



# University of Bath Planning for Impact Toolkit

Produced by Research Innovation Service

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## Planning for Impact Toolkit

This impact toolkit is designed to help you plan for impact and gather the information required to complete the Impact Summary and Pathways to Impact for grant applications to the Research Councils UK, which are also known as Expected Impact and Dissemination/Exploitation Plans in European grants.

After working through the steps outlined below, you should be able to identify:

- who might benefit from your research
- how they might benefit (both for the Impact Summary and the Expected Impact in European grants)
- identified and accurately costed the activities to include in your Pathways to Impact (Dissemination/Exploitation Plans in European grants).



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## Introduction

### Why planning for Impact is Important

Planning for impact as part of your research is important because:

- it helps you identify who you could be working with to enhance your research (for example to gain access to data, equipment)
- it helps you access funding that is available to do dissemination and engagement activities (which you may be trying to currently do on a shoe-string)
- it helps promote your research
- it helps you comply with the funders requirements for the Impact Summary and Pathways to Impact plans (UK Research Councils and the European Commission)
- it will help you to report on your outcomes, which is required by Research Councils as a condition of the funding
- it will help you report on any impacts achieved.

The risks of not planning for impact:

- A similarly excellent research proposal could be funded over yours because the Pathways to Impact plan is better.
- Bids have been returned (post peer review) to have their Pathways to Impact plan rewritten. However, it is then too late to request any resources to support this section.
- This toolkit is designed to help you plan for impact. Working through it will help you to write your Impact Summary and Pathways to Impact plan.

Things to note:

- Money is available for activities if you justify the costs.
- It's not all down to you. You can cost in expert help i.e. project support, admin support, event organisers.
- You are not expected to achieve impact within your project but you are expected to take steps along the pathway to achieving impact.
- You need to capture the results of your activities throughout your project and this will help you report on outcomes and future impacts.
- You may already be doing some of the activities that could be incorporated into your plan.
- As with your research project, your Pathways to Impact may need to change during your project. This should be possible as long as you can justify any changes.

What the UK Research and Innovation<sup>1</sup> say

The Research Councils do not expect applicants to be able to predict the impact of their research. The purpose of Pathways to Impact is to encourage applicants to explore, from the outset, who could potentially benefit from their work in the longer term, and consider what could be done to increase the chances of their research reaching those beneficiaries.

The primary criterion for funding from the Research Councils remains excellent research. Beyond that there are a number of other considerations taken into account, of which Pathways to Impact are one. This means that when you have two equally excellent proposals, a good Pathways to Impact could make a difference to the funding process.

What are the differences between the Academic Beneficiaries, Impact Summary and Pathways to Impact sections?

**Box 1:** UKRI Application Guidance to Impact Sections

**Your Research Funding Application Guide to Impact Sections**

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<sup>1</sup> Formally Research Councils (RCUK)

Your Academic Beneficiaries section should focus on academic beneficiaries whereas your Impact Summary and Pathways to Impact should focus on your non-academic beneficiaries.

### **Academic Beneficiaries**

Focus on academic beneficiaries and what the impacts will be for them.

- How will your proposed research contribute to knowledge both within the UK and internationally?
- How will it benefit other researchers in your field and in other disciplines?
- Maximum length = 4000 characters.
- Non-technical language as it may appear in the public domain.

### **Impact Summary**

Focus on non-academic beneficiaries.

- Who might benefit from your research, both directly and indirectly?
- How will they benefit from this research?
- Maximum length = 4000 characters.
- Use non-technical language as it may appear in the public domain.

### **Pathways to Impact**

Focus on non-academic beneficiaries.

- This is your plan of action: what you will do to engage beneficiaries with your project?
- Describe what you will do throughout the research grant to ensure that potential beneficiaries have the opportunity to engage with your research.
- Maximum length = two sides of A4 (but it is not expected that all applications will require this level of detail).
- Not in the public domain.

**Note:** You can include academic beneficiaries in the Impact Summary and the activities you will use to engage with them in your Pathways to Impact if it forms part of the critical pathway to impact.

For further help with writing your Impact Summary and/or Pathways to Impact please contact the Research Development Managers

## Step 1: Who could benefit from your research?

The step provides Information for your Impact Summary or Expected Impacts.

### What's the big picture?

It is helpful to outline what the eventual impact of your research could be, to set the context for your chosen pathway to impact and the steps you will be focussing on.

Stand back from the detail of your research and consider the big picture. What is happening in practice around this area?

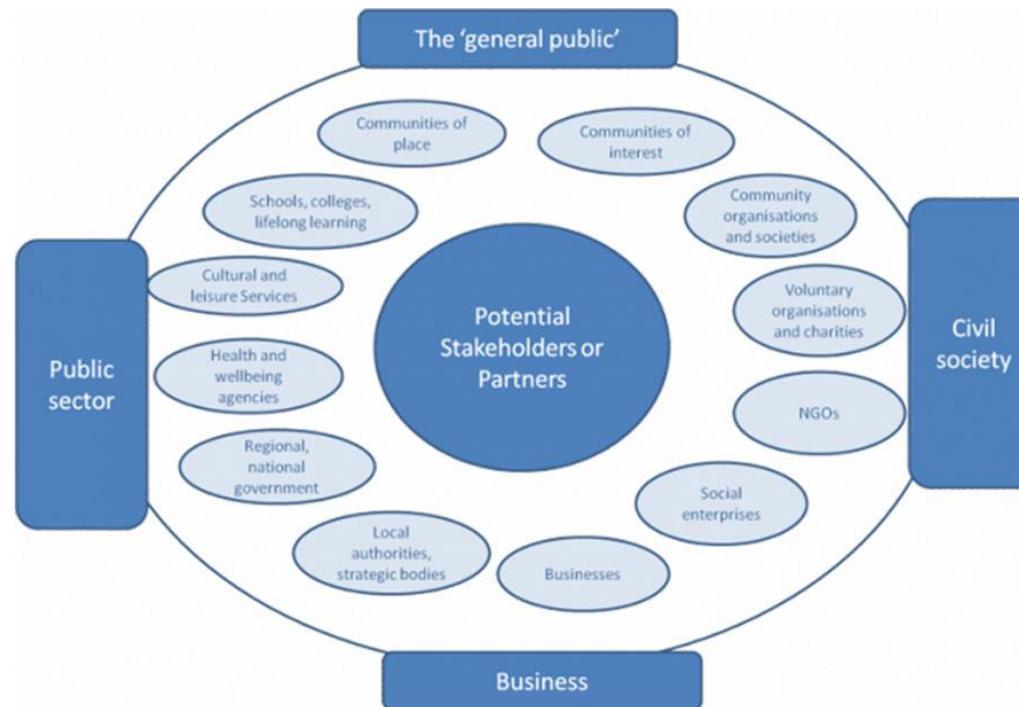
### Who will use your research?

Once you've considered the big picture start to think about who will use your research (your beneficiaries). Start to map out how those beneficiaries interact with you and how they interact with each other. Don't forget to consider beneficiaries who may influence others, beneficiaries you may need to work with or get input from and your ultimate beneficiary.

Note: Your research project may not involve all the beneficiaries, but you will be demonstrating your understanding of how the ultimate aim could be achieved.

If you are having trouble listing your users, this [diagram of the Potential Beneficiaries](#) may help, Figure 1.

Figure 1: Identifying your beneficiaries



Once you have determined your beneficiaries, provide details of particular sectors and organisations. This will show that you have done some research and made contacts already and if you can't name organisations then consider how you will find them (you could include this as one of your impact activities). **Note:** Funding may be available from your University to meet with organisations.

If you are still struggling find more help to identify your beneficiaries see Box 2.

## Box 2. Identifying your potential beneficiaries

### **Identifying your beneficiaries**

Ask yourself the following questions:

- Who has an interest in your research?
- Who is the target, will benefit and/or will be affected by your research?
- Who can influence your research or other beneficiaries?
- Who will devise, pass and enforce laws and regulations to fulfil the goals of your research?
- How do the different beneficiaries interact?

Or change it around:

- What do you want the effect of your research to be?
- Who has an interest in the outcome of your research?
- Who can help you to realise these outcomes?

Things that can help:

- Brainstorm.
- Ask people you know (e.g. your colleagues, your friends)
- Use internet search engines.
- Use social media.
- Hold a focus group.
- Ask your initial beneficiaries to nominate other beneficiaries who could potentially contribute to your study (snowball sampling).
- Explore a framework of themes around your research in an interview (semi-structured interview).
- If appropriate, advertise.

Who will exert the most influence?

Once you have determined who your beneficiaries are you need to determine how critical they are to helping you on your pathway to impact. This will help you control where to focus your resources ensuring you maximise the impact of your project.

Consider whether each of your beneficiaries are of primary, secondary or tertiary importance using the following information:

1. **primary** - beneficiaries, who are critical to either the success of the project or in moving the project forward, for example project partners (short-term)
2. **secondary** - beneficiaries are not critical to the project but in order to gain impact in the medium term it would be useful if they were aware of any progress
3. **tertiary** - beneficiaries who are not involved in the project but have the potential for more long-term impacts, by for example using the outputs from the secondary users (like new products).

### Box 3. Stakeholder Influence Interest Matrix

#### Understanding your beneficiaries

In order to prioritise your resources you need to understand the interests of your beneficiaries. This information can be gathered from:

- talking to your beneficiaries
- attending professional conferences
- reading professional journals
- following individuals on social media.
- Prioritising your beneficiaries

#### Influence Interest Matrix

To help you prioritise your beneficiaries the influence/power-interest matrix may help. For each beneficiary decide how interested they are in your research and the level of their influence/power. Then map them onto your grid. According to the beneficiaries position on your grid you can start to select the appropriate actions.

#### Top Right - Key Players (Primary)

- Beneficiaries with the highest interest and influence in what you are doing.
- Should be a key focus of your time and effort (and resources).
- Manage closely.
- Listen to them.

#### Top Left (Primary/Secondary)

- Beneficiaries with high influence/power but less interest in what you are doing.
- Keep satisfied.
- Potentially problematic.

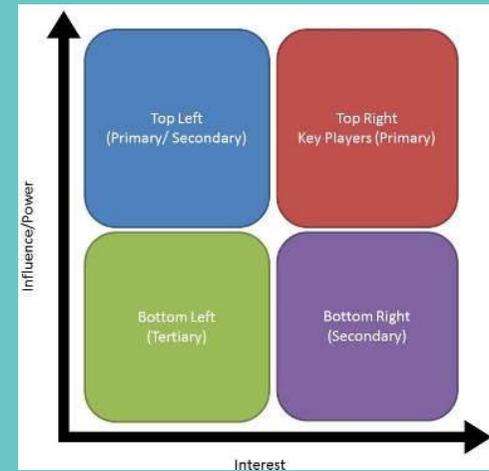
#### Bottom Right (Secondary)

- Beneficiaries with high level of interest in what you are doing but relatively low power.
- Keep informed.

#### Bottom Left (Tertiary)

- Beneficiaries with low power/influence and low interest in what you are doing.
- Minimal effort (and resources) required.

**Note:** All methods for prioritising beneficiaries only provide a snapshot in time as interest and influence may change. So remember to review these during your project.



For examples of submitted Pathways to Impact written by University of Bath staff please log into this [wiki](#).

## Step 2: How might they benefit?

### Information for your Impact Summary or Expected Impacts

In this step you need to consider what impact/benefit your project will have on your beneficiaries.

### Definition of Impact

Research impact is the positive change, outside of academia, to which your research has contributed, either directly or indirectly. For example, the impact of your research might be improving the survival rate of premature infants, reducing carbon emissions in cars, contributing to policy change that protects a natural resource or enhancing pupil outcomes through changes to teaching practice. Ideally the impact is demonstrable and sustainable.

When thinking about the potential impact of your research, the questions to consider are:

- What problem could your research help to solve?
- What type of change could it help to bring about?
- How could your research be applied by beneficiaries?
- What difference do you want your research to make?

Being able to answer some of these questions will help you to describe the potential impact of your research.

The type of impact will vary depending on your project but can include:

- **cultural** for example changing opinions
- **economic** for example job creation
- **environmental** for example less carbon dioxide emissions
- **health and well-being** related for example less chance of scarring
- improving **social welfare and public services** for example greater efficiency
- influencing **public policy and legislation** for example change in law
- **operational and organisational change** for example improved manufacturing process
- **technological** for example wider reach of research.

### Step 3: What can you do to engage, involve and inform your stakeholders?

Information for your Pathways to Impact or Dissemination/Exploitation Plan

Now that you have considered the whole pathway you need to consider how your project fits into the pathway and which beneficiaries you need to involve in your project.

**Note:** It may be too early to engage with the end beneficiary and it might only be appropriate to engage with one beneficiary.

What do the Research Funding Councils expect you to write in your Pathway to Impact?

The following provides links to the guidance as set out by each of the funding councils:

- [UK Research Innovation](#) guidance for completing the Pathways to Impact.
- [AHRC Impact](#).
- [BBSRC guidance on the impact of your research](#)
- [EPSRC impact guidance for applicants and reviewers](#) and [Innovative Examples](#).
- [ESRC Pathways to Impact guidance](#) and [Impact Toolkit](#).
- [MRC Pathways to Impact guidance](#).
- [NERC Pathways to Impact guidance](#).
- [STFC impact requirements](#).

## Box 4: Innovate UK

**Guideline Innovate UK Requirements for Impact**

The guidelines detailed below are taken from the [Je-S](#) handbook and is for information only.

**Introduction**

Innovate UK operates its own processing system for its grant funding and all documents relating to the processes are available from the competition website. However, for any calls with HEI involvement, Innovate UK operates the Je-S process in addition to its own. Due to this, it is important to note that the requirements for Innovate UK will differ from the general requirements of the Research Councils, noting that Je-S operates in tandem with the Innovate UK system. On that basis, the academic must not make assumption of any procedures they would normally apply through Je-S or through the Research Councils; it is important to read through and understand the Innovate UK requirements independently from what may be the process elsewhere.

**Pathways to Impact** - Two sides A4 maximum font size 11 Arial

In the Impact Summary, you will have described who potential beneficiaries might be, and how the research might impact them. This document is your opportunity to describe what you will actually do to facilitate this. Ideally the Pathways to Impact attachment is specific to users and beneficiaries of the research outside the academic research community, but plans for academic impact may be included where this forms part of the critical pathway towards economic and societal impact.

In summary, the plan should describe the kinds of impact envisaged, how the proposed research project will be managed to engage users and beneficiaries and increase the likelihood of impacts, including (wherever appropriate):

- Methods for communications and engagement.
- Collaboration and exploitation in the most effective and appropriate manner.
- The project team's track record in this area.
- The resources required for these activities. Please ensure these are also captured in the financial summary and the Justification of Resources.

What does the European Union expect you to write?

Box 5: Guideline European Union requirements for Impact

All Horizon 2020 consortium-based grants in the Industrial Technologies, and Societal Challenges pillars have an Impact section. Normally, the Impact section is worth one third of the total score, but in some cases, especially where significant industrial involvement is needed, it might be worth up to half of the score.

The guidelines detailed below (expected impacts and measures to maximise impact) are taken from the [standard proposal template](#) for Research and Innovation projects and is for information only. The definitive template for your call will be available in the submission system, which you can then use when writing your proposal.

### **Expected Impacts**

Note: Please be specific, and provide only information that applies to the proposal and its objectives. Wherever possible, use quantified indicators and targets.

Describe how your project will contribute to:

- the expected impacts set out in the work programme, under the relevant topic
- improving innovation capacity and the integration of new knowledge (strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets
- any other environmental and socially important impacts (if not already covered above).
- Describe any barriers/obstacles, and any framework conditions (such as regulation and standards), that may determine whether and to what extent the expected impacts will be achieved.

### **Measures to Maximise Impact**

- Dissemination and Exploitation of Results

- Provide a draft 'plan for the dissemination and exploitation of the project's results' (unless the work programme topic explicitly states that such a plan is not required). For innovation actions describe a credible path to deliver the innovations to the market. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project.

**Note:** Dissemination and exploitation measures should address the full range of potential users and uses including research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training.

**Note:** The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organisational issues to be addressed.

Explain how the proposed measures will help to achieve the expected impact of the project. Include a business plan where relevant.

Where relevant, include information on how the participants will manage the research data generated and/or collected during the project, in particular addressing the following issues:

- What types of data will the project generate/collect?
- What standards will be used?
- How will this data be exploited and/or shared/made accessible for verification and re-use? If data cannot be made available, explain why.
- How will this data be curated and preserved?
- Outline the strategy for knowledge management and protection. Include measures to provide open access (free on-line access, such as the 'green' or 'gold' model) to peer-reviewed scientific publications which might result from the project

### **Communication**

Describe the proposed communication measures for promoting the project and its findings during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be tailored to the needs of various audiences, including groups beyond the project's own community. Where relevant, include measures for public/societal engagement on issues related to the project.

## Evaluation

These guidelines are taken from the [self-evaluation form](#) for research and innovation actions.

The Impact section is evaluated according to the following criteria:

- the expected impacts listed in the work programme under the relevant topic
- enhancing innovation capacity and integration of new knowledge
- strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets
- any other environmental and socially important impacts
- effectiveness of the proposed measures to exploit and disseminate the project results (including management of intellectual property rights), to communicate the project, and to manage research data where relevant.
- Note: The aspects above will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level.

How to engage?

### *Inform/Consult/Collaborate*

For each beneficiary you must first decide which approach you can take to involve them with your work. There are three distinct, if often overlapping, purposes that engagement can serve:

- **informing** – Inspiring, informing and educating the beneficiary and making your work more accessible
- **consulting** – Actively listening to the beneficiaries views, concerns and insights
- **collaborating** – Working in partnership with the beneficiary to solve problems together, drawing on each other's expertise.

## Examples

### Informing

- Presentations and lectures.
- Lifelong learning festival appearances.
- Media work.
- Exhibitions.
- Writing for non-specialists whether online, in journalism or books.

### Consulting

- Public meetings and discussion events.
- Panels and user groups.
- Online consultation.
- Deliberation and 'upstream' engagement.

### Collaborating

- Collaborative research projects.
- Creating opportunities for students to work with community organisations.
- Helpdesks to make it easy for people outside the university to draw on university expertise.

**Note:** It is possible that you might need to engage in more than one way with a single beneficiary.

## Knowing your beneficiaries

Once you have decided whether you need to inform, consult or collaborate with each beneficiary you need to determine what will help the beneficiary respond to your research. For each beneficiary the questions you need to consider include:

- What do we know about them that can help us?

- What trade organisations do they belong to?
- What do they read?
- Where do they meet?
- Where, when and how are we most likely to reach them?
- What do we want them to do, think or feel as a result of the activity?
- When during the project do you need to engage with them?

**Note:** Consider how important it is to engage with each beneficiary. It may be better to focus your resources on one beneficiary if interacting with them will achieve the greatest impact.

### Activities

Once you know more about your beneficiaries and the interaction you wish to have with them you should now be able to determine the activities you should do in your project to reach them.

Typical types of activities in Table 1, but this list is not exhaustive. You have scope to be creative.

Table 1: Example Activities

Activity	Inform	Consult	Collaborate	Description / Examples
Events	X	X	x	Public lectures, debates, conferences, workshops, seminars, open days
Printed Materials	X			Translation of research into a printed format
Media	X	X	X	Using the media to publicise a story linked to your research
Social Media	X	X	x	Online interaction between people in virtual communities and online networks
Website Development	X	X	x	Online access to your research
Film and Audio	X			Footage or recordings that explain and explore your research

Activity	Inform	Consult	Collaborate	Description / Examples
Developing a Demonstrator	X	X	X	To prove the feasibility and benefits of your research
Research Collaboration	X	X	X	Financial and/or in-kind collaboration, joint research
People Exchange			x	Transfer of people in and out of the University to enhance the application of research knowledge
Public Engagement	x	X	x	Methods to engage with the public
Communicating with Policymakers	x	X		Engaging with policymakers to influence decision or procedures
Staff Employment	x	X	x	Employment of staff to undertake administrative activities
Patents, License Agreements and Spin-out Companies	x	X	x	Information about patents, license agreements and spin-out companies
Other.....				

## Activities, Costs and Examples

### Information for your Pathways to Impact or Dissemination/Exploitation Plan

Once you know more about your beneficiaries and the interaction you wish to have with them you should now be able to determine the activities you should do in your project to reach them. Typical types of activities include the following, but this list is not exhaustive. You have scope to be creative, and if you need further advice about developing your plan please contact the Research Development Managers. See Appendix A: Example Activities, Costs and Examples.

**Note:** This is a slight modification to the original online toolkit. For simplicity the guidance, costing and examples for each activity have been combined into a single resource under the activities heading within Appendix A.

## Step 4: How much will my impact plan cost?

Information for your Justification of Resources and Pathways to Impact or Dissemination/Exploitation Plan

### Finances and People

Use the information in Step 3 Appendix A to cost in what you need to deliver these activities, including specialist staff, training, staff exchange and public engagement activities. Remember to allocate approximately 10% of your total project value to impact related activities.

### Timings

Please note that as well as a monetary and people element you also need to consider the amount of time needed in delivering your pathway to impact. This may involve increasing the length of your project or costing in existing expertise available at the University.

### Other Considerations

Don't forget to include how you will:

- capture and evidence the outcomes and impact.
- outline your track record in knowledge exchange.

### Open Access

- Open access publications are publications that are freely available to everyone on the internet. The UK Research Councils, NIH, Wellcome Trust and other funders require that research publications supported by their funding are made openly accessible online. Learn more about [open access](#) at the University of Bath.

### Suppliers

- [Internal suppliers](#) - University of Bath departments and services you can get advice and help from.
- External approved suppliers - Suppliers approved by the University of Bath which can help you with your Pathways to Impact activities.

## Box 6: Internal and External Approved Suppliers

### Internal Suppliers

#### Events

- [“Food Direct”](#) on campus will provide tea/coffee from £1.15/person, lunch from £4.15/person and a buffet from £7.55/person (Figures correct as of January 2015).
- Venues, Bath - University of Bath’s [Innovation Centre](#). All inclusive day rates from £40 per person plus VAT (Figures correct as of January 2015).
- Venues, Bath - [Conferencing Facilities Corporate Rates](#) for 2014 – Bath and surrounding area
- Accommodation – [Hotels and Guest Houses](#) giving corporate rates to University of Bath staff 2014.
- Promotional merchandise – The [Imaging, Design and Print](#) Service can supply a wide range of branded promotional merchandise including pens, pencils, USBs, umbrellas, bags, T-shirts and polo shirts.
- Photographer – The Universities [Imaging and Photographic Unit](#) provides a professional, expert service and will photograph your event from and process the images from £60/half hour fully inclusive (Figures correct as of January 2015).

#### Printed Materials

- [Imaging, Design & Print Services](#) is a business of the University of Bath, providing graphic design, printing, high speed digital copying, photography, print finishing, paper, thesis and project binding to the University community.

#### Media Activity/Social Media

- The University’s [Press Office](#) can help with your engagement with the media, advice, issue press releases and with social media. They will also log any coverage gained within Pure. However, they cannot be costed into your proposal as the University receives funding to support its marketing efforts through the dual support system.

#### Website Development

- [Web Services/Digital Team](#) are responsible for managing the strategic direction, overall structure, content, design and technical integrity of the University’s websites.

#### Film and Audio

- The [Audio Visual Unit](#) provides [audio visual equipment to loan](#), [TV and radio recording](#) and a [TV studio](#).

#### Communicating with Policymakers

- Institute for Policy Research - If your research has a policy relevance, you may wish to contact the University's [Institute for Policy Research](#) (IPR). The Institute can provide guidance and support to help you build policy relationships, tailor your messages and broadcast them to the right people.
- They also run a series of workshops called '[Policy Conversations](#)' which link our research to the policy world. Sessions deal with:
  - methods, concepts and resources in policy research
  - the ethical and practical challenges raised by linking the worlds of research and of policy
  - they ways that we can monitor policy debates and connect them to our research.

#### Staff Employment - Joblink

- [Joblink](#) is a service provided by the Students Union that enables students to gain work experience, whilst earning money to further support them during their studies.

#### Further Information

- [Human Resources](#) information about casual workers including the process, relevant forms and rates of pay
- Project Support - The RIS offers a [Research Project Management Service](#) (RPMS) who can assist you to deliver your project, ensure contractual compliance and help you deliver your Pathways to Impact, if costed into your project. The support on offer includes complete coordination and management of your project and support for your Pathways to Impact plan. This could include:
  - recommendations and advice about what needs to be planned
  - production of plan timescales and resources
  - dedicated contact point for queries
  - liaison with internal and external suppliers
  - maintenance of websites
  - complete administrative support for example delegate packs, name badges and other printed materials, communicating with delegates and organisation of project team meetings
  - full venue, transport and catering management

- full dissemination management of marketing materials under your instructions including collaboration with the press office to engage the press with your event.
- Advantages
- Increased chance of success.
- Increased beneficiary satisfaction.
- Reduced administrative burden.

More information about the Research Project Management Service including benefits  
Process for accessing the Research Project Management Service by contact Richard Hocking.

### External Approved Suppliers

#### Events

- [Venues, Bath](#) - Bath's Historic Venues including Roman Baths & Pump Room, Assembly Rooms, Guildhall and the Victoria Art Gallery.
- [Venues, London](#) - etc. Venues including one at Paddington, next to the station.

#### Media Activity

- Writing
  - Trevor Day – a successful non-fiction writer for your project
- Training
  - The [Royal Society](#) offers courses on communication and media skills from £400/person.

#### Social Media

- Google Scholar, Twitter, LinkedIn, Research Gate, YouTube, Academia.edu, SlideShare, Academicl (basic), Google Plus, Facebook, Pinterest, Wikipedia – Free
- [www.blogger.com](http://www.blogger.com), [www.blog.com](http://www.blog.com), [www.wordpress.com](http://www.wordpress.com) (basic) – Free

#### Website Development

- [Storm Consultancy](#), Bath - an award winning web design agency.
- [Wonky Films](#) - an award winning studio specialising in illustration and animation for broadcast, advertising and digital.

- [WordPress.com](https://www.wordpress.com) - a blogging platform that can be used to create websites.

#### App Development

- [MyOxygen](#) - a specialist mobile app development company (based in Bristol).

#### Film and Audio

- [Animated Magic](#) - an animation and video production studio based in Bath.
- [George Chan](#) – a Bristol-based film maker producing engaging and informative health, academic, charity videos and commercials.
- [Suited and Booted](#) - a highly successful film, animation and visual media production company with a social conscience.
- [Wonky Films](#) - an award winning studio specialising in illustration and animation for broadcast, advertising and digital.

#### Staff Employment

- [Knowinnovation](#) - a designated provider of facilitation and support specialising in accelerating academic, scientific, multi-disciplinary innovation.

Note: Externally sourced services will usually attract VAT in addition to the fee.

For further help with writing your Impact Summary and/or Pathways to Impact please contact the Research Development Managers.

## Step 5: Gathering Evidence

Explaining how you will capture evidence of impact is not part of a standard grant application form. However, the requirement for corroborating evidence of impact for the Research Excellence Framework (REF) - that is evidence of change not just dissemination - and reporting requirements on ResearchFish, means that applying some thought now into mechanisms for gathering indicators of impact will reap benefits in the long term.

The type of evidence collected will depend on the nature of impact that is achieved and how the research is conducted. Researchers located closer to the applied end of the spectrum, such as those conducting co-produced or collaborative research, are advised to collect evidence of impact throughout the project as the take up and operational translation of findings is likely to be happening alongside the research activity. For basic research, uptake may be years down the line and not facilitated by the original research team. The challenge in this case is tracking the impact journey.

If the research topic is confidential or sensitive – for example a matter of national security – then obtaining evidence of impact may be difficult, and will have to be handled case by case.

Below are some examples of the types of evidence that may be relevant. This is not an exhaustive list.

### **Impact Type: Influencing formation of policy or legislation (national, local or organisation)**

Hansard records of research findings communicated to Select Committees, citations or references to research in official reports, supporting statement of impact of research on formation of policy from official or senior manager.

### **Impact Type: Influencing a change of professional practice**

Guidance or advisory documents from professional bodies, independent reports or surveys of professional group demonstrating change. Supporting statements from influential individuals. If possible, try to gather evidence of the positive impact of the change in professional practice. This might be: cost savings, improved waiting times, improved outcomes for patients or clients, improved environmental outcomes.

**Impact Type: Commercial**

Increase in company turnover, sales figures, increase in enquiries, new jobs created, units sold, patents (and use of patents in other products), supporting statement of impact of research within an business.

**Impact Type: Influencing public discourse**

Media coverage. This should be sustained and diverse and also indirect – your research is cited by bloggers, journalists, Government officials – to show conceptual impact and penetration of ideas. Supporting statements from key individuals confirming the influence of research.

## Impact Planning Template

This Table is designed to help you write your Impact Summary and Pathways to Impact.

Please note that these instructions are designed to be used in combination with the toolkit. Download the Table in [PDF](#) or it is available in Figure 2.

**Step 1: Who will benefit?**

- List your beneficiaries in column 1 (one beneficiary per line).
- If you have lots of beneficiaries it might be helpful to prioritise them: are they of primary, secondary or tertiary importance.

**Step 2: How might they benefit?**

- For each beneficiary, list the desired impact in column 2.

**Steps 3.1 & 3.2: Activities**

- For each beneficiary, note down in column 3 whether you need to inform, consult or collaborate with them.
- List, in column 4, the activity you plan to use to engage with each beneficiary.

**Step 4: Resources and cost**

- If you need any extra help with the activity (for example, an event organiser), detail it in column 5.
- For each activity, list the associated cost in column 6.
- Record at what point in in the research project the activity will be carried out in column 7.
- Don't forget to say how you will monitor and measure the success of your activity in column 8.
- Repeat as appropriate for each beneficiary/activity.

For examples of Impact Summaries and Pathways to Impact see our [Wiki](#).

Figure 2: Planning for Impact Template

<b>1. Beneficiary/ User/ Stakeholder</b> Who might benefit? Do you need to prioritise them?	<b>2. Potential impact</b> Potential /desired change	<b>3. Type of engagement</b> Inform/ Consult/ Collaborate	<b>4. Appropriate Activity</b> How are you going to reach beneficiaries: Events, Media, Website, Journals, conferences etc.	<b>5. Support Additional staff resources needed?</b>	<b>6. Cost</b> £/ €/ \$	<b>7. When</b> When do it?	<b>8. Evaluation Monitoring and measuring success</b>

## Frequently Asked Questions

This page contains the answers to your most frequently asked questions about the toolkit.

### **What if my research is far removed from potential beneficiaries in society, but could have economic/societal impacts if taken forward by other academics?**

Plans for engaging with academic audiences may be included but only where these form part of the critical pathway towards economic and societal impact. This pathway must be clearly articulated. (Note: it is our understanding that this is acceptable to EPSRC, but ESRC want academic beneficiaries confined to the academic beneficiaries section of the bid).

### **Am I committed to doing everything I write in my Pathways to Impact plan?**

Like the research plan, the Pathways to Impact plan will be prone to some change to meet opportunities that arise. RCUK states that "Impact Summaries and Pathways to Impact are designed to encourage researcher to start thinking about potential beneficiaries and Pathways to Impact whilst planning their projects. Hopefully, this will encourage researchers to be flexible and adaptable to maximise the benefits from their research and to put in place resources and activities which then allow them to take opportunities when they arise."

### **Should I cost in funds to make my publications open access?**

No, the University has a block grant to fund open access publications from RCUK funded authors. The EPSRC and other UK Research Councils no longer fund open access charges as part of grant funding applications. Find more information about open access at the University of Bath.

I'm not experienced in engaging with external beneficiaries and would benefit from some help from an experienced academic colleague. Can I include this mentoring in my Pathways to Impact plan?

Yes, the time your colleague spends mentoring you can be charged to the project, even if they are not contributing to the research. Make sure you highlight that this is for the purposes of people development.

## Appendix A: Activities, Costs and Examples

### Events

For example public lectures, debates, conferences, workshops, seminars, open days. This category covers a large range of activities and can involve any number of participants. Depending on the type of event you have this activity can inform beneficiaries, consult with beneficiaries or be used as a forum for collaboration. Advantages of events are the Face to face interaction with beneficiaries.

#### Questions to consider

- Which of the identified beneficiaries are you aiming to target with this event?
- How many beneficiaries are you going to invite to your event?
- What is the proportion of academic versus non-academic beneficiaries?
- How are you going to promote your event?
- Will you subsidise any places?
- Where will it be held?
- Is it in collaboration with any organisation (e.g. third sector)? If so, what are they supplying (detail as an in-kind contribution)?
- What will the format be? Speakers, breakouts?
- What is the duration?
- Who will be organising and administering the event?
- What will be the outputs? e.g. recorded talks, summary write up, presentations on the web etc.
- When in the research lifecycle is this going to happen?
- At what stage of the project will this happen (timescales)?
- Note: You do not need to know the answers to all these questions but this level of detail will only improve your Pathways to Impact.

#### Examples of Event Types

- Public lectures.
- Public debates.

- Exhibitions.
- Road Shows.
- Festivals.
- University public open days.
- Networking drinks reception.
- Conferences.
- Workshops.
- Seminars.

### Costs

The following are Guideline Prices. Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Basic (all day) ~ £50/person/day. This package could include:

- hire of your main room (local venue)
- refreshments – registration, morning and afternoon tea and coffee
- cold buffet lunch (2 courses)
- audio visual equipment including a projector, screens
- Wi-Fi
- stationery and flip chart
- delegate badges
- invitations/instructions sent by email
- travel to and from the venue and subsistence for the project team
- directional signage.

Medium (all day) ~ £100/person/day. This package could include the following in addition to the basic (all day) package:

- hire of more than one room or non-local venue

- hot buffet lunch (2 courses)
- evening drinks reception with canapés
- photographer for the drinks reception (including processing of images)
- delegate packs with promotional merchandise
- printed invitations/instructions including mailing (postage)
- accommodation and second class travel for any speakers (including any fees).

Premium (all day) ~ £150/person/day. This package could include the following in addition to the medium package:

- hire of multiple rooms for your main event, coffee/food, breakout rooms and speaker/quiet rooms
- served hot lunch (3 courses)
- silver service dinner
- dedicated audio visual technician
- lighting and sound equipment for example microphones
- decoration for example flowers
- cost of onsite expenses for example telephone/copying charges
- photographer for whole event (including processing of images)
- specialised support staff for example a facilitator
- printed reply cards including mailing (postage)
- luxury accommodation and first class travel for any speakers (including any fees)
- insurance (against abandonment, cancellation or curtailment for any reason out of your control).

#### Advice & Useful Resources

Do you want to promote your event? If so see the section on [Step 3.2: Media Activity](#) or [Step 3.2: Social Media](#). *(link to within document)*

Recouping costs can be done through:

- sponsorship – Consider approaching relevant companies/business who might contribute to the costs of your event in return for promoting their products/services
- charging for attendance – Although this is definitely possible please note that there is a considerable administrative element if you decide to go down this route and we would recommend costing in extra support to help with this. Note: Please check that this is allowed by your funder in their guidelines.

Event [Financial Planning Form](#) - download to help you plan your event.

Examples of what to write

Whatever type of event you are holding don't forget to include:

- how many participants the event will be for
- who the event is aimed at
- what the aim of the event is
- what the costs will cover
- where the event will be held
- when during the project the event will take place
- how you will evaluate the event.

Example 1: Workshop and conference

"We will hold a two and a half day event at the University for 40 participants to discuss the latest developments and future direction of sustainable building materials midway through the project. Participants will be invited from our industrial contacts. The cost for the event will be £3,500 and will cover refreshments (morning and afternoon tea and coffee, and lunch) and delegate badges. We will evaluate the effectiveness of the event using feedback forms."

Example 2: Showcase

"To showcase the research and facilities of the Centre we will hold a one day event for up to 50 industrial participants at the University in month six of the project. The cost of the event will be £1,200 and will include funds for catering and directional signage. We will evaluate the event on attendance numbers and how many enquiries are received after the event."

#### Example 3: Stakeholder event

"We will bring together 60 members of the research group and other departments at the University, external collaborators together with representatives from our stakeholders for a half day event costing £2,000 to promote our research within the last month of the project. The funds requested will cover delegate badges, signage and a buffet lunch. Participants will be emailed after the event for feedback."

#### Example 4: Research co-production meeting

"To develop collaborations and joint research and development applications for funding we will bring together 30 international researchers and industrial contacts for a three day event on campus. We request £10,000 to fund this event which will include costs to cover catering and accommodation for all participants. The success of the event will be measured by the number of applications submitted for funding and the number of collaborations explored."

#### Example 5: Launch event for online platform

"We will host a one day event for 30 participants on campus to showcase the research on the online platform. We request £838 for catering, coffee and travel reimbursement. We will evaluate the event by the number of interested enquiries received after the event."

#### Example 6: Knowledge exchange networking event

"To examine the impact of employee attitudes on performance we will host a one day networking event for 40 members of the alumni group of the University costing £1,500. The costs requested will fund room hire at the University of Bath's Innovation Centre, lunch and refreshments. We will survey the participants before and after the event to evaluate the change in attitudes."

#### Example 7: Industry engagement event

"We will host a one day event and pre-meeting networking dinner for 70 participants in London. The aim of the event is to raise awareness, explore needs of the ageing population and understand how these are translated to support an ageing population. Costs will cover hire of the venue, lunch and dinner for all participants (total = £4,700). Feedback in the form of a questionnaire will be emailed to all participants to evaluate the event."

## Printed Materials - Translation of research into a printed format

This category covers the translation of your research into a printed format including all your design, printing, copying, and finishing requirements. It will, usually, be added to another activity to enhance its impact. Advantages are that they can help promote of your project.

### Questions to consider

- Who is going to design your material?
- Who is going to liaise with the necessary people to get your material by your deadline?

### Examples

- Banners and posters for a conference.
- Promotional materials for a demonstrator.
- Visual aids for an exhibit.
- Invitations and reply cards for a networking drinks reception.
- Brochures promoting a service.

### Costs

Guideline Prices Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Basic ~ £500/activity. This package could include one or two of the following:

- 170gsm Semi-Gloss Posters
- economy banner stands
- University of Bath branded stationery including letterheads, compliments slips and business cards
- folders with double sided black and white inserts
- thermal bound booklets
- black and white newsletters and flyers.

Medium ~ £1000/activity. This package could include one or two of the following:

- 170gsm Gloss Posters
- changeable graphic banner stands or Eco banner stands and fabric banners
- personalised stationery including 2 colour letterheads, invitations, compliment slips and digital printed business cards
- folders with double sided colour inserts
- plastic comb or Wiro bound booklets
- single sided colour newsletters and flyers
- 4 sided colour brochures
- 2 colour, double sided postcards
- printed self-adhesive address labels.

Premium ~ £2000/activity. This package could include one or two of the following:

- vinyl/Canvas/Laminated Posters
- foam backed exhibition stands or pop up displays and foil backed banners
- personalised stationery including 4 colour letterheads, invitations, compliment slips and litho printed business cards
- thermal foil fast or hard case bound booklets
- double sided gloss colour newsletters and flyers
- 6+ sided 4 colour brochures
- 4 colour, double sided gloss postcards
- printed self-adhesive labels applied to your documentation or printed envelopes
- envelope fulfilment service (stuffing envelopes)
- individual names printed onto news bulletins, letters, promotional and administrative information
- door hangers
- complete design package – from concept and design to pricing and print.

Advice & Useful Resources

Contact the University Print Services for their price list

Examples of what to write

If you plan to include printed materials in your Pathways to Impact please include the following information:

- what you are going to produce
- how much it will cost to produce the materials
- how you will evaluate the materials.

Example 1: Promotional Materials

"We request funds for the creation of promotional materials for a event showcasing the Centre. These include design and printing of brochures (£1,000), project flyers (£400), posters and banner (£500). We will evaluate the effectiveness of the promotional materials by the number of attendees at the event."

Example 2: Research Images Booklet

"We request funds to design and create a high quality brochure highlighting the University's Images of Research using re-drafted images, suitable for a non-specialist audience. Funds will cover design costs (£300) and printing of 1000 copies of a 52 page professional, glossy brochure (£2,971). Funding is not requested for writing copy as this will be completed internally by the Press Office."

Example 3: Publicity Material

"We request £1,000 to create information and flyers for publicity material and stationery to be distributed at external meetings and conferences. We will evaluate the performance of the materials on promotion of the facilities via the number of enquiries resulting after each event."

[Media Activity - Using the media to publicise a story linked to your research](#)

This category covers using the media to publicise a story linked to your research. There are important distinctions between the different media types:

- print media encompasses newspapers and magazines as well as specialist magazines or newsletters
- broadcast media includes radio and television (both local and national)
- online media often relates to news sites or specialist blogs.

Advantages of Media activity can include:

- help raise the overall profile of research, thereby broadening your thinking
- bring about additional questions linked to the research
- help develop collaborations
- help inform and influence policy or process decisions
- be used to develop a two-way conversation around your research
- be used as a test bed for public reaction to ideas or planned research.

Questions to consider

- Are you comfortable and confident talking to the media? Do you or your project staff need media training?
- How will you go about promoting 'the story'? (for example social media)

Examples

- Press Releases.
- Opinion Pieces.
- Interviews – including for television or radio.
- In-house videos (see Step 3: Film and Audio).
- Social media (see Step 3: Social Media).

## Costs

Guideline Prices - Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Basic – Free. This package could include the following professional services, provided by the University's [Press Office](#) and their colleagues in Internal Communications:

- drafting and issuing press releases
- communications planning, including a communications strategy
- media relations including liaison with journalists and filming requests
- access to a high quality 'studio sound' ISDN line (in the East Building) if being interviewed by the media.

Medium ~ £500/person. This package could include the following in addition to the services offered in the basic package:

- one day media training course.

Premium. This package could include the following in addition to the medium package:

- a video to promote your research. If so see the section on Step 3.2: Film and Audio
- brochures and flyers to promote your research. If so see the section on Step 3.2: Printed Materials
- advertising (in media)
- specific PR support from an external contractor around a specific campaign (£300/day).
- Advice & Useful Resources

## Advice

To develop an effective communications strategy it is important to engage with the University's Press Office as soon as possible after your application has been funded.

## Useful Resources

Why work with the media? [Guide: Working with the media including](#) guides on working with local radio and in television.

## Examples of what to write

Don't forget to include (if relevant):

- who the activity is aimed at
- what the costs will cover
- when during the project the activity will take place
- how you will evaluate the activity.

### Example 1: Press Releases

The University receives funds to support its marketing efforts via the dual support system so we suggest if you plan to include press releases in your Pathways to Impact you say something along the lines of:

"We will promote our research by highlighting relevant stories to the University's Press Office. No funds are requested to support this as the University receives funds to support its marketing efforts."

### Example 2: Media Training

"At the start of the project I will attend a one day media training course costing £500 to help me develop skills interacting with the media."

### Example 3: Promotion

"In order to promote interactions with industry, external partners and the wider public we will develop and promote the external identity of the Network. This will include redesign of the website using the University of Bath Content Management Service templates, creation of a members blog and creation of a network directory of expertise. In order to do this we will hire an external PR & Marketing company costing £4,000 for three months at the start of the project. We will evaluate the effectiveness of the event using Google Analytics, WordPress tools and numbers of experts in the directory."

## Social Media - Online interaction between people in virtual communities and online networks

Social media refers to the online interaction between people in terms of creating, sharing and exchanging information and ideas in virtual communities and online networks.

There are a number of social media platforms available, and each social media platform targets different audiences (for example academic – Google Scholar, or non-academic – Facebook) using different methods (for example video – YouTube, or short soundbites – Twitter).

Social media platforms can be used:

- by themselves
- in collaboration with others in order to raise the overall profile of a piece of research
- to highlight and enhance other communications methods (for example media activity or websites)
- to foster conversations.
- Accounts for social media could either be created by you, the individual, or in collaboration with others as part of a research group.

Advantages

- Highly participative.
- Fast dissemination.
- Higher download rates for publications and more citations for researchers who engage on social media.

Questions to consider

- Which platforms are right for you? It's more effective to engage with one platform well than to engage in all but not fully.
- What will you share on social media?
- How will you grow your followers or connections through social media?
- How often can you commit to updating social media? (One of the key elements to social media is 'the conversation' – if people ask questions of you they will want to hear answers).

Examples

- Facebook.
- Twitter.
- LinkedIn.
- YouTube.
- Research Gate.
- Blogging.
- Google Scholar.

## Costs

Guideline Prices. Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Basic – Free. This package could include:

- basic social media accounts.
- It could also include the following professional services, provided by the [Press Office](#):
- help and support in setting up and understanding social media, including basic training
- advice on using social media to promote research
- developing social media strategies, included in online/offline communications plans.

Medium ~ £500/year. This package could include the following in addition to the basic package:

- advanced social media training.

Premium ~ £1000/day This package could include the following services in addition to the medium package:

- management of purchased services like sponsored tweets or paid-for Facebook posts via an external agency.

## Advice & Useful Resources

Advice - Consider the time implication involved in keeping social media up to date.

Useful Resources - A comprehensive list and intuitive [guide to getting started with social media](#).

Case Studies - See [Social Media Toolkit Guide Case Studies](#).

### **Website Development - Information about developing websites**

This category covers a large range of websites. Depending on the type of website you have this activity can inform beneficiaries, act as a tool to consult with beneficiaries or be used as a forum for collaboration.

Depending on the complexity of the website you choose to have you can use it to:

- share information
- act as a virtual venue to host discussions
- display beneficiaries contributions
- provide a restricted access portal.

#### Advantages

- Interact anytime.
- Wide audience reach.
- Can target specific audiences.
- Rapid dissemination of information and data.

#### Questions to consider

- Who is the target beneficiary?
- Will there be different interfaces for different beneficiary groups?
- Who will design the website?
- Will it be hosted externally?
- What will happen to the website at the end of the project, for example pass to external organisation to host?

- Who will maintain the website?
- How will you market the website?

### Examples

- Depository website for project resources.
- Interactive website hosting project discussions.
- Website with a restricted access facility for project participants.

### Costs

Guideline Prices Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Standard (designed to transmit basic information about a project) ~ Up to £2,000. This package could include:

- a largely 'static' website - a basic set of pages with minimal control over branding. It will mainly consist of text and images, links to download files and a simple menu to navigate pages
- a few more interactive elements - for example a blog, an embedded twitter feed and 'like' buttons to share content, embedded videos from YouTube and a 'contact us' form delivered via simple plugins that do not require much configuration.

Premium (designed to be more collaborative) ~ £5,000 - £10,000. This package could include the following in addition to the basic package:

- a higher level of customisation for the branding - for example logos, fonts and styles
- the ability for users to register and log in, create user profiles and contribute content to the website, with access and rights controlled by an administrator
- more interactive content delivered by more sophisticated plugins - such as more sophisticated file sharing, collaborative content creation and image or video galleries.

Custom (designed to address specific project requirements). Custom (Existing) ~ Up to £1,000/year. This package could include the following:

- sites delivered by existing services such as wiki's, SurveyMonkey and Team Box

Custom (External) ~ £10,000+. This package could include the following:

- sites developed and hosted externally by appropriate specialists (such as animators, illustrators, graphic and web designers and educational technologists) giving complete control on the technologies used, branding, design and functionality.

## Advice & Useful Resources

General - It is not normal practice for Web Services to develop or maintain project websites.

### Creating and managing

Will you be able to create content and manage your website regularly, if not you might want to consider whether or not you need to consider hiring a web professional. They will be able to help you with:

- creating or editing content
- making sure your site content remains fresh
- managing your site/social media activity
- advising you on the best way to engage with your target audience
- reporting on your sites performance against the bids key performance indicators (KPI) using specialist tools like Google analytics.

[Web Services Guidelines](#) and Resources.

Note: For information on blogs please see Step 3.2: Social Media.

### Examples of what to write

If you plan on producing a website as part of your Pathways to Impact we suggest you include the following information:

- who the website is aimed at
- what content will be included in the website
- how much it will cost to produce the initial website
- who is going to maintain the website
- how you will evaluate the website
- Examples

Example 1: Project Website

"We will produce a project website and blog to help disseminate our research to the general public. We will utilise the internal facilities (Content Management System and WordPress) at the University to do this and get the Researcher trained up to updated this. The website will be updated regularly with news items and blog posts about our research. We will evaluate the website and blog using Google Analytics and WordPress tools respectively."

#### Example 2: CiteAb: The Antibody Search Engine

"We will create a website for CiteAb antibody search engine involving establishing the website included data collection, building the website and associated databases and testing and obtaining feedback. To ensure this website is of the highest quality we request £10,333 to hire Storm Consultancy to build the site. We will use Google analytics to evaluate the site."

#### Example 3: Fleeing Hitler

"We request £10,000 for Storm Consultancy to create a website (Fleeing Hitler) to showcase our research on France during the Second World War developing relationships with museums and veterans associations. The website will be used not only for research dissemination but also to capture information from those who lived through this period and will be a valuable research resource. We will evaluate the site via feedback and the number of contributions to the site."

### Film and Audio - Footage or recordings that explain and explore your research

Film and audio refers to footage or recordings which are created by you or the University (not by broadcasters) that explain and explore your research. Short films should normally last for no more than three minutes although you may shoot up to 30 minutes of footage; podcasts may vary, although a rough guide of 10-15 minutes may be the most suitable.

#### Advantages

- Illustrates research in a different way.
- Make a research story more engaging.
- Can be used to complement a news story or longer research piece (and be embedded within it).
- Can be used in conjunction with social media to start conversations.
- Can explore research in more detail.

### Questions to consider

- Who will be interested in the film or the audio?
- How will you target your audience and disseminate information about the film?
- What visual things can you include to add colour to the piece?
- Is there establishing footage that could help 'set the scene'? How can you get this footage?
- How and where will it be accessible online?
- What are your timescales? Whilst filming can be relatively quick, editing can take a while.

### Examples

- Short feature films.
- Podcasts.
- Interviews.

### Costs

Guideline Prices (Film) - Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Basic ~ £250/minute of film. This package could include:

- basic filming equipment including a digital voice recorder, a microphone, a digital video camera and editing software; or
- a single day of filming (including interviews and supplementary filming)
- a single day of editing.

Medium ~ £500/minute of film. This package could include the following:

- two days of filming (including several interviews, interview lighting and shooting additional material)
- two days of editing
- half a day of editing to incorporate any changes.

Premium ~ £1000/minute of film. This package could include the following:

- three days of filming or the addition of extra camera equipment (for example a crane or moving system)
- three days of editing
- extra footage bought.

#### Advice & Useful Resources

Podcasts are typically 10-15 minutes in length whereas a film would be around 5 minutes in length.

If you decide to film podcasts yourself you will need the following: a digital voice recorder (from £30 – 300), a microphone (from £10 – 80), a digital video camera (from £150 – 1,000) and podcast editing software (free to £300).

Time commitment - Making a video with an external supplier often requires an initial hour meeting and further discussion before filming to agree content, one to two hours filming interviews and any additional filming (in labs or similar environment). After editing comments will need to be made on different versions of the video (usually a rough version and a second version).

#### Examples of what to write

If you want to produce a video or podcast you will need to include the following information:

- who the film is aimed at
- how much it will cost
- how you will evaluate the effectiveness of the film
- where the film will be available from
- what the content of the film will be.

#### Example 1: Podcasts

Example podcasts from the [University of Bath's public lecture series](#).

Video to showcase research

"We will create a film to show how our researchers are developing new LED chips that are cheaper and more efficient with a view to reducing the cost of LED bulbs. We request £3,700 to produce a five minute film to showcase on our research group website. We will monitor the number of views to highlight the reach of our research. "

Output: [LED Light Technology: Energy Efficient Lighting](#), length = 4.23

#### Example 2: Research film

"To show how our researchers have created an innovative ingredient which when applied in a suncream can act as a UVA filter and provide fuller protection against skin damage we will create a short (two minute) film which we will upload to YouTube and promote via social media. We will evaluate its effectiveness by capturing the number of retweets, views and likes."

Output: [New light-activated suncream will cut skin cancer](#), length = 2:15

#### 'Introduction to University life' video

"We will create an 'Introduction to University life' video (approximately five minutes in length) for those with a diagnosis of Autism Spectrum Disorder (ASD). This will be recorded during one open day held at the University, hosted on our website and we request £1,000 + VAT to cover the costs associated with this. We will track the performance of the video by the amount of feedback we receive."

Output: [Autism Summer School](#), length = 05:22

#### Introductory video

"To give an overview of the main techniques available at the Microscopy and Analysis Suite which are available to commercial clients we request £1,200 for a short promotional film (of approximately two minutes), which we will put on our website. We will evaluate its effectiveness by monitoring the increase in the number of enquiries."

Output: [Promotional and introductory video](#), length = 1:44

### Developing a Demonstrator - To prove the feasibility and benefits of your research

In order to prove the feasibility and benefits of your project and gain further funding it may be useful for you to develop a demonstrator.

#### Advantages

- Help develop technology.
- Test performance.
- Showcase your research to potential beneficiaries

### Questions to consider

- What will be an impressive showcase of this research for the appropriate beneficiary?
- Will it need to be interactive?
- How much/many will I need?
- Will I need expert help to build it?

### Examples

- Building a prototype.
- Producing enough of a chemical for evaluation by an external organisation.

### Costs

The costs required here vary depending on what type of demonstrator is being built/produced but consider the following questions:

- Do you need to cost in funds for extra materials?
- Do you need any extra equipment? If so is there a cost associated with this? How will you get it to the venue if needed?
- Do you need to cost in staff time to build your demonstrator?
- Do you need to factor in travel costs, subsistence and accommodation for those attending an event or visiting interested parties?
- Are you going to promote your demonstrator? If so see the section on Step 3.2: Media Activity or Step 3.2: Social Media.
- Do you need any visual aids or printed materials? If so see the section on Step 3.2: Printed Materials.

### Examples of what to write

What is key here is to describe:

- why you need the demonstrator
- what it is going to do
- who you are going to show it to
- how much it will cost to make it
- how you are going to evaluate its effectiveness.

Example 1: Department of Mechanical Engineering - Energy Harvesting using Piezoelectric Materials for RFID

"We will create a demonstration model of the piezoelectric based shoe inserts to show our stakeholders how they would harvest energy from walking to power RFID (radio frequency identification) type tracking devices (total cost = £4,700). The funds requested will cover materials costs to make the demonstrator. We will evaluate its effectiveness by the amount of interest in the inserts."

Example 2: Department of Chemistry – Bioprocessing of aromatic molecules for industrial application

"Existing procedures will be upscaled in order to provide significant quantities of 'product samples' for use by an external UK company. To do this we request £4,656 for consumables, small facilities charges, stationery, shipping costs and travel expenses. Uptake of the 'product samples' will be monitored to evaluate the success."

Example 3: Department of Computer Science – Distributed collection and analysis of semantically-annotated sensor data for normative monitoring and decision-making

"We will develop a prototype software framework including templates for using CSV datasets as feeds, distributing feeds from actual sensors and simple renders for android devices and web browsers. We request £5,120 to develop this simple demonstrator system, which we will showcase to external companies. To evaluate the performance of the software we will record the number of companies who are interested in licensing the software."

### Research Collaboration - Financial and/or in-kind collaboration

Formal financial and/or in-kind collaboration to enhance the application and co-production of knowledge.

#### Advantages

- Access to ideas, equipment and/or data from external organisations or individuals.
- Input into research design.
- Route to exploitation/use of the research.

#### Questions to consider

- Who are you collaborating with?

- What are they offering?
- Do you need to meet? If so how often?
- How many people will be involved?

#### Examples

- Secondments.
- Training.
- Consultancy.
- Access to facilities, equipment, materials and other resources.
- Visits to build new collaborations.
- Advisory Board.
- User panel.

#### Costs

The costs required here vary depending on what type of collaboration you are considering but consider the following questions:

- What in-kind contribution are any collaborating organisations making?
- Will you need any funding to cover their travel and subsistence to attend meetings?
- Do you need a networking budget to strengthen existing relationships?

#### Advice & Useful Resources

- Ensure you note any in-kind contributions from your collaborators whether they are monetary or material.
- [Secondment Guidance](#)
- Information about [Consultancy Services](#) who can help make the process for academics and business to work together as simple as possible.
- Information about [identifying collaborators or networks](#) for research partnerships.

## Examples of what to write

If you are including a research collaboration project in your Pathways to Impact include the following information:

- how long the collaboration will last for
- who will be involved in the project
- what the project will be about
- how much will it cost

Example 1: Six month collaboration with Babcock

"We request funds for a six month project for research staff to spend time at Babcock, Bristol applying classification methodology to Babcock's data."

Example 2: One year collaboration with the Royal United Hospital

"We will initiate a one year project working with the Royal United Hospital, Bath applying imaging technology to images of blood flow in the brain, with the aim of assisting with the early diagnosis of dementia. Funds requested will cover the cost of a one year research staff post."

Example 3: Six month collaboration with Vodafone

"We will work closely with Vodafone on a six month project to embed knowledge via the development of a software tool for use by Vodafone's research and development team. Funds request will cover the cost of a six month research staff post."

## People Exchange - Transfer of people in and out of the University to enhance the application of research knowledge

Formal people exchange mechanisms in or out of the University can enhance the application of knowledge once your project has achieved results or the co-production of knowledge. Consider whether it would be useful for you, your researchers or your collaborators to spend time at each other's sites.

### Advantages

- Build up links beyond the contacts you already have
- Embed project results

### Questions to consider

- Who are you exchanging with?
- What are they offering?
- Do you need to meet? If so how often?
- How many people will be involved?

### Examples

- Placements.
- Secondments out
- Secondments in.
- Spending a short amount of time in an organisation, for example once a week / once a month.

### Costs

The costs required here vary depending on what type of exchange you are considering but consider the following questions:

- Will you need any funding to cover travel and subsistence expenses?
- Do you need to cover accommodation costs?

### Advice & Useful Resources

- If you are spending time in an organisation it is more productive to agree in advance a regular time to spend at the host company rather than doing it ad hoc.
- [Placements Guidance](#).
- [Secondment Guidance](#).

### Examples of what to write

If you are requesting a secondment give as much detail about it as possible including:

- who will be seconded
- how long they will be seconded for
- when during the project they will be seconded
- what they might do on the secondment
- how much it will cost (don't forget to include costs for travel and subsistence)
- how you will evaluate the secondment.

#### Example 1: Incoming secondment

"We request funds for an incoming secondment during the final year of the project of personnel from BRE (formerly the Buildings Research Establishment) to develop case studies and information sheets on sustainable building materials. These publications will be made available on the BRE website and via workshops to the construction industry, to encourage them to use these materials. We request £5,000 to cover travel and subsistence expenses during this period and will evaluate their effectiveness by the number of downloads from the BRE website."

#### Example 2: Three month secondment

"We request funds for a three month secondment, towards the end of the project, to the Met Office for the post graduate researcher to embed the knowledge gained within the research within the organisation. Funds requested will cover accommodation, travel and subsistence (total = £10,000). The marker of a successful placement will be the continuation of investment into our research and the uptake of the research."

#### Example 3: Secondment lasting a few days

"We request £500 travel and subsistence expenses for a few days secondment of the PI at the BBC in MediaCityUK in Manchester to discuss the research and development work in the organisation and ways of working together. We anticipate this secondment to take place in the first year of the project. We will evaluate the effectiveness of the secondment by a continued relationship and by the inclusion of letters of support in grant proposals."

## Public Engagement - Methods to engage with the public

“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit” National Co-ordinating Centre for Public Engagement definition of Public Engagement.

### Advantages

- Enables research to be challenged, enriched and broadened.
- Motivates and develops staff and students.
- Helps to build trust and mutual understanding.
- Generates unforeseen outcomes and stimulates creativity and innovation.
- Further benefits including researcher case studies.

### Questions to consider (General)

- What audiences are you planning to engage?
- How are you planning to engage them, for example attend an engagement event such as the Cheltenham Science Festival?
- How will you evaluate the success of your engagement?
- What materials will you need, for example posters, demonstrators?
- Who will carry out the engagement, for example you, your research staff, PhD student?
- What other staff resources might you need, for example actors?

### Examples

- Informing
  - Stall/exhibit - Static display or exhibit forming part of a larger festival or event. They should be interactive, accessible to all ages, flexible and durable e.g. Bath Taps into Science.
  - Materials for use in schools/curriculum-related materials - Used to inspire children and young people and raise aspirations for a particular subject and research area e.g. ESRC's Social Science for Schools.

- Museum/cultural centre exhibits - This type of exhibit will be determined by the museum/cultural centre's needs so a strong partnership with them is required for these activities to work. They enable research to be taken into existing spaces with existing and often diverse audiences, in well-established settings e.g. [At-Bristol](#).
- Busking - An informal technique based on the principals of street theater used to entertain and attract an audience e.g. [Maths Busking](#).
- Soap box research - Standing on a small platform and talking about your research to passersby, in an interesting way so that people stop and listen.
- Augmented reality - This technology allows you to add additional layers of digital content to diagrams, images and physical structures or objects, in order to enable people to get deeper behind an object/image. It is facilitated by use of a downloadable (free) app and therefore requires beneficiaries to have access to smart mobile devices e.g. [Images of Research](#) 2013.
- Consulting
  - Dialogue - In-depth conversations about a particular area of research, over an extended period of time in which you can understand people's thoughts and opinions around a topic and why they think what they think.
  - People/patient panels - These panels enable participants to use their ideas and experiences to help develop and shape new research projects that are to be conducted e.g. ['Bath Research and Development'](#). Note: Need to be conducted before research begins in order to allow for the views expressed to be incorporated in the research design.
  - Online consultation - Allows a large number of people the opportunity to comment on an issue or come together when they are physically dispersed or short on time.
- Collaborating
  - Using volunteers in research - Beneficiaries can be central to research methodologies in order to capture data that they generate themselves or to act as peer researchers within a particular community.
  - Citizen science/crowd sourcing - These methods enable beneficiaries to be involved in a real research project at an accessible level and for the research team to expand their data capture/analysis significantly using public participants as researchers e.g. [Galaxy Zoo](#).
  - Networks and communities of practice - These methods bring together people with a common interest to solve identified problems and/or share information and learning, where everyone's knowledge and experience is valued e.g. Information about the [Community University Partnership Programme](#) (University of Brighton).

## Costs

Once you have decided on which public engagement activity you will need to work out how much it will cost you in terms of money and time. The questions you will need to ask yourself will help you determine this.

The University established a [Public Engagement Unit](#) in 2012, which can provide assistance with planning your pathways to impact. However, please note that the Public Engagement Unit cannot be costed into your proposal as the University receives funding to support this through the dual support system.

## Useful Resources

- [National Co-ordinating Centre for Public Engagement](#) - Information about training and how to guides on activities.
- [Public Engagement Unit Resources](#) - Links to guides, evaluation, readings and videos.
- [EPSRC Innovative Examples](#) - Examples of how Public Engagement activities are included in Pathways to Impact.
- [Science Busking Training](#) - More information on training for science busking.
- [Sciencewise](#) - the UK's national centre for public dialogue in policy making involving science and technology issues.

## Communicating with Policymakers - Engaging with policymakers to influence decision or procedures

Knowledge exchange with policymakers is about the mutual sharing of learnings, ideas and experiences. By establishing and nurturing your relationships with Government and civil servants you can build a reputation as a trusted voice and help shape future policy and practice.

A policy is 'a plan, course of action, or set of regulations adopted by government, businesses, or other institutions designed to influence and determine decisions or procedures' (UK Department for International Development, 2005).

## Advantages

- Can help shape policy and practice.
- Can help to ensure policymaking is underpinned by sound evidence.

- Can help shape the research agenda by raising awareness of important knowledge gaps or where there is a need for new process or products.

#### Questions to consider

- What is your key message and why is this important for policy?
- Which of your beneficiaries has the power to make a difference?
- When will you engage with the policymakers?
- Where will you engage with the policymakers?
- How will you engage with the policymakers?
- What will be your measures for success? Often you will need to play the long game and build relationships and dialogue over time.

#### Examples

- Full scale meeting to engage policymakers and professionals.
- Speaking at a policy-relevant event.
- Submission to an open consultation.
- Writing letters/telephone calls/face-to-face meetings.
- Workshop to engage beneficiaries during the project.
- Broadcasting via social media outlets to reach policy communities and their influencers.
- A video about your research aimed at policymakers.
- A Policy Brief - a succinct two page report about your project and its findings.
- Promoting research via media outlets that policymakers listen to, for example BBC Radio 4's Today flagship news and current affairs programme.

#### Costs

The costs required here vary depending on how you will communicate with policymakers but consider the following questions:

- Do you need to travel to your policy audience?
- Will you need any funding to cover travel and subsistence expenses?

- Do you need to cover accommodation costs?
- Do you need to hold a meeting or workshop? If so see the section on Step 3.2: Events.
- Do you need to use social media? If so see the section on Step 3.2: Media Activity or Step 3.2: Social Media.
- Do you need to produce a video? If so see the section on Step 3.2: Film and Audio.
- Do you need to produce a policy brief? If so the [Institute for Policy Research](#) provides an editorial and production service free of charge to appropriate research projects. To find out if your project is eligible please contact Hannah Durrant.
- Do you need to produce other publications? If so see the section on Step 3.2: Printed Materials.
- Do you need a website? If so see the section on Step 3.2: Website Development.
- Do you need to commission a writer to report on your research activity? If so see the section on "External approved suppliers - Writing" under Step 3.2: Media Activity or Step 3.2: Social Media.

#### Advice and Useful Resources

- Guide: [Engaging with Policymakers](#).
- Guide: Influencing Public Affairs. Link broken
- Tips: Impact, Engagement and Dangerous Liaisons - 10 tips for engaging with Parliament. Link broken
- Tips: [How academics can engage with policy: 10 tips](#) for a better conversation (The Guardian).

#### Institute for Policy Research

If your research has a policy relevance, you may wish to contact the University's [Institute for Policy Research](#) (IPR). The Institute can provide guidance and support to help you build policy relationships, tailor your messages and broadcast them to the right people.

They also run a series of workshops called '[Policy Conversations](#)' which link our research to the policy world. Sessions deal with:

- methods, concepts and resources in policy research
- the ethical and practical challenges raised by linking the worlds of research and of policy
- the ways that we can monitor policy debates and connect them to our research.

## Case Studies

### Institute for Policy Research

#### Staff Employment - Employment of staff to undertake administrative activities

This category covers the employment of specialised staff to undertake communications and exploitation activities and technical experts to provide expertise.

#### Advantages

- Reduced academic administrative burden.
- Access specialised support.

#### Questions to consider

- How much administrative time do you need?
- What level of experience would you need?
- Can you find the expertise you need on site or will you need to use an external company?

#### Examples

- Hire a student to review datasets.
- Get an event organiser to run your conference.
- Employ a project manager to deliver your multi-partner project.

#### Costs

Guideline Prices Disclaimer: The prices detailed here are given as a guideline to help you to determine how much to cost in for the various services and is based on examples we have gathered and experts we have consulted.

Rates of pay for casual workers - from £6.99/hour

Basic: 0 - £1,000/activity. This package could include:

- using existing research staff
- hiring a student via [Joblink](#).

Medium: £1,000 - £10,000/activity. This package could include the following in addition to the basic package:

- hiring an external contractor to help you for example event organiser, facilitator.

Premium: £6,000 - £22,300/year + on-costs (but not overheads). This package could include the following in addition to the medium package:

- complete coordination and management of your project and support for your Pathways to Impact plan by the [Research Project Management Service](#) (RPMS) for the duration of your project.

#### Advice & Useful Resources

- RPMS will not usually approve allocation of resources at less than 0.2 FTE.
- Overheads are not charged on RPMS staff costs.
- Casual administrative staff (on contracts of less than three months) can be detailed in the non-staff budget in pFACT. Note: Administrative staff do not attract overheads.

#### Examples of what to write

If you are planning on hiring staff to provide extra support don't forget to include the following information:

- the role of the staff you are planning on employing
- how long they will be employed for
- how much it will cost to employ them

#### Example 1: Events Co-ordinator

"We will fund an Events Co-ordinator (one day per week for a year) to design a series of workshops, sandpits and retreats tailored to specific audiences, culminating with an international conference. They will also work with the PI and research team to write/edit dissemination material arising from the events series."

#### Example 2: Research Project Co-ordinator

"To support the research project, organise the impact related activities, help capture and evaluate impact we will employ a Research Project Co-ordinator (0.2 FTE) for the duration of the project."

[Patents, License Agreements and Spin-out Companies - Information about patents, license agreements and spin-out companies](#)

The University of Bath offers the services of the Research Development & Knowledge Exchange team who can assist you in protecting and licensing your intellectual property and commercialising your research via a spin-out company.

For more information about the [Research Development \(Industrial Strategy\)](#) team

#### Costs

The University's Research Development & Knowledge Exchange team cannot be costed into your proposal as the University receives funding to support its commercialization efforts through the dual support system.

Remember that throughout your research project it will be crucial to collect information about the activities that are likely to lead to impact. This [evidence capture guide](#) gives examples of the types of information you will need to add to Pure for different activities.