Research impact group meeting 15th July 2024

**Embedding impact in grant applications**

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Reach isn’t just geographical, it’s also reach within population who could be affected (e.g., everyone with a rare disease)

Remember that Understanding & Awareness, and Attitude Change are types of impact

Use a theory of change/logic model for planning impact.

Grant applications

* Project team – does it include stakeholders?
* PPI throughout project
* Expected impact: describe it clearly, show how it ties with proposed work, show it is realistic and there are clear and achievable milestones that might go beyond timescale of project
* Responsibility – make clear who is responsible for impact. Consider costing for an impact coordinator, or making this a clear role for one of the team.
* Resources – cost it, including researcher time
* Knowledge mobilisation and dissemination – how will you communicate your research findings? Think about short videos and infographics – can be throughout project not just at the end, to keep interest in it. Workshops, animations, policy briefs, educational materials, online resources for key people.

For UKRI, consider NIHR structure of saying what the problem is and who needs to know.

Remember that assessor panels will include a range of disciplines, and sometimes lay people. You need to convince them of the importance, significance of your work.

Stand out with impact

Risk averse reviewer wants impact within project whereas others (bored panellists) might be excited by high risk even if it doesn’t happen within the project. Write application for both.

Problem statement – contextual scale and importance

Identify impact goals, activities and outputs clearly.

Identify who will benefit from each of your impact goals

Highlight how not funding this research/not solving this problem will lead to negative impacts.

Collaborate with stakeholders; co-produce.

Avoid too much focus on pathways to impact – instead make very clear what impact will be (while also showing how you’ll get there)

Impact objectives need to be clear and linked with activities.