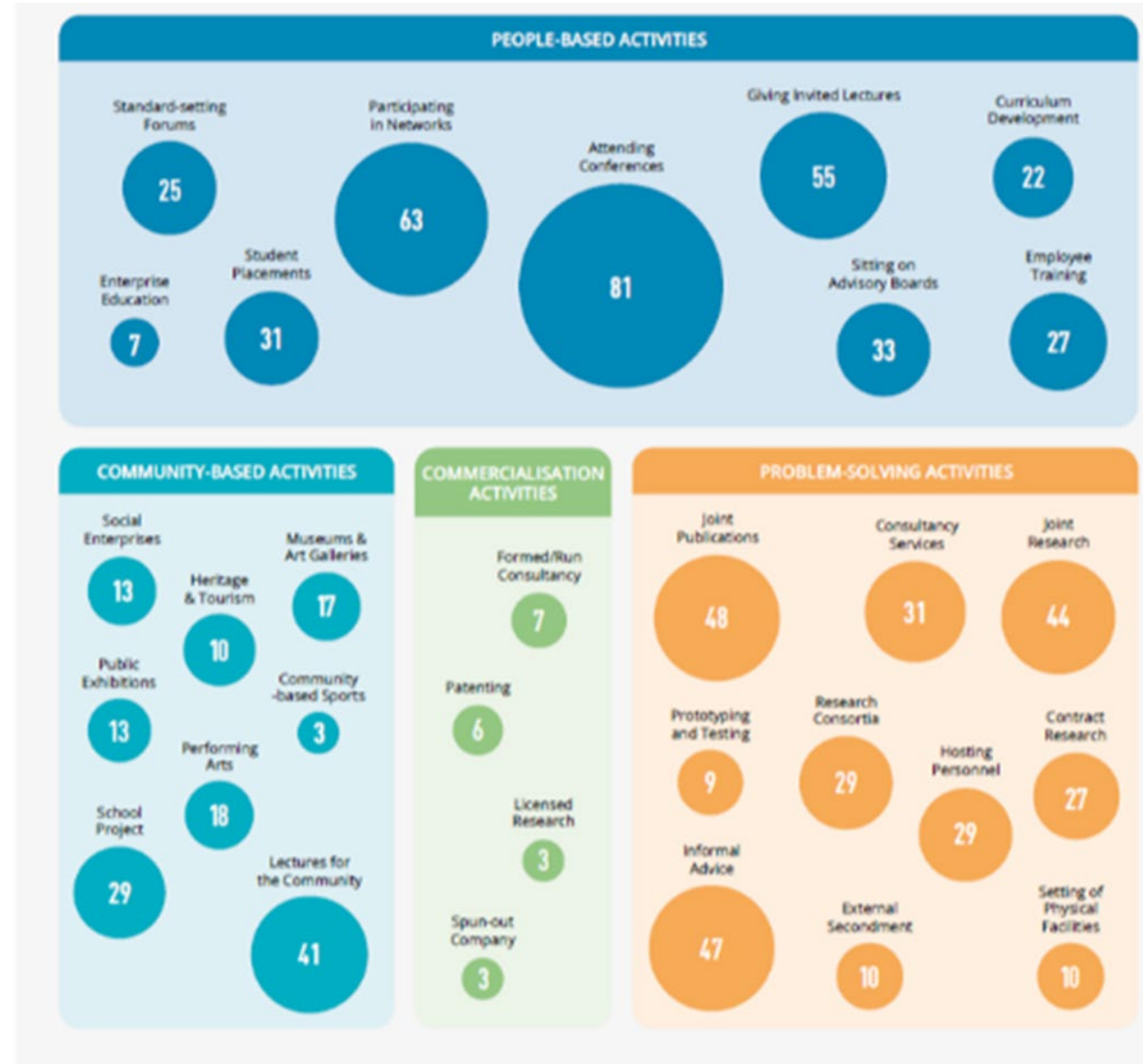
Research Impact Framework - Example

Aim: improve local food distribution to corner stores; improve food education and dietary knowledge

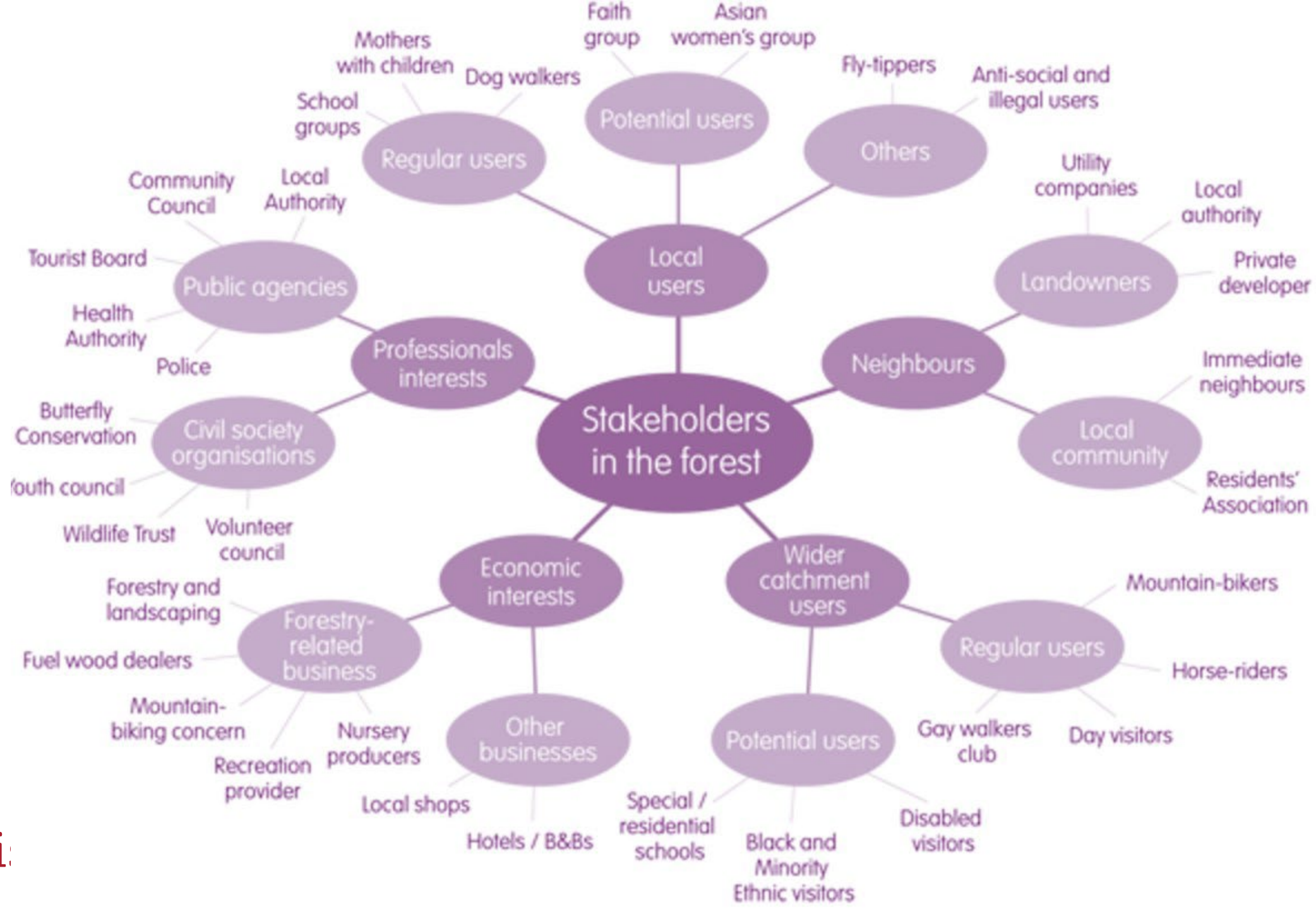
Innovation: novel distribution systems and in-store marketing; digital platform for store owners and shoppers

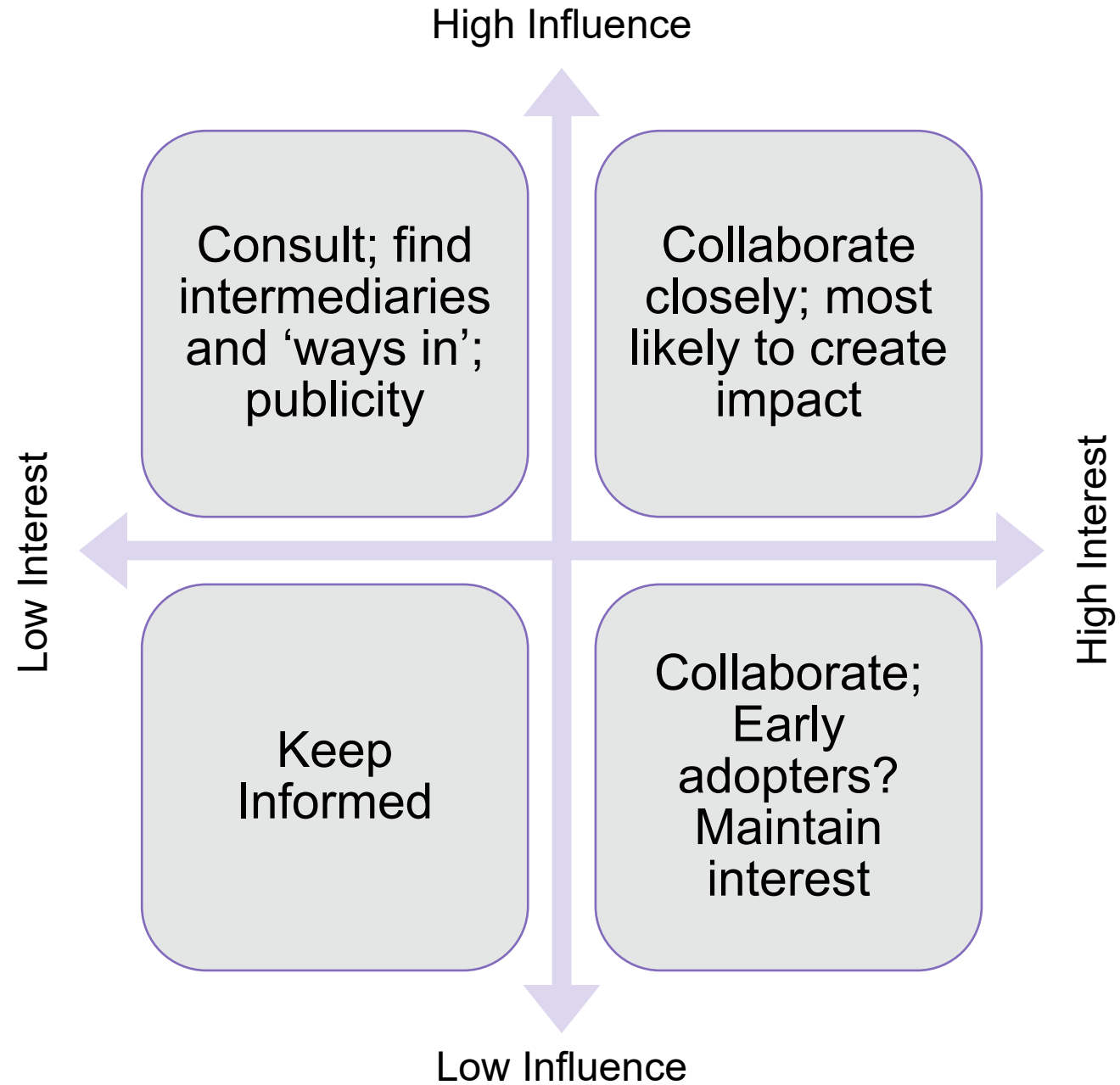
Framework:

- Inputs
 - Who might be interested? – 2 minutes
- Activities
 - What could we do? – 3 minutes
- Outputs
- Outcomes
- Impacts

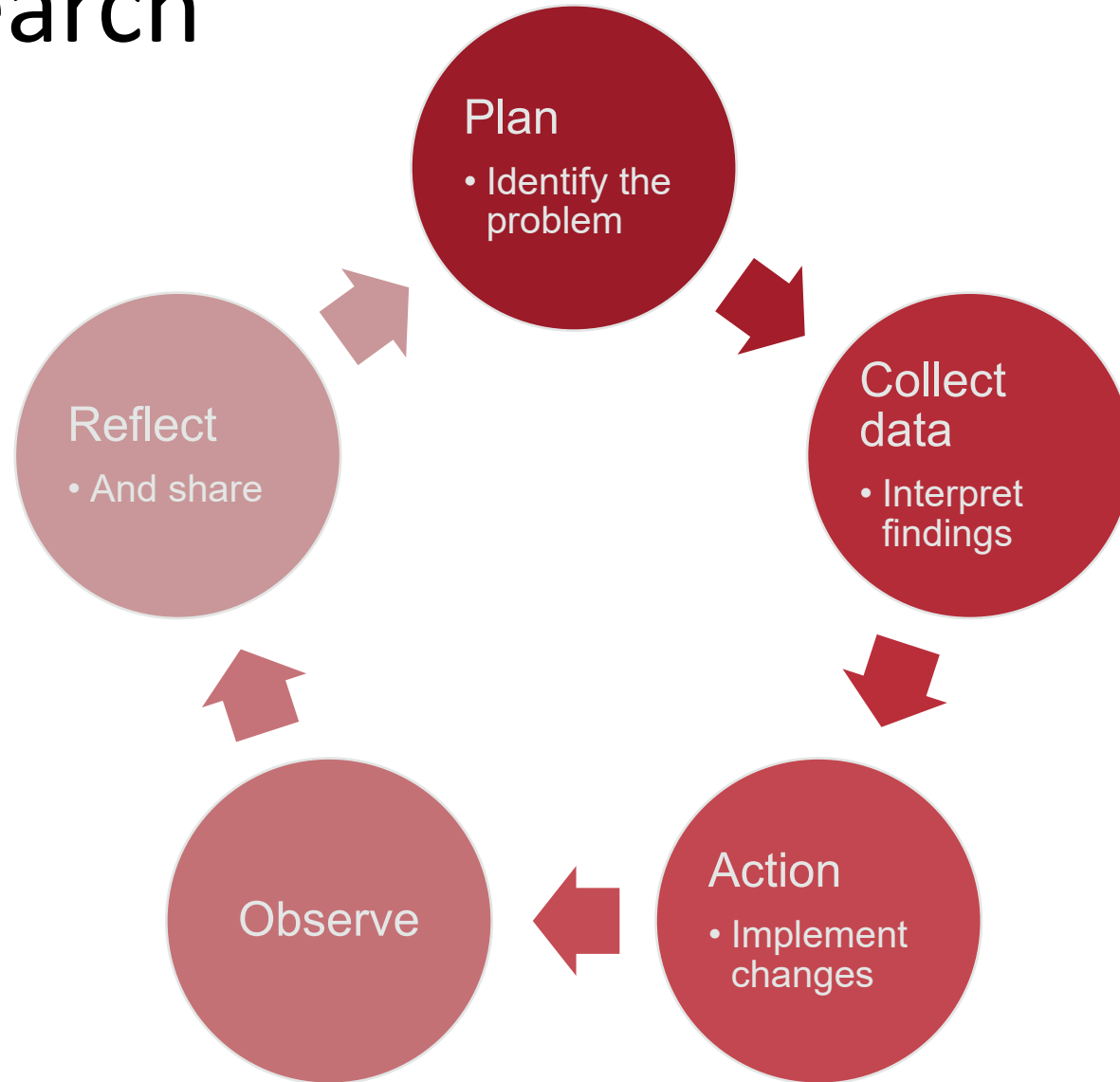


3. Important factors for
humanities and social science?

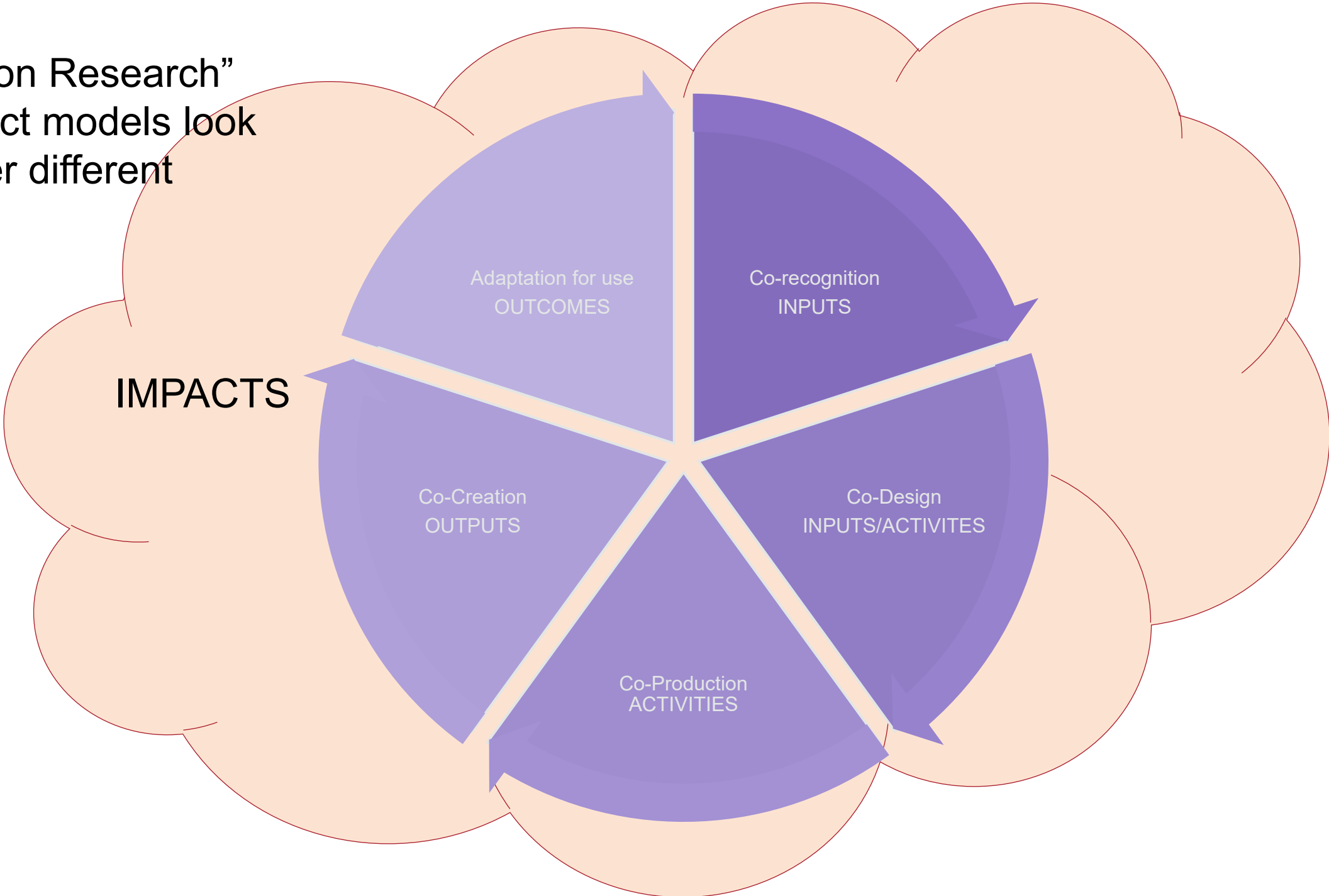




Action Research



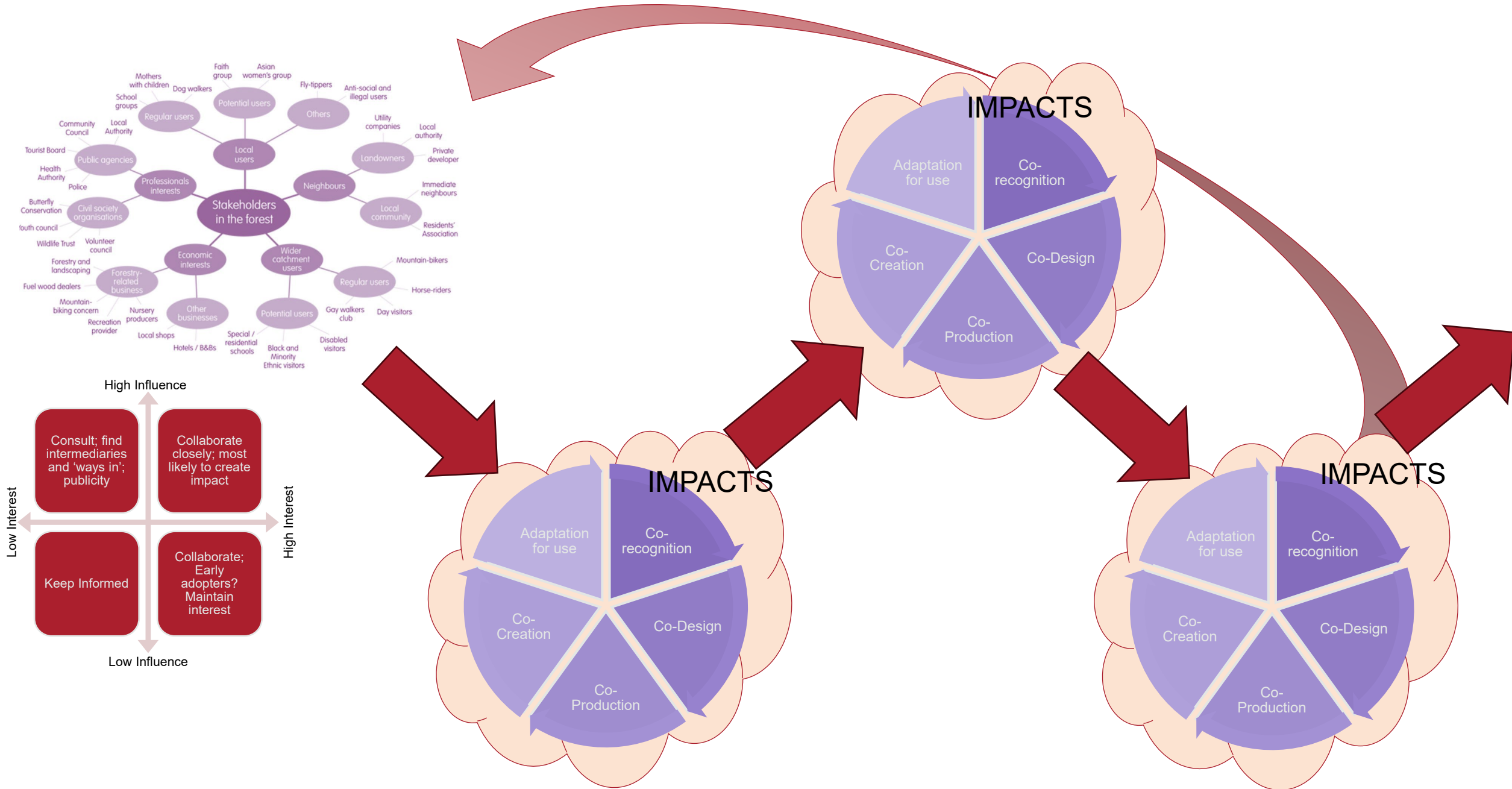
“Action Research”
impact models look
rather different



Important Factors in Arts & SSL Impact Roadmap

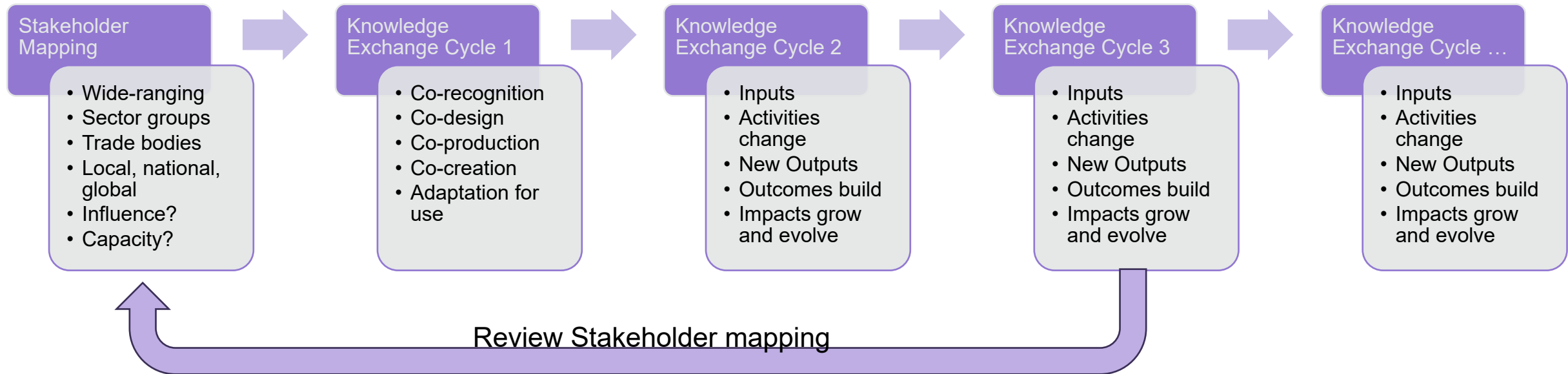
- Stakeholder mapping should be wide ranging
 - Assess influence and capacity
 - Aim for long-term partnerships and engagement
- Engagement and impact are iterative
 - Move through types of engagement - public engagement, collaboration, commercialisation
 - Be open to many types of impact
- Academics not in large groups; funds hard to find
- Impact takes time, persistence and (some) luck
 - We can control engagement & collaboration, but not the eventual impacts
- Cycles of planning and activity
 - Stakeholder mapping
 - Impact planning
 - Engagement
 - Secure resources
 - Outputs
 - Revisit cycle
 - Build outcomes ...and impacts

4. A roadmap for building collaborative research impact



Roadmap for building impact humanities and social science research

Roadmap for building impact humanities and social science research



Case Study 1 – The Roadmap in action

Demanding homes fit for habitation

Housing provision is in a state of crisis.

Over 8 million people in England live in unaffordable, insecure or unsuitable homes.

Over 400,000 people are homeless or at risk of homelessness.



Case Study 1 – The Roadmap in action

Demanding homes fit for habitation

The Law School's Dr Edward Kirton-Darling and Professor David Cowan want to drive legal and cultural reform to support citizens who face poor housing



Case Study 1 – The Roadmap in action

- Stakeholders

1. Who is affected by poor housing?
2. Who can create change?

- Inputs

- Activities

- Outputs

4. What might persuade stakeholders to change?

- Outcomes

- Impacts

3. What can be changed?

10 minutes.... (should take 1-2 hours!)

“It's no secret we're living in a contemporary housing crisis and poor housing and homelessness is causing needless death and illnesses. But the extent of the crisis at the moment is particularly stark.

My area of interest is where law connects with this crisis - and unpicking the way the law enables the crisis to continue.”

PROFESSOR EDWARD KIRTON-DARLING

Case Study 1 – The Roadmap in action

- Stakeholders
 - Families, tenants, tower block residents, vulnerable adults and armed forces veterans
 - Charities, NGOs, government, politicians, landlords, construction firms
- Inputs
- Activities
 - Research for charities – what does the law permit, how does it serve landlords, tenants, construction firms?
- Outputs
 - Evidence of outdated legal frameworks
 - Lack of clear responsibility in various stakeholders
 - Identify how tenants can challenge landlords and government
- Outcomes
 - Change the charity's lobbying strategy
- Impacts
 - Change Housing Law in England and Wales - better protection for tenants
 - New legal guidance for housing veterans
 - Toolkits and legal advice for tenants



Case Study 2

From Colston to Bridging Histories - Peaceful action for positive change

- Dr Joanna Burch-Brown has worked with leaders locally, nationally and internationally to solve problems in practical ethics, including what to do with toppled statues and how to bridge divided communities.
- Now with the Bristol History Commission, she is applying her research to Bridging Histories, a project to bring together people from all sides of the political spectrum.
- Dr Burch-Brown is Senior Lecturer in Philosophy; co-founder of the University's Centre for Black Humanities; and director of the US-UK Fulbright Commission's Summer Institute on 'Arts, Activism and Social Justice'.

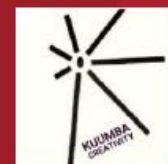
University of
BRISTOL

Arts, Activism & Social Justice

Programme Schedule 2023



**BRIDGING
HISTORIES**
learn. make. share.



Arts and
Humanities
Research Council



5. How to implement?

A Faculty of Arts approach

Faculty impact and partnerships

Diagnosis

Impact and partnerships are strong but are flying under the radar

Require more visibility, recognition and funds to:

- a) **showcase** successes
- b) create **continuous** support
- c) **inspire** academics

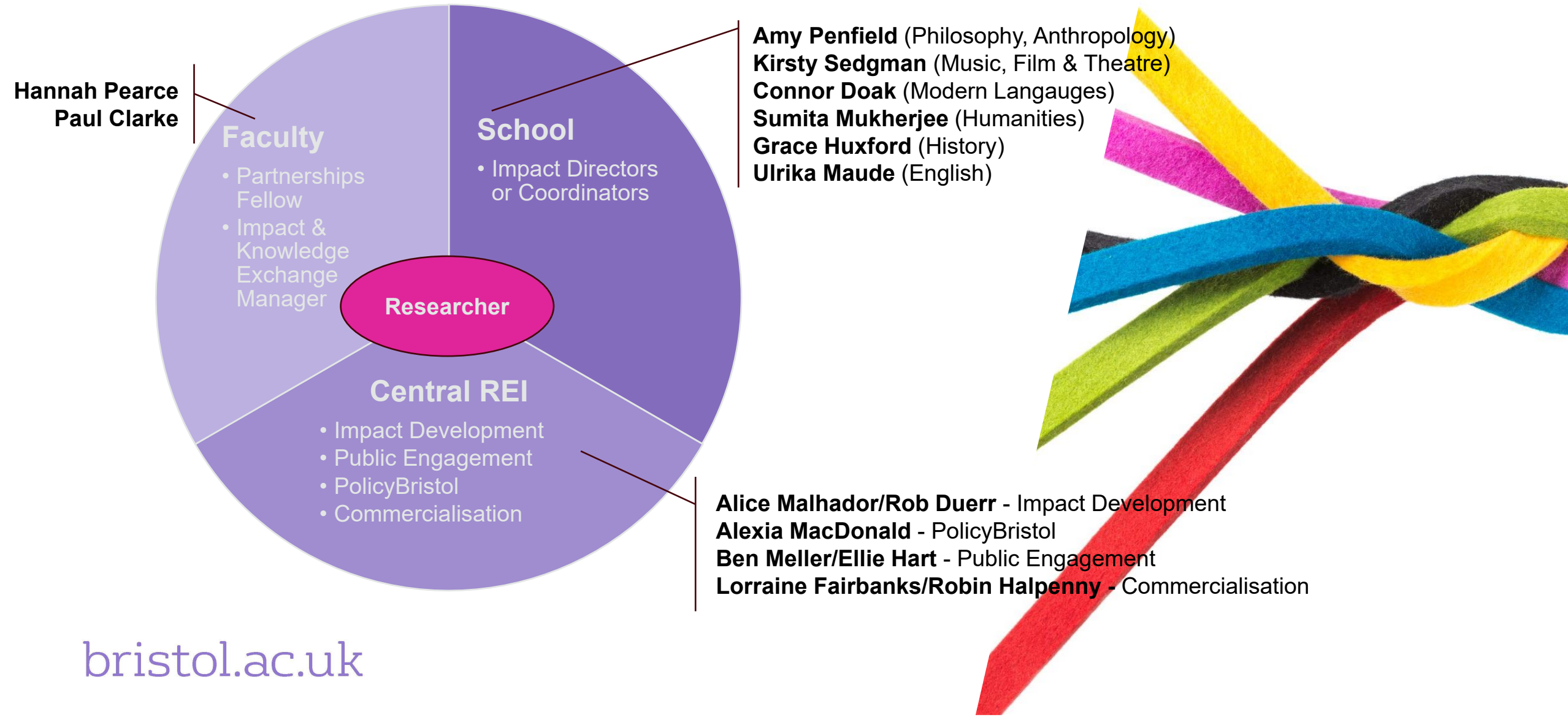
Guiding policy

Increase and enhance impact and partnership visibility, recognition and support.



Coherent actions

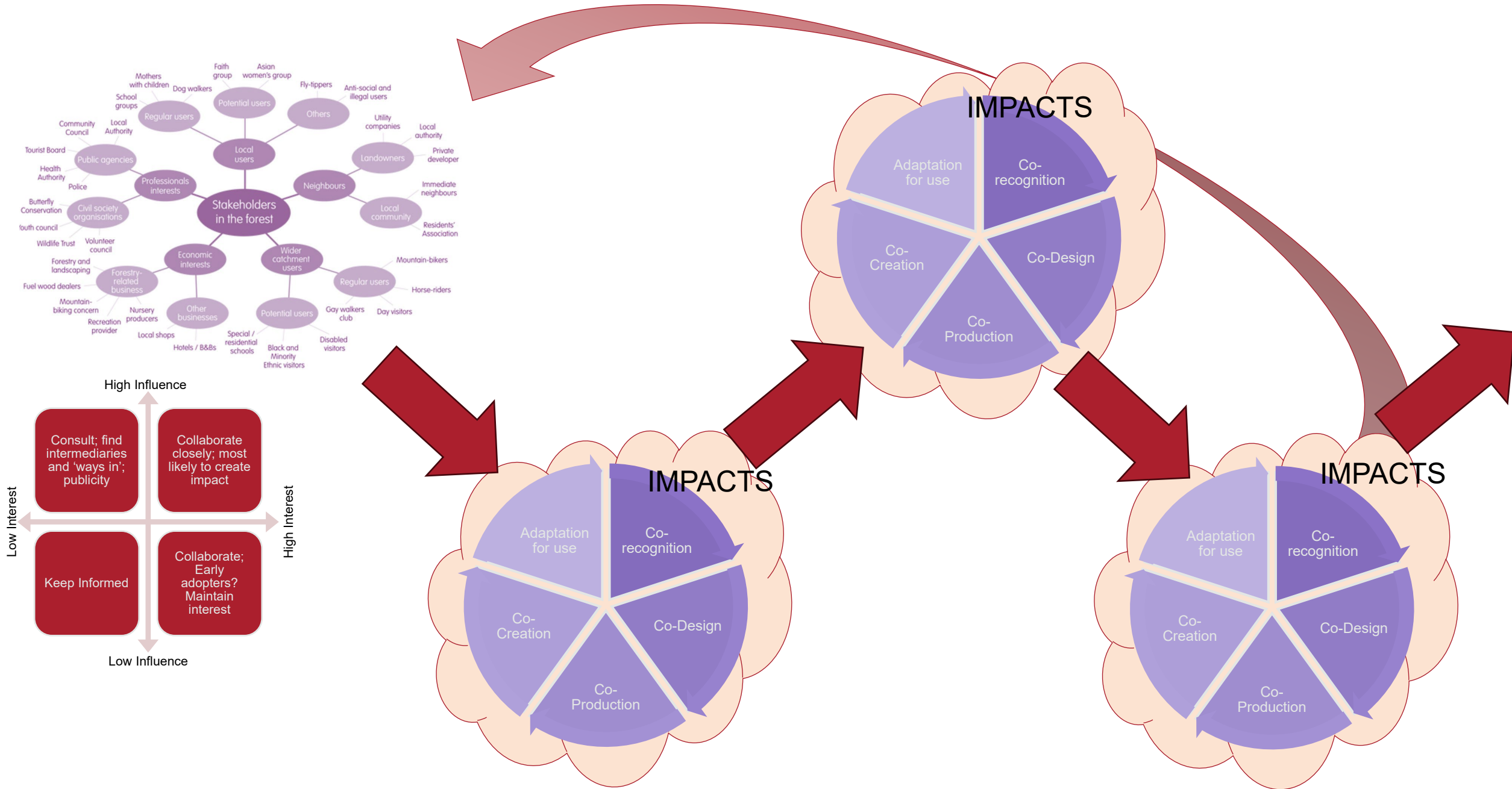
1. Increase academic time for impact
2. Ensure Faculty leadership for impact.
3. Coordinate & communicate support.
4. Cultivate potential impact projects
5. Showcase our partnerships
6. Maximise the critical mass of Faculty Research Centres
7. Inspire by highlighting career gains

Your Impact Team



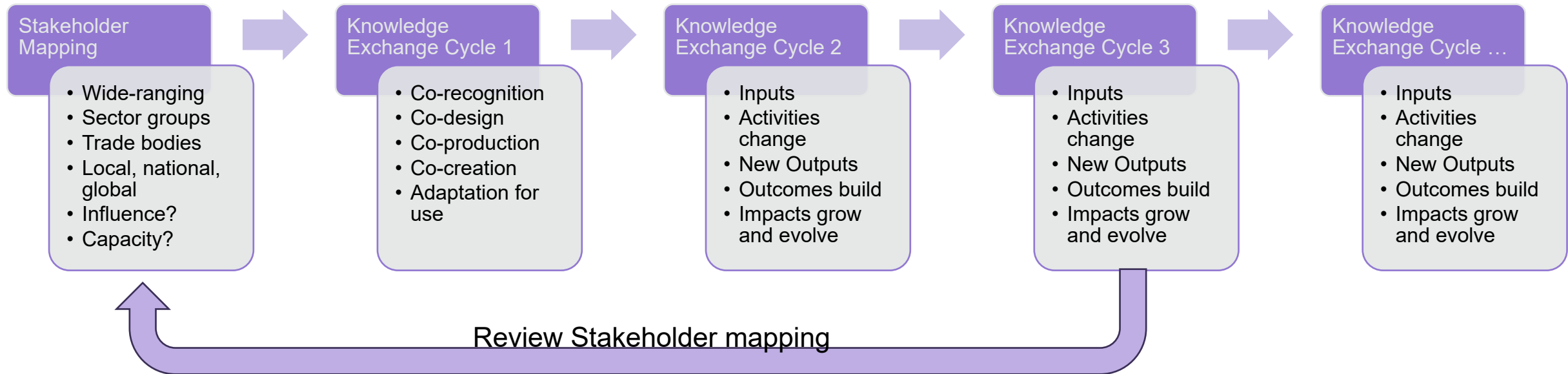
Key contacts in DREI

Impact Development	PolicyBristol	Commercialisation	Public Engagement			
REF2028 Impact case study support						
<ul style="list-style-type: none">• Sourcing funding to further your research impact• Impact-related training• Guidance on writing impact plans into your funding proposals	<ul style="list-style-type: none">• Bespoke advice on embedding policy engagement into your research• Guidance on how to identify and communicate with your policy stakeholders	<ul style="list-style-type: none">• Understanding how and when to protect IP• Developing research into commercial products• Evaluating market potential• Negotiating license agreements and setting up spin-outs	<ul style="list-style-type: none">• Advice on embedding public engagement and responsible innovation into your research• Support writing public engagement into funding proposals• Public engagement training			
 Alice Malhador	 Rob Duerr	 Alexia MacDonald	 Robin Halpenny	 Lorraine Fairbanks	 Ben Meller	 Ellie Hart



Roadmap for building impact humanities and social science research

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END