

## Introduction

At Newcastle University we've been looking at how best to support researchers with impact, through:

1. Raising awareness of impact
2. Supporting the development of impact
3. Supporting the recording of impact.

This presentation discusses some of the methods utilised so far and how effective they have been.



# IMPACT

## MORE carrots fewer Sticks

**Eve Simcox**  
Newcastle University

## Impact Event

In November 2015 we held RISE2015 (Research Impact in SAgE 2015), to both celebrate previous achievements and raise awareness of impact

- 90% fed back that they would like a similar event organised in the future.
- short presentations of impact projects with an interactive vote to decide the impact champion was well received.



flyers from our event



photo taken from our impact event

## Steering Groups

Impact leads within schools have been valuable establish the most effective way of working for that particular school. These individuals also form part of a cross Faculty steering group which enables the sharing of best practise.

## Impact Database

Having a living database of potential impact case studies has proven extremely valuable. Benefits include:

- Early identification of cross school and cross Faculty potentials.
- A central log of 'case studies' encouraging greater join up between different support services within the Faculty.



## Resources and Training

We have developed impact toolkits that are available to staff through our internal research impact webpages. These aim to offer a logical process through which researchers can assess and develop their own impact with signposting to different resources as appropriate.



Alongside web resources we offer a monthly impact clinic, we also hope to develop our training program to offer a suite of training open to all researchers.

## Newsletter

To disseminate useful information and interesting 'impact' stories from across the Faculty and beyond, a newsletter is now produced and shared with academics and administrators across the Faculty every other month.

our email newsletter contains news and impact information

## Challenges

**Evidencing Impact**  
**Funding**  
**Training**  
**Media Exposure**  
**Guidance Grants**  
**Awareness**  
**Recognition**  
**Dissemination of Information**  
**Bluesky research**  
**Time**  
**Clarity**  
**REF Guidelines**  
**Unsticking**

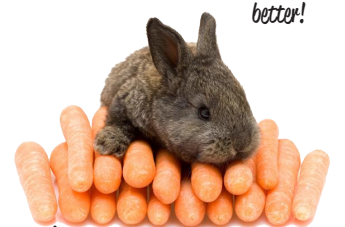
With so much to do, why would researchers spend time on impact? We took a deeper look at what exactly potential 'motivators' could be in order to encourage or enable researchers to engage with impact. These included:

- Incorporate impact in workload models
- Establish impact sabbaticals
- Ensure that all potential impact case studies are rewarded
- Develop more opportunities with business that match academic research interests
- Establish effective support mechanisms

## Conclusions

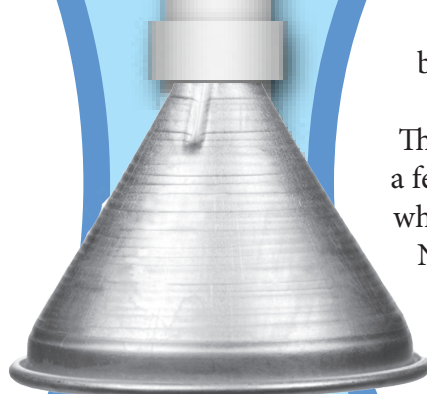
Due to its relatively new status. Impact support does not come with a defined set of processes. What is clear is support, rather than increased demands is more likely to benefit everyone.

The more carrots the better!



This poster outlines just a few mechanisms through which the SAgE Faculty at Newcastle University is supporting our academics with their impact.

Please do leave examples from your own institutions on the comment cards, of what has gone well and what maybe has not been quite as successful. If you are able to leave a contact email we will share findings from this event.



Ta Da!