

# University of Bristol

## Appendix One: Guidance and exemplars of engagement and impact

*In this document engagement refers to activities which involve interaction and collaboration with stakeholders and audiences beyond academia, including businesses/industry, service users, policy-makers, charities, civil society organisations and publics. Impact refers to the outcomes of engagement and the effect of research on society, culture, the economy and the environment.*

### Background

Our vision for Bristol as an Engaged University involves fostering a culture of engagement, and the impact it generates, throughout all facets of the University. It recognises that interaction with a range of partners enriches our work and delivers better research and educational programmes, as well as providing benefits to those we work with. This approach to engagement and impact is broader than the definitions provided by the Research Excellence Framework 2014.

For the promotion and progression processes, staff must have made an effort in the engagement with stakeholders and audiences. It is this combination of effort and outcomes that can be rewarded, rather than the impact in isolation. The academic should have invested time in the engagement and taken an active role in the activities, either individually or as part of a group. The academic should provide evidence of how these efforts have achieved engagement and impact beyond academia.

Academic role profiles, along with promotion/progression criteria, have been updated in November 2015 to include engagement and impact as part of research and teaching. This is part of the University's commitment to reward and recognise excellence in engagement and impact in the development of an academic career. Since engagement and impact have been formally recognised in research and teaching for the first time, these exemplars should provide guidance to users of existing grade profiles, those preparing cases for promotion and the panel members considering those cases. As with other criteria, it is not expected that all cases will have an explicit engagement or impact component.

### Exemplars of excellence in engagement and impact

The list of exemplars is not designed to be exhaustive, nor a tick-box exercise. It is anticipated that it will evolve as we gain experience of using it in the promotion/progression process, as new exemplars appear across the University and the UK, and as engagement and impact themselves evolve.

We have chosen to illustrate the examples below with, amongst others, specific REF Case Studies that were rated 3\* or 4\*. This does not indicate that these case studies or individuals merit progression or promotion on this basis alone. Rather it is to assist staff and panels in understanding what externally validated impact looks like in different subjects. It is worth noting that other universities with publicly available promotion criteria do not provide such detail.

Evidence of excellence should be provided alongside the exemplars. Sources of evidence might include external partners, Deans, Heads of School and relevant Professional Services. The exemplars

are grouped below for clarity; it is not expected that staff will have to demonstrate excellence in all areas.

<b>Direct involvement in engagement and impact</b>	
<b>Achievement</b>	<b>Examples of excellence</b>
Sustained engagement with relevant stakeholders to inform decision making and change policy and practice	<ul style="list-style-type: none"> <li>• <a href="#">Influencing government policy decisions</a></li> <li>• <a href="#">Providing models to inform organisational decisions and helping government to assess risks</a></li> <li>• <a href="#">Developing pioneering medical techniques to improve survival and recovery rates</a></li> <li>• <a href="#">Influencing practice in arts organisations, performance curators and archivists</a></li> </ul>
Collaborative research projects with external partners, including co-production and patient and public involvement	Working with <a href="#">commercial companies</a> , <a href="#">not-for profit organisations</a> , <a href="#">civil society networks</a> and <a href="#">communities</a>
Commercialisation, licensing and new company formation	<ul style="list-style-type: none"> <li>• <a href="#">Licensing new techniques</a></li> <li>• <a href="#">Developing software for commercial use</a></li> <li>• <a href="#">Creation of spinout companies based on research tools</a></li> <li>• <a href="#">Commercialisation of new products</a></li> </ul>
Development of activities designed to engage a range of audiences beyond academia in research and its outcomes	<ul style="list-style-type: none"> <li>• <a href="#">Working with communities and local councils to develop interventions</a></li> <li>• Engaging with <a href="#">teachers</a> and <a href="#">school pupils</a>, either curricular or <a href="#">extra-curricular</a>, to enhance learning</li> <li>• Working with <a href="#">communities of interest</a> and <a href="#">cultural organisations</a></li> </ul>
Supporting engaged learning as part of, or beyond, the formal taught curriculum	<ul style="list-style-type: none"> <li>• Developing <a href="#">units</a> or <a href="#">courses</a> which include engagement with external partners</li> <li>• <a href="#">Contributing to the teaching of engagement and impact</a></li> </ul>
Providing advice to private, public and civil society organisations through appointment to boards, groups and committees	<ul style="list-style-type: none"> <li>• <a href="#">Encouraging professional bodies to adopt new governance structures and practices</a></li> <li>• <a href="#">Advising parliamentary committees on legislation</a></li> </ul>
External funding for engagement and impact	Funding from e.g. Research Councils (including <a href="#">Impact Acceleration Accounts</a> ), <a href="#">Innovate UK</a> , <a href="#">charities</a> , industry, collaborative studentships
Provision of consultancy, contract research or Continuing Professional Development for an external organisation	Being commissioned by external organisations to conduct <a href="#">research pieces</a> or <a href="#">programmes</a> , and <a href="#">develop guidelines</a> or <a href="#">training provision</a>
Sustained engagement with the media, including print, broadcast, online and social media	<ul style="list-style-type: none"> <li>• <a href="#">Developing an online forum to share research findings and enable political debate</a></li> <li>• <a href="#">Working with news agencies to improve reporting</a></li> <li>• <a href="#">Providing expert opinion to media channels</a></li> <li>• Developing or contributing to <a href="#">blogs</a> and <a href="#">TV programmes</a></li> </ul>
Contribution to an impact case study	Named as a contributor to an impact case study submitted to REF2014, or programme of research

	with documented evidence of impact that appears to have potential as a future REF case study
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<b>Sharing good practice and leadership</b>	
<b>Achievement</b>	<b>Examples of excellence</b>
Sustained and effective internal engagement or impact management position, or on an internal committee	School Impact Director; Business Fellow; member of Engaged University Steering Group, Impact Working Group; Impact Acceleration Account Panel member
Contribution to the development of engagement and impact policies, either internally or at another organisation	
Acting as a ambassador for engagement and impact to colleagues though e.g. mentoring, developing networks, contributing to culture change	School Impact Director; Business Fellow; enabling culture change through participation in groups with an engagement/impact remit (including those outlined above)
Member of assessment panels for external engagement and impact grants and awards	Including grant schemes mentioned above and awards mentioned below
Sharing experience and good practice at School/Faculty/University events and externally	Contributing to the University's <a href="#">Engage conference</a>
Contribution to the development of guidance, training materials and case studies around good practice in engagement and impact, either internally or externally	
Publication in academic or practitioner journals, or presentation at conferences, on engagement and impact in teaching and research	Publications on <a href="#">engagement methodologies</a> , or on <a href="#">evaluating the impact of engagement</a>

<b>Esteem and recognition</b>	
<b>Achievement</b>	<b>Examples of excellence</b>
Awarded internal or external prizes for engagement and impact	Internal: <a href="#">Vice-Chancellor's Impact Award</a> , <a href="#">Engagement Award</a> , <a href="#">New Enterprise Competition</a> External: <a href="#">BBSRC Innovator of the Year</a> , <a href="#">ESRC Celebrating impact prize</a> , <a href="#">NERC Impact awards</a> , <a href="#">NCCPE Engage competition</a> , <a href="#">Queen's Anniversary Prize</a>
Promotion of engagement and impact work through internal or external case studies, interviews, media activities	University <a href="#">Impact case studies</a> and <a href="#">Public Engagement Stories</a>

This document was developed by Kate Miller and Andrew Wray (Research and Enterprise Development), with consultation from Fiona Ford (Human Resources). The changes to academic role profiles and promotion/progression criteria were developed at the request of the Engaged University Steering Group, with advice from Impact Working Group. This document will be reviewed

after the 2015-2016 promotion/progression round; it is anticipated that it will continue to be updated on the basis of further evidence and examples.

If you have any feedback, please send it to HR.