



Welcome to the Impact Case Study Writing Sprint

6th February 2019

10.30 until 12.30

Workshop Structure



- 120 minute workshop
- 5 minute introduction – what a writing sprint is and how it works
- 4 x 25 minute writing sprints to complete the following sections
 - Section A – Title and summary
 - Section B – Underpinning Research
 - Section B – Summary of Impact
 - Section B – Sources to Corroborate Impact
- 10-15 minutes for discussion and questions

What is a writing sprint?



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- Writing Sprints – based on the theory of ‘Free Writing’ –
 - “Free-writing is all about loosening and limbering the thought process, not about a product or a performance”
 - “The writer writes without regard to spelling, grammar, etc., and makes no corrections. If the writer reaches a point where they can't think of anything to write, it is presumed they will write that they can't think of anything or repeat words, until they find another line of thought.”
 - Write about what you know, what you are currently thinking, and also what you don't yet know...

Ref: https://en.wikipedia.org/wiki/Free_writing

How does it work?



- Its rapid! Each section will be covered with up to 5 minutes for guidance, discussion, clarifications etc followed by 20 minutes of thinking, writing and notemaking.
- Impact Case Study drafted by the end!?*
- Lets get started!

*Sort of. At the very least something drafted in three of the sections which is a really great start! You can use it for discussion and further thinking at this afternoon session.



Some guiding observations

- Based on Annex G template in the guidance
- Five page limit AND indicative maximum word counts. Arial font, 11 point minimum. Use single line spacing and 2cm margins around all sides. Can use pictures and illustrations.
- The best Impact Case Studies are simply written, easy to follow and understand. Persuasive with a 'hook' to engage the reader throughout.
- Use clear presentation, subheadings, sensible spacing, picture and diagrams – how would you like to see it presented?



Some guiding principles (cont..)

- **Who are you writing for?** Focus on writing for an informed lay audience, don't assume granular expertise – keep asking yourself “Is this too technical?”.
 - Panel members: <https://www.ref.ac.uk/media/1012/assessment-phase-panel-membership-updated-180718.pdf>
- **Tailor to Unit of Assessment?**
 - Take a look at the case studies from last time:
 - [https://results.ref.ac.uk/\(S\(s45aepthyg55elguk0gnzdmz\)\)/Results/SelectUoa](https://results.ref.ac.uk/(S(s45aepthyg55elguk0gnzdmz))/Results/SelectUoa)
 - 4* only can be found here: <http://www.stephenckemp.co.uk/more-4-star-ref-impact-case-studies/>
 - Take a look at any specific UoA guidance:
https://www.ref.ac.uk/media/1084/ref-2019_2-panel-criteria-and-working-methods.pdf



Lets get started - Writing sprints

- For each section we will have
 - 2-3 minute introduction setting out
 - Guidance and Top tips
 - Key questions to consider
 - 20 minutes: Writing time
 - 2-3 minutes: questions or clarifications with extra time at the end to revisit any remaining questions

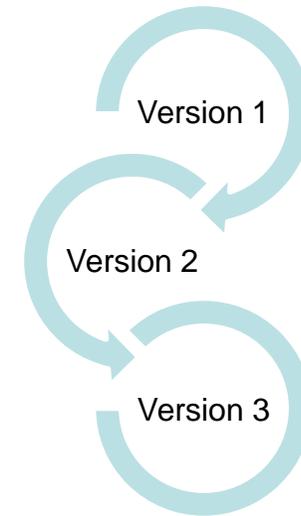
Section A: Title and Summary



- Title:
 - Focus on the change that has occurred (impact) and tell the reader what you are about to describe to them. Be bold and focused.
- Summary: Indicative maximum 100 words
 - “This section should briefly state what specific impact is being described in the case study.”

Section A: Title and Summary

- Title:
 - Consider providing two statements, one for each:
 - Statement about context: Statement about change
- Summary: Indicative maximum 100 words
 - Consider providing one sentence for each question below:
 - What was the problem you were trying to solve?
 - What was the solution to the problem that stemmed from the research?
 - What difference did it make, to whom, how much and where?
- You have 20 minutes



Section B: Underpinning Research



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- Indicative maximum 500 words ($\frac{2}{3}$ page)
- “This section should outline the **key research insights or findings that underpinned the impact, and provide details of what research was undertaken, when, and by whom.** This research may be a body of work produced over a number of years or may be the output(s) of a particular project. *References to specific research outputs that embody the research described in this section, and evidence of its quality, should be provided in the next section.*

Section B: Underpinning Research



- Details of the following should be provided in this section:
 - The nature of the research insights or findings which relate to the impact claimed in the case study.
 - An outline of what the underpinning research produced by the submitted unit was (this may relate to one or more research outputs, projects or programmes).
 - Any relevant key contextual information about this area of research.
 - *Dates of when it was carried out.*
 - *Names of the key researchers and what positions they held at the institution at the time of the research (where researchers joined or left the HEI during this time, these dates must also be stated).*

Section B: Underpinning Research



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- Include the context, what the current situation or practice was, and what has changed/improved.
- Where relevant (and evidenced) use phrases such as “Ground breaking”, “Unique”, or “New”.
- Ensure collaborative research is described properly, and detail the **unique contribution** of the University of Bath
- This section is not listing publications, it asks for clarification of the nature of the research and includes thinking about the methods that worked towards solving the stated issues. Highlight any co-production or other user influence.

Section B: Underpinning Research



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- Think about your answers to the following questions:
 - What was the problem / opportunity addressed?
 - What insights did the research bring to bear?
- You have 20 minutes

Section B: References to the research



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- Indicative maximum of six references
- “This section should provide references to **key outputs** from the research described in the previous section, and evidence about the **quality** of the research. Underpinning research outputs may include the full range of types listed in the output glossary (Annex K of the guidance) and are not limited to printed academic work. **All forms of output cited as underpinning research will be considered equitably, with no distinction being made between the types of output referenced.**”

Section B: Details of the Impact



- Indicative maximum 750 words (about one page)
- “This section should provide a **narrative, with supporting evidence**, to explain:
 - how the research underpinned (made a distinct and material contribution to) the impact;
 - the nature and extent of the impact.
- **WHAT** are we claiming and **WHY** do we think we can make those claims?

Section B: Details of the Impact



- The following should be provided:
 - A clear explanation of the **process or means through which the research led to**, underpinned or made a contribution to **the impact** (for example, how it was disseminated, how it came to influence users or beneficiaries, or how it came to be exploited, taken up or applied).
 - Where the submitted unit's research was part of a wider body of research that contributed to the impact (for example, where there has been research collaboration with other institutions), the case study should specify the **particular contribution** of the submitted unit's research and acknowledge other key research contributions.
 - Details of the **beneficiaries** – who or what community, constituency or organisation has benefitted, been affected or impacted on.
 - Details of the **nature of the impact** – how they have benefitted, been affected or impacted on.
 - **Evidence** or indicators of the extent of the impact described, as appropriate to the case being made.
 - **Dates** of when these impacts occurred.

Section B: Details of the Impact



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- Create a problem statement to frame the significance of the impact
- Give your most significant and far reaching impact room to shine, don't hide it amongst a crowd of less significant impacts
- Narrative needs to be confident and committed using words such as “resulted in” or “led to”
- Benchmark your numbers and provide context for the reader (e.g. how impressive is that 1000 twitter followers? How does the 500 visitors to your exhibition compare with expectations?)
- Don't overstate your significance – if you describe something as ‘transformative’ there needs to be sound evidence of a transformation!
- Focus on describing the benefits as opposed to the process of getting there – ask yourself “what was the benefit and why is this important?” and “What happened next?”
- How might your beneficiaries write this section. What was important to them? Including the ways they might have become engaged with the research
- Also ask yourself, what might have happened without this research, what were the alternatives and why is your solution preferable?
- Break down with headings and cluster ideas linked to the impacts or the beneficiaries. Make the section as easy to read as possible.
- Weave in evidence where possible – create a narrative that engages the reader.

Guiding questions



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- Consider answering the following questions:
 - What has been the benefit? / Who has benefited? *What is different?*
 - What happened? *What role did your research play?*
 - What is the extent of the benefit? *Can it be quantified? How far-reaching?*
 - When did it happen?
 - What evidence do you have?
- You have 20 minutes

Section B: Sources to Corroborate Impact



- Indicative maximum of ten references
- The 'Panel criteria', Annex A, Table 1 provides an illustrative list of indicators of impact - https://www.ref.ac.uk/media/1084/ref-2019_2-panel-criteria-and-working-methods.pdf
- This section of the ICS should list sufficient sources that could corroborate key claims made about the impact of the unit's research. These could include, as appropriate to the case study, the following external sources of corroboration (stating which claim each source provides corroboration for):
 - Reports, reviews, web links or other documented sources of information in the public domain.
 - Confidential reports or documents (if listed, these must be submitted to the REF team by 29 January 2021).
 - Individual users/beneficiaries who could be contacted by the REF team to corroborate claims.
 - Factual statements already provided to the HEI by key users/beneficiaries, that corroborate specific claims made in the case study (if listed, these must be submitted to the REF team by 29 January 2021).

Section B: Sources to Corroborate Impact



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- Grab a pen and read over Annex A – scribble any thoughts and links to your draft ‘Details of the Impact’ section
- Make a note of where you have questions or might need help collecting evidence; dig deep in to your memory of all those things you have worked on and relationships you have built!
- You have 20 minutes.

Any other questions?



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- Join an impact surgery to discuss what you have written further
- Ask us if you need help – including financial – to work on your case study further
- Good luck with it!

References



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- <https://www.ref.ac.uk/>
- <https://www.research.vet.cam.ac.uk/staff-information/impact/useful-documents/impact-recommendations-v3.pdf>
- <http://blogs.lse.ac.uk/impactofsocialsciences/2018/12/10/the-a-to-z-of-writing-an-impact-case-study/>
- <http://blogs.bath.ac.uk/research-marketing/2018/08/15/impact-case-study-writing/>
- <https://www.fasttrackimpact.com/single-post/2017/12/19/What-makes-a-4-research-impact-case-study-for-REF2021>
- <http://www.stephenckemp.co.uk/more-4-star-ref-impact-case-studies/>