



BACKGROUND

- 2009 • Founded Vertigo Ventures
- 2010 • Developed a comprehensive impact taxonomy
- 2011 • Wrote impact reports, including REF, for organisations across sectors, using the taxonomy
- 2013 • Clients asked for help with creating 'institutional memory' for impact
- 2014 • Partnered with Building Blocks
 - Leading web development firm, works with higher education, employees over 70 staff
- 2014 • Launched and rolled out W-Impact Tracker from July, across UK universities

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WHY WE'RE HERE

Impact is important to funders

What we mean by 'impact'

Creating opportunities for impact

Impact is not just about a system

Easy to use tool

Your turn



WHY IS THIS IMPORTANT?



WHAT IS IN IT FOR ME?

- Project funding
- Researcher profile
- Career progression
- Update your profile on the new website
- Promote the institute's research capabilities

Middlesex University London

Search mdx.ac.uk

Prof Suzanne Buchan

ROLE: Professor of Animation Aesthetics
 SCHOOL: School of Art and Design
 DEPARTMENT: Visual arts
 EMAIL: s.buchan@mdx.ac.uk

Engagement & Impact

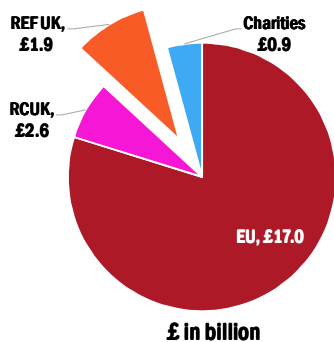
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Future funding requires impact evidence

Total impact £ value is expanding



Organisations require impact information in these terms

VVI-IMPACT TRACKER

Institutional Overview

Indicator	Total	Units	Count
Change in accolades and prizes nominated for	52	number of accolades/prizes nominated for	1
Change in industry/governmental scoring on research quality	49	other	1
Change in investment and job creation from	€1,000,000.00	Euros (€)	1

WHAT IS IMPACT?



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WHAT IS IMPACT MEASUREMENT?

- Impact measurement = performance measurement
- Performance across **social**, **financial** and **environmental** areas
- The difference you have made
- Used for reporting purposes by organisations and managers
- **NOT** Alt metrics or bibliometrics, citations etc



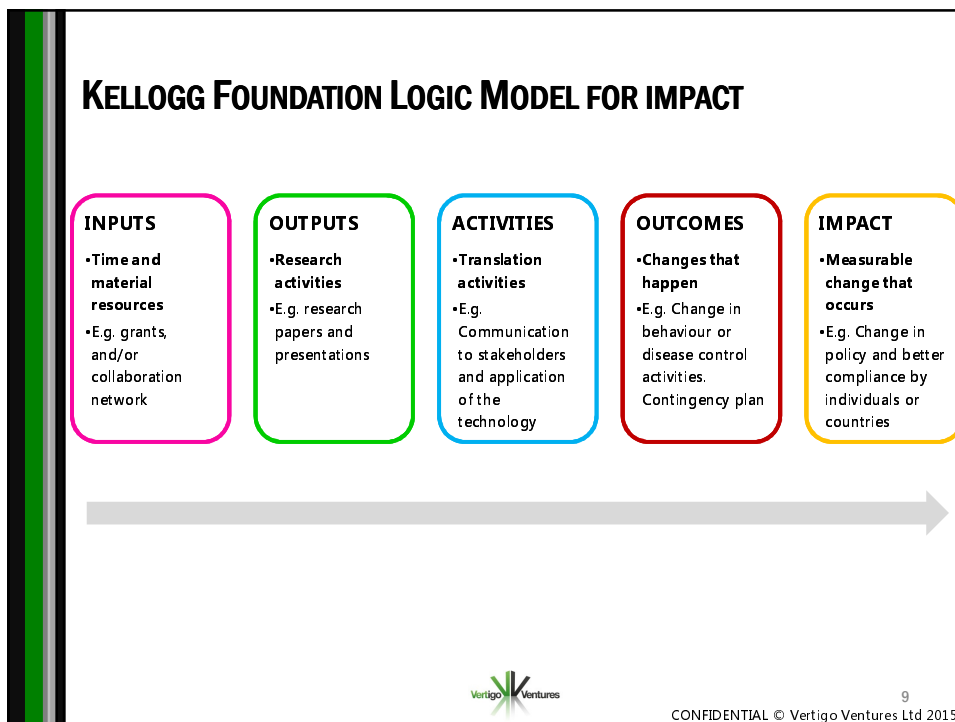
Further reading:

- Angie Hart et al, "Briefing Paper: Auditing, Benchmarking and Evaluating Public Engagement," 2009



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DEFINITIONS OF IMPACT

HIGHER EDUCATION FUNDING COUNCIL FOR ENGLAND (HEFCE) DEFINITION OF IMPACT

"For the purposes of the REF, impact is defined as an **effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia.**" (REF, 2012).

RESEARCH COUNCILS UK (RCUK) DEFINITION OF IMPACT

ACADEMIC IMPACT


"The demonstrable contribution that excellent research makes to academic advances, across and within disciplines, including significant advances in understanding, methods, theory and application.

When applying for Research Council funding via Je-S, pathways towards academic impact are expected to be outlined in the Academic Beneficiaries and appropriate Case for Support sections."

ECONOMIC AND SOCIETAL IMPACTS

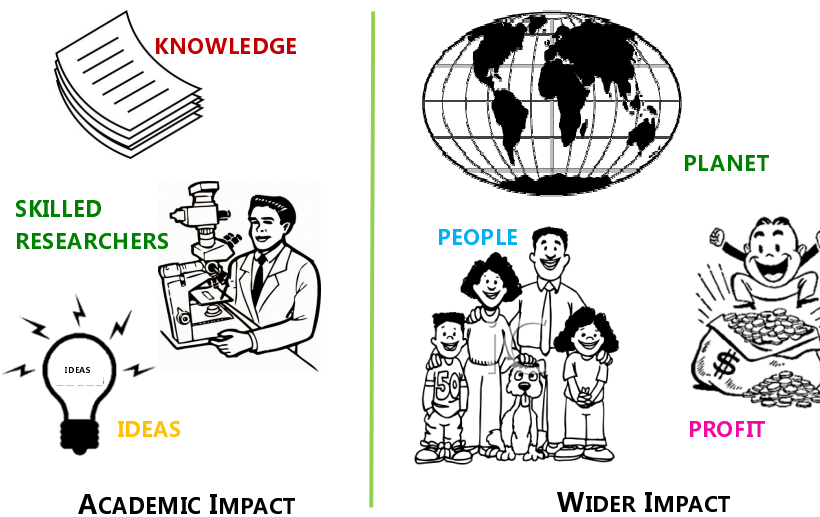
"**The demonstrable contribution that excellent research makes to society and the economy.** Economic and societal impacts embrace all the extremely diverse ways in which research-related knowledge and skills benefit individuals, organisations and nations by:

- fostering global economic performance, and specifically the economic competitiveness of the United Kingdom,
- increasing the effectiveness of public services and policy,
- enhancing quality of life, health and creative output."


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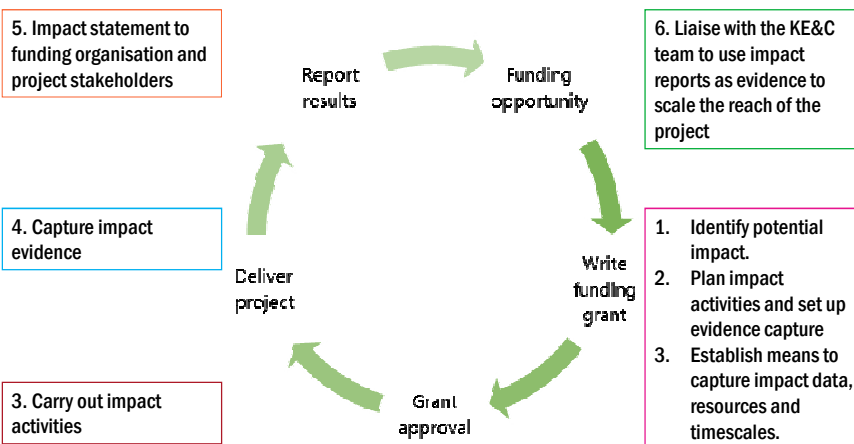
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WHAT IS IMPACT?



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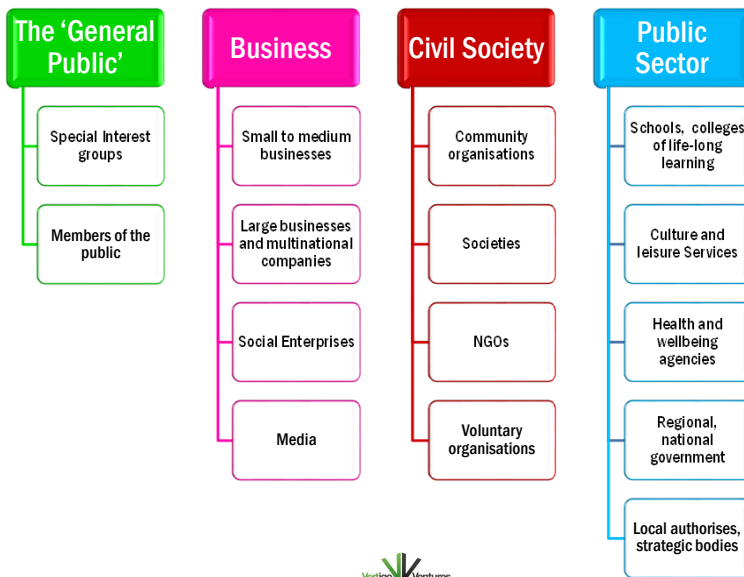
IMPACT IN THE RESEARCH PROJECT LIFECYCLE



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STAKEHOLDERS

WHAT IS THE BEST WAY TO CAPTURE EVIDENCE FROM EACH OF THESE STAKEHOLDERS?



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EXAMPLE STAKEHOLDERS




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IMPACT ACTIVITIES*

WHAT EVIDENCE COULD YOU CAPTURE DURING THESE ACTIVITIES?









Events, conferences, seminars and workshops	Press activity	Government activity: steering committees, white papers
Business/industry collaborations or consultancy	Creation of a digital/web presence	Collaboration, people exchange
Education, training and skills	Spin Out Company, patent and license Agreements	*£




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IMPACT TYPES

WHAT TYPE OF EVIDENCE CAN YOU CAPTURE FOR EACH OF THESE IMPACT TYPES?

 Economic prosperity, business and industry	 Environment (planet, air, plant life, wildlife)	 Health, welfare and quality of life
 International development	 Process change	 Public policy, public services and law
 Society, culture and creativity	 Academic advancement, increasing skills teaching and learning	



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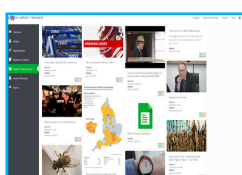
IMPACT EVIDENCE CAPTURE

Stakeholder Information	Testimonials	Online traffic	Positions of responsibility
<ul style="list-style-type: none"> • Annual reports from institutes, companies, governments and NGOs • Community meetings and minutes • Company websites and press releases • Work cited in further funding applications by community/voluntary groups • Press coverage 	<ul style="list-style-type: none"> • Letters of support • One-to-one testimonials • Focus groups • Personal letter from individual at third party organisations • Surveys- paper and online • Event feedback • On-going testimonials from community party 	<ul style="list-style-type: none"> • Newsletter open-rates • Social Media website hits, tweets • Comments on TV programmes/news articles and websites 	<ul style="list-style-type: none"> • Steering group positions • Dialogue through public facing (recorded) events • Secondments- Offer letters • HANSARD • POST

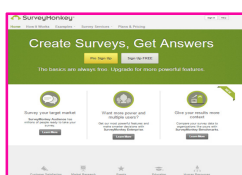


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EVIDENCE CAPTURE TOOLS



W-Impact Tracker Evidence Vault



Survey Monkey / Smart survey



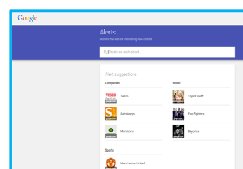
Topsy.com



Focus groups / Interviews



HANSARD



Google Alerts



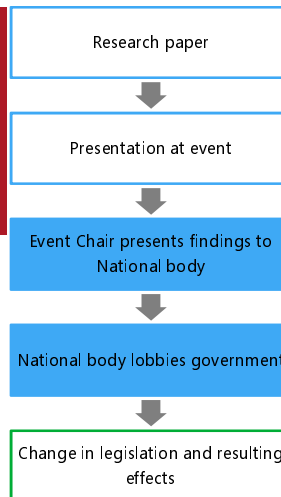
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THE CHALLENGE

“Not having data/evidence readily available to demonstrate how the research has had an impact to funding bodies and other stakeholders to scale work”

UK University Impact Officer

- Need visibility on the organisation's performance
- Need a systematic approach to store the information
- Need a way of making it 'easy' for academics



VERTIGO VENTURES' SOLUTION: THE EVIDENCE VAULT

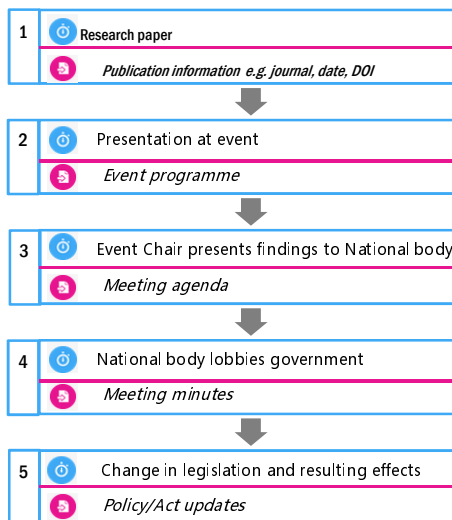
The screenshot displays the 'Evidence Vault' interface for the 'Evidence' section of the 'Consumer Damage and Stability Centre'. It features a sidebar with navigation options: Overview, Maps, Organisations, Research Outputs, Impact Evidence (selected), Impact Pathways, and Report. The main content area shows a grid of evidence items, each with a thumbnail image and a brief description. The items include:

- Brain scan image:** A blue brain scan image with a red area highlighted.
- Tesco logo:** A blue Tesco logo with the text 'TESCO' and 'V.M.' below it.
- Breaking News:** A red banner with the text 'BREAKING NEWS' and a small image of a person.
- UK unemployment:** A small image of a person with the text 'UK unemployment falls to 5.8%'.
- Breaking News Classroom Hacked:** A small image of a person with the text 'BREAKING NEWS CLASSROOM HACKED'.
- Government Press Briefing:** A small image of a person with the text 'Government Press Briefing'.
- Business Conference:** A small image of a person with the text 'Business Conference'.
- What the stars see on the red carpet:** A small image of a person with the text 'What the stars see on the red carpet'.
- School performance:** A small image of a person with the text 'School performance in England's local authorities'.
- National average BAP:** A small image of a person with the text 'National average BAP'.
- London boroughs:** A small image of a map of London with the text 'London boroughs'.



ATTRIBUTING IMPACT TO RESEARCH

- Capture the sequence of events leading to impact (impact pathways)
- Capture impact pathways retrospectively, present or in the future
- Associate evidence with each activity



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FURTHER QUESTIONS

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