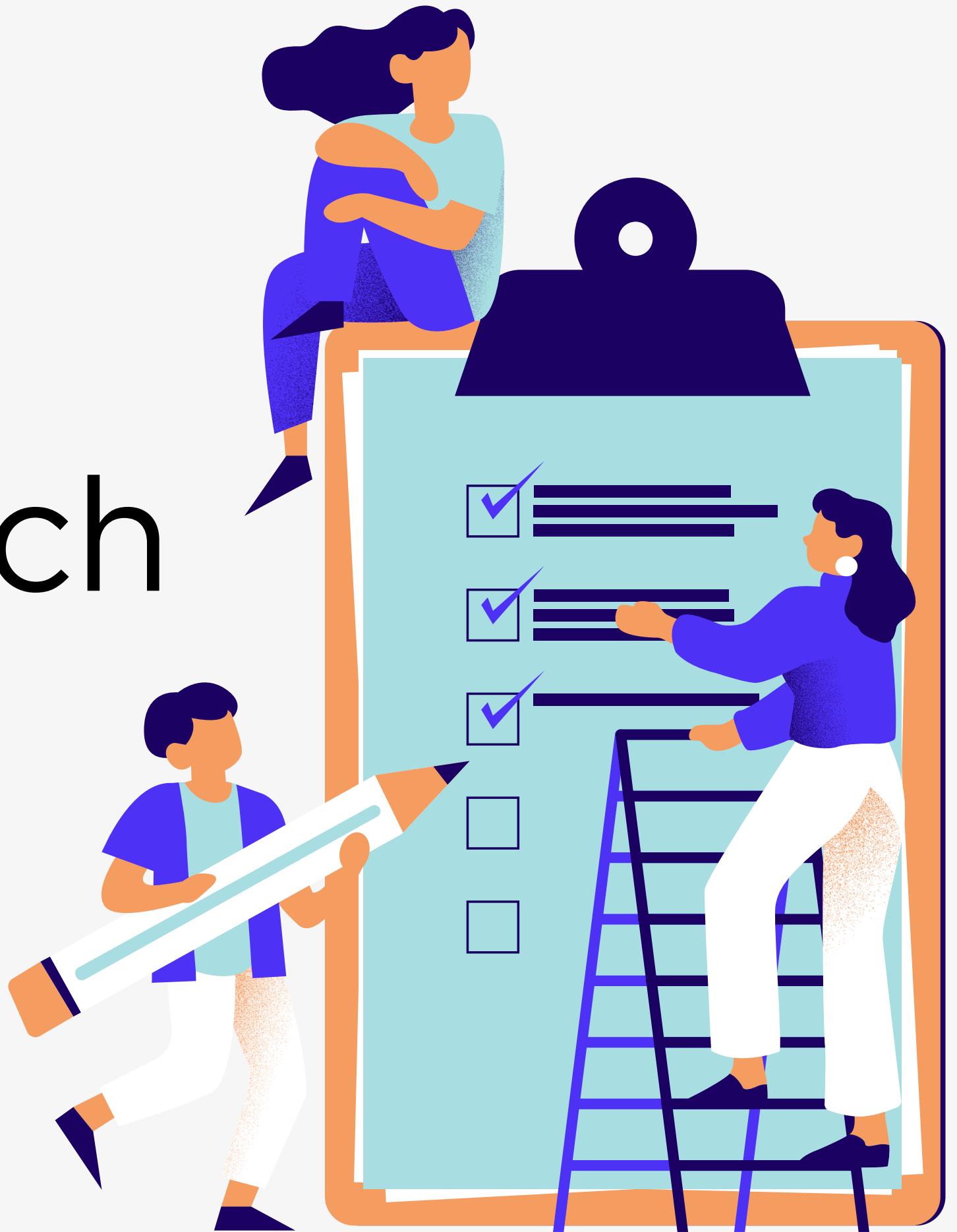


Building Impact Into Your Research



GISRUK ECR EVENT
APRIL 09, 2024
FRAN PONTIN
F.L.PONTIN@LEEDS.AC.UK

Introduction



Consumer
Data
Research
Centre

An ESRC Data
Investment

UNIVERSITY OF LEEDS

GISRUK ECR EVENT: BUILDING IMPACT INTO YOUR RESEARCH



Acknowledgements

Emily Ennis (CDRC Research Impact Manager/ Research Culture Manager UoL), **Robyn Naisbitt** (CDRC Communications and Engagement), **Rachel Oldroyd** (co-I), **Victoria Jenneson** (co-I), **Michelle Morris** (PI), **Alex Hamberley** (Research software engineer) , **Pete Baudains** (Research Data Scientist), **Ahmad Ammash** (Data Scientist), **Owen Hibbert** (Data Scientist), **Nutrition and Lifestyle Analytics Team** (co-Is), **CDCR team** (research support), **Institute for Grocery Distribution Health team** (research facilitation & collaboration), **Retail Nutrition and Sustainability teams** (research collaboration), **Which? team** (research facilitation & collaboration), **Good Food Oxfordshire** (research facilitation & collaboration), **LIDA Data Analytics Team** (secure data support), **UoL media team** (media support), **UoL Policy support** (policy support), **UoL Research and Innovation Service** (policy support), **The Food Foundation**



D I S C L A I M E R

What is Impact?

‘An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’.

-Research Excellence Framework



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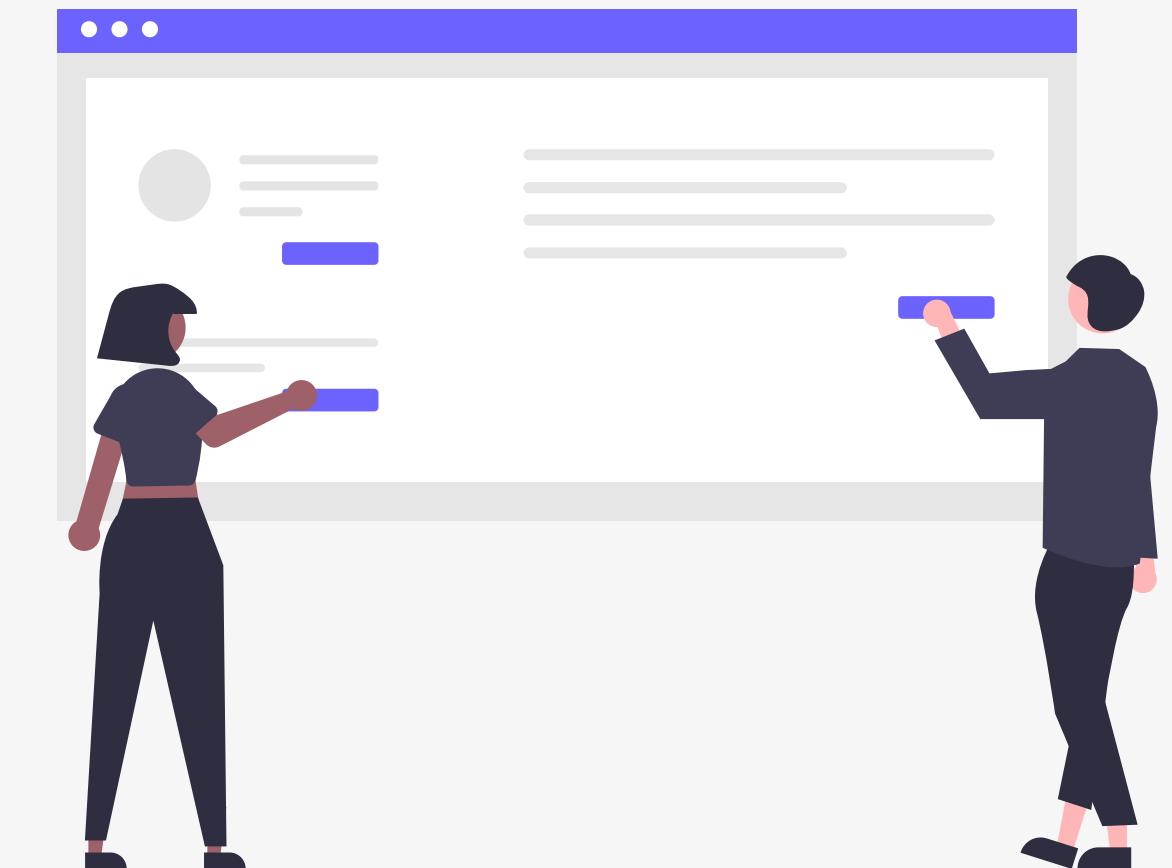


Formal Assessment of Impact

Contribution to knowledge and understanding (50%)

Engagement and Impact (25%)

People, culture and environment (25%)



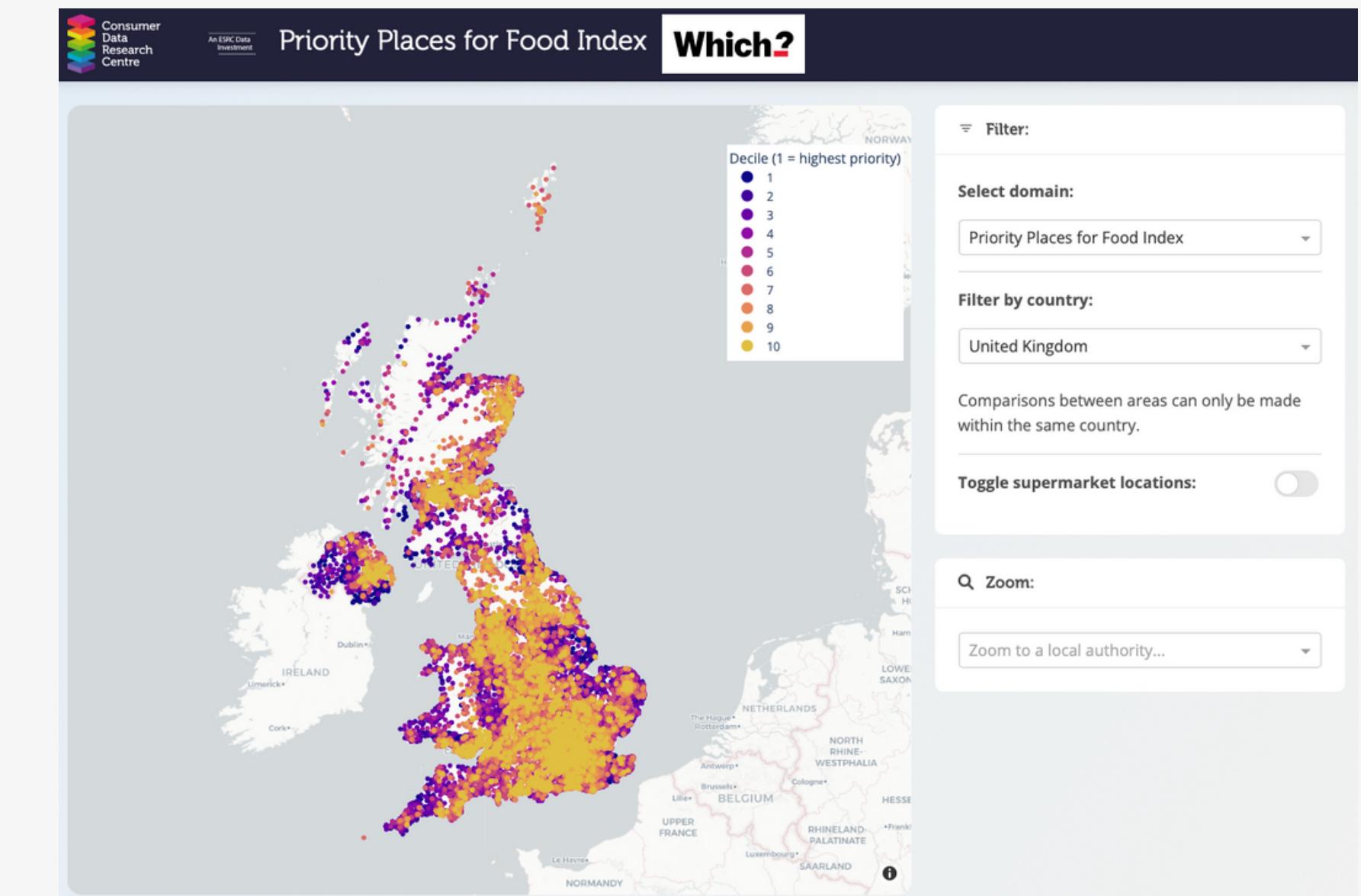
UK Research
and Innovation

Example

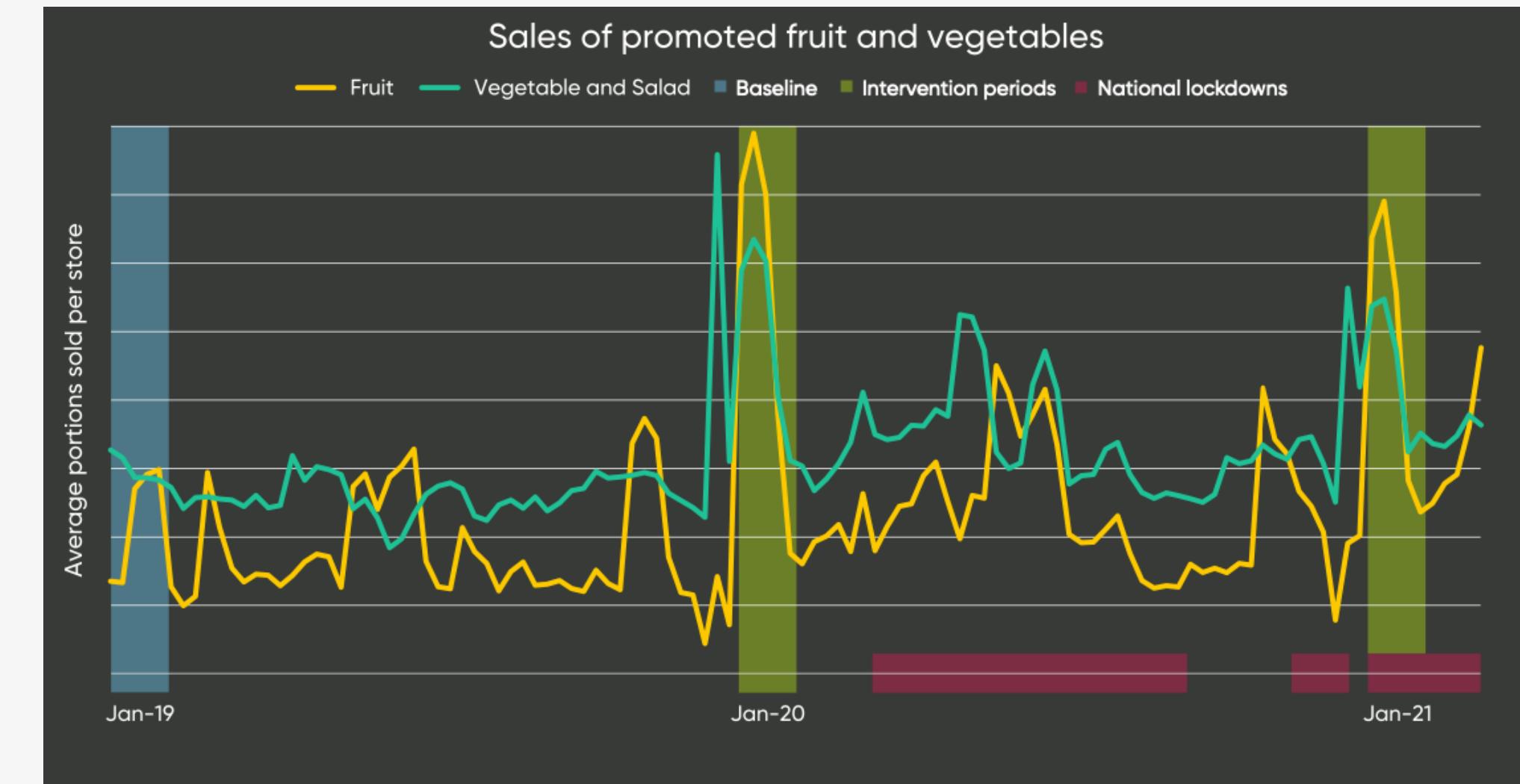
Identifying areas at high risk of Food Insecurity

Priority Places for Food Index

-  Proximity to supermarket retail facilities
-  Accessibility to supermarket retail facilities
-  Access to online deliveries
-  Proximity to non-supermarket food provision
-  Socio-economic barriers
-  Fuel Poverty
-  Family food support



Nudging consumers towards health and sustainable diets



Where can you achieve impact?



INDUSTRY &
BUSINESS



LOCAL/NATIONAL
GOVERNMENT



THIRD SECTOR

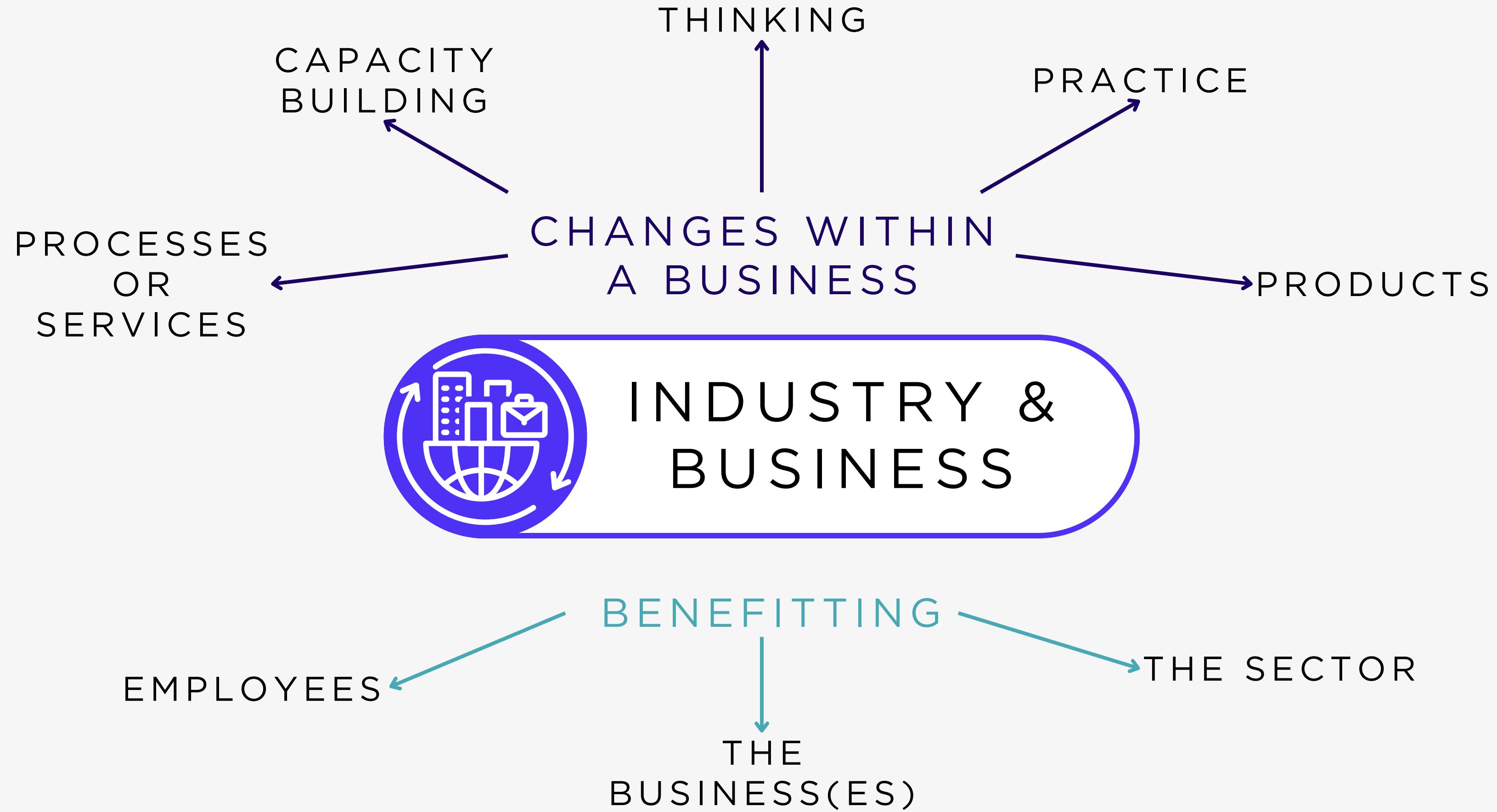


PUBLIC/MEDIA

PROSPECTIVE



RETROSPECTIVE





INDUSTRY &
BUSINESS



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INDUSTRY &
BUSINESS



GISRUK ECR EVENT: BUILDING IMPACT INTO YOUR RESEARCH

CHANGES WITHIN A BUSINESS

PROCESSES OR SERVICES	CAPACITY BUILDING	THINKING	PRACTICE PRODUCTS
RETROSPECTIVE  CAN YOUR RESEARCH METHODS BE SHARED/ ADAPTED FOR BUSINESS	DOES YOUR RESEARCH ANSWER A QUESTION THE BUSINESS HAS?	CAN YOUR BUILD IN TIME TO SHARE RESEARCH OUTPUTS, CHALLENGES & SUCCESSES WITH THE BUSINESS ?	CAN YOU CREATE A 'NON- ACADEMIC' OUTPUT TO HELP INFORM PRACTICE?
PROSPECTIVE  CAN YOUR PLANNED RESEARCH OUTPUTS INCLUDE RESOURCES/ CODE THAT CAN BE USED BY THE BUSINESS	CAN YOUR RESEARCH QUESTION BE CO-DESIGNED/ INFORMED BY BUSINESS NEED?		CAN YOUR RESEARCH INCLUDE A 'NON- ACADEMIC' OUTPUT TO HELP INFORM PRACTICE?

CHANGES WITHIN A BUSINESS

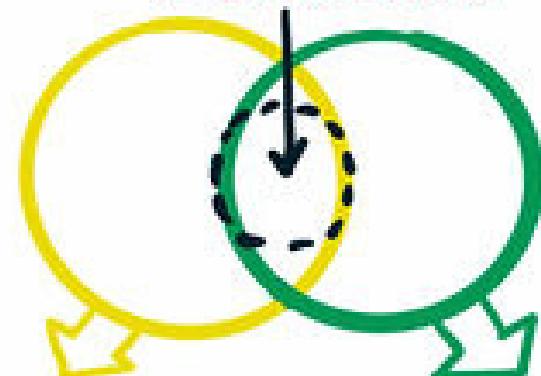
PROCESSES OR SERVICES	CAPACITY BUILDING	THINKING	PRACTICE	PRODUCTS
<p>RETROSPECTIVE</p> <p>ASDA INCREASED PROVISION OF MEAT-FREE ALTERNATIVES IN STORE OFF THE BACK OF RESEARCH RESULTS</p>	<p>RESEARCH HAS ALLOWED TRIALS TO GO AHEAD WITH INDEPENDENT EVALUATION</p>	<p>REGULARLY REFLECT ON CHALLENGES & SUCCESSES OF WORKING WITH RETAILERS AND SHARE THESE WITH THE SECTOR - ENCOURAGING DATA SHARING</p>	<p>SHARE BACK DATA CLEANING AND JOINING STEPS TO IMPROVE REPRODUCIBILITY AND REDUCE WORKLOAD</p>	<p>SHARED AN NLP ALGORITHM DEVELOPED TO ASSIGN PRODUCTS TO THEIR EATWELL CATEGORY (OPEN SOURCE)</p>
<p>PROSPECTIVE</p> <p>BUILT TRUST OF RETAILERS FOR FIRST UK CROSS-RETAILER TRIAL ASSESSING RECENT POLICY</p>	<p>CAN YOUR RESEARCH QUESTION BE CO-DESIGNED/INFORMED BY BUSINESS NEED?</p>		<p>BUILDING SPATIAL DATA SCIENCE CAPACITY IN HEALTH AND SUSTAINABILITY TEAMS</p>	

BUILDING

COMPROMISE

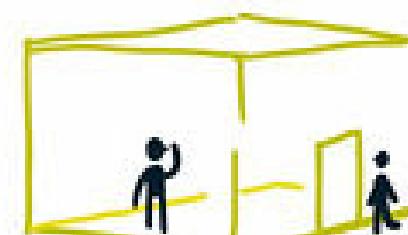
EVERYONE'S IN THEIR OWN LANES

WHAT CAN YOU WORK
ON TOGETHER?



BENEFITS CAN BE
INDEPENDENT

PERSONAL
RELATIONSHIPS
TAKE TIME TO DEVELOP



WORKING IN THE
SAME SPACE

LEARN HOW
TO MANAGE
PARTNERSHIPS

FEED IMPACT AND
INSIGHT BACK INTO
INDUSTRY

"SHARE YOUR
WORKING"

HOW DO WE BUILD AND MAINTAIN EFFECTIVE PARTNERSHIP WORKING IN FOOD SYSTEMS RESEARCH

HOW CAN
EARLY CAREER RESEARCHERS
START TO BUILD
PARTNERSHIPS?

Navigate
language
barriers

HESITANCY
TO WORK WITH
INDUSTRY

GUIDANCE ON HOW
TO NAVIGATE THIS

IGD

UNIVERSITY OF LEEDS



Consumer
Data
Research
Centre
An ESRC Data
Investment

MAINTAINING

- ADDRESS KNOWLEDGE GAPS
- GUEST LECTURERS
- IMPACT ACCELERATION ACCOUNT

REGULAR CHECK-INS
WITH CONTACTS

QUANTIFY WHO GETS WHAT?



PARTNERSHIP SUSTAINABILITY

MANAGE
STAKEHOLDER
FATIGUE

COMMUNITY
RESEARCHERS
WITH SHORT-TERM
FUNDING

INDUSTRY
HESITANCY
TO SHARE DATA

SHARE WHAT WORKED
HOW
LEARN
FROM OTHERS



INDUSTRY &
BUSINESS



16 November 2023

Driving the smart use of
consumer data in
supermarkets

ESRC Celebrating Impact Prize

Winners

Outstanding business and enterprise impact

Winner: Nutrition and Lifestyle Analytics Team, Consumer Data Research Centre



INFORMING RETAIL STRATEGIES

SHIFTING SHOPPING PATTERNS

“INFLUENCE DECISION-MAKING WITHIN THE BUSINESS”

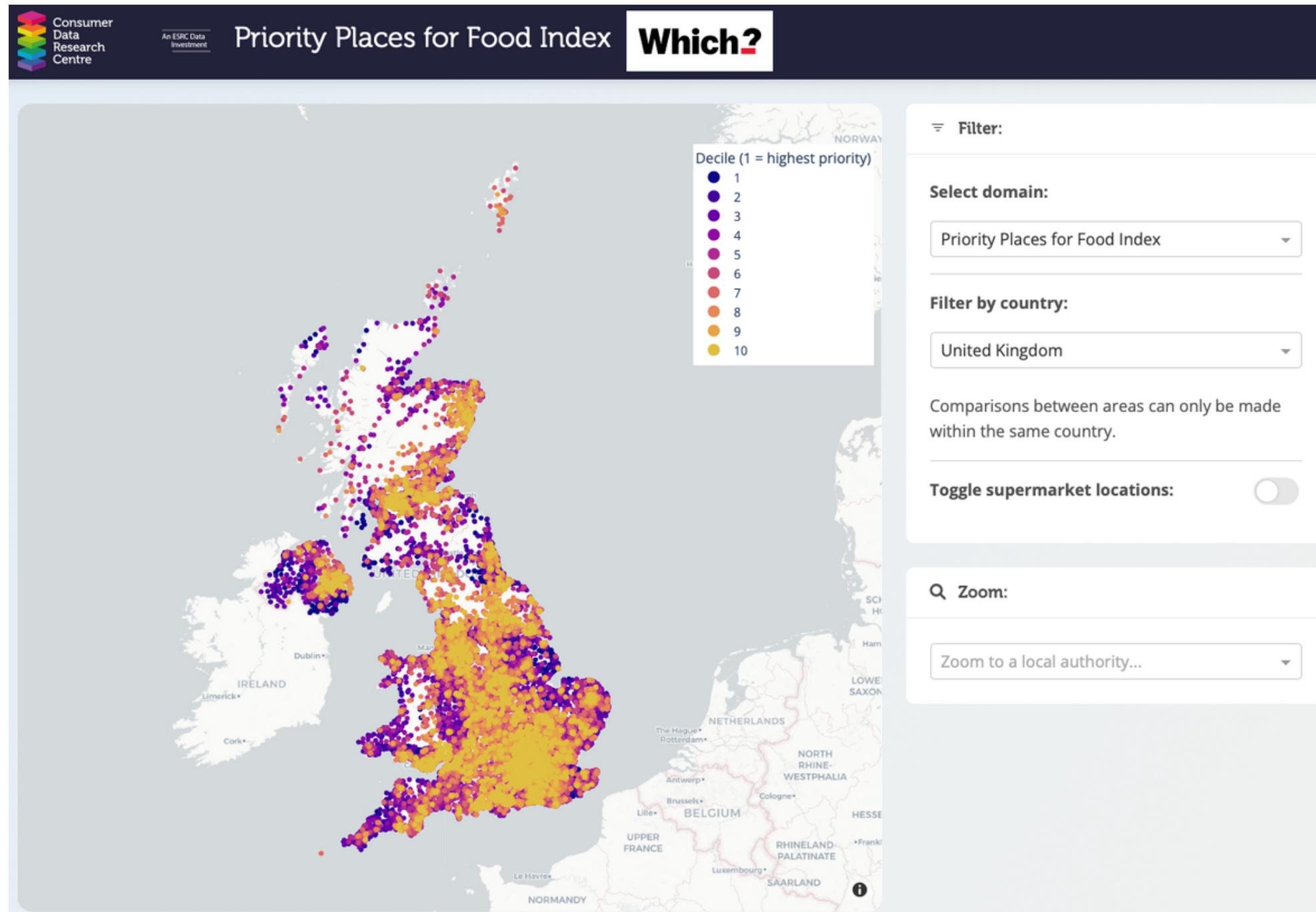
“UPSKILL THE DATA AND NUTRITION WORKFORCE”.

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INDUSTRY & BUSINESS



Priority Places for Food Index

- Proximity to supermarket retail facilities
- Accessibility to supermarket retail facilities
- Access to online deliveries
- Proximity to non-supermarket food provision
- Socio-economic barriers
- Fuel Poverty
- Family food support

AFFORDABLE FOOD FOR ALL

Sign the petition

113,872 signatures

Target: 150,000

Which?

Supermarkets must do more to help shoppers

Which major supermarkets have answered our calls to stock budget ranges in smaller stores?



Morrisons

Morrisons has rolled out budget ranges in its convenience stores.

- Wide-ranging
- Affordable
- Easy to find



Tesco

Tesco, you've taken some action, but remember, 'Every Little Helps'!

- Wide-ranging
- Affordable
- Easy to find



Sainsbury's

Sainsbury's has started rolling out budget ranges in its convenience stores.

- Wide-ranging
- Affordable
- Easy to find



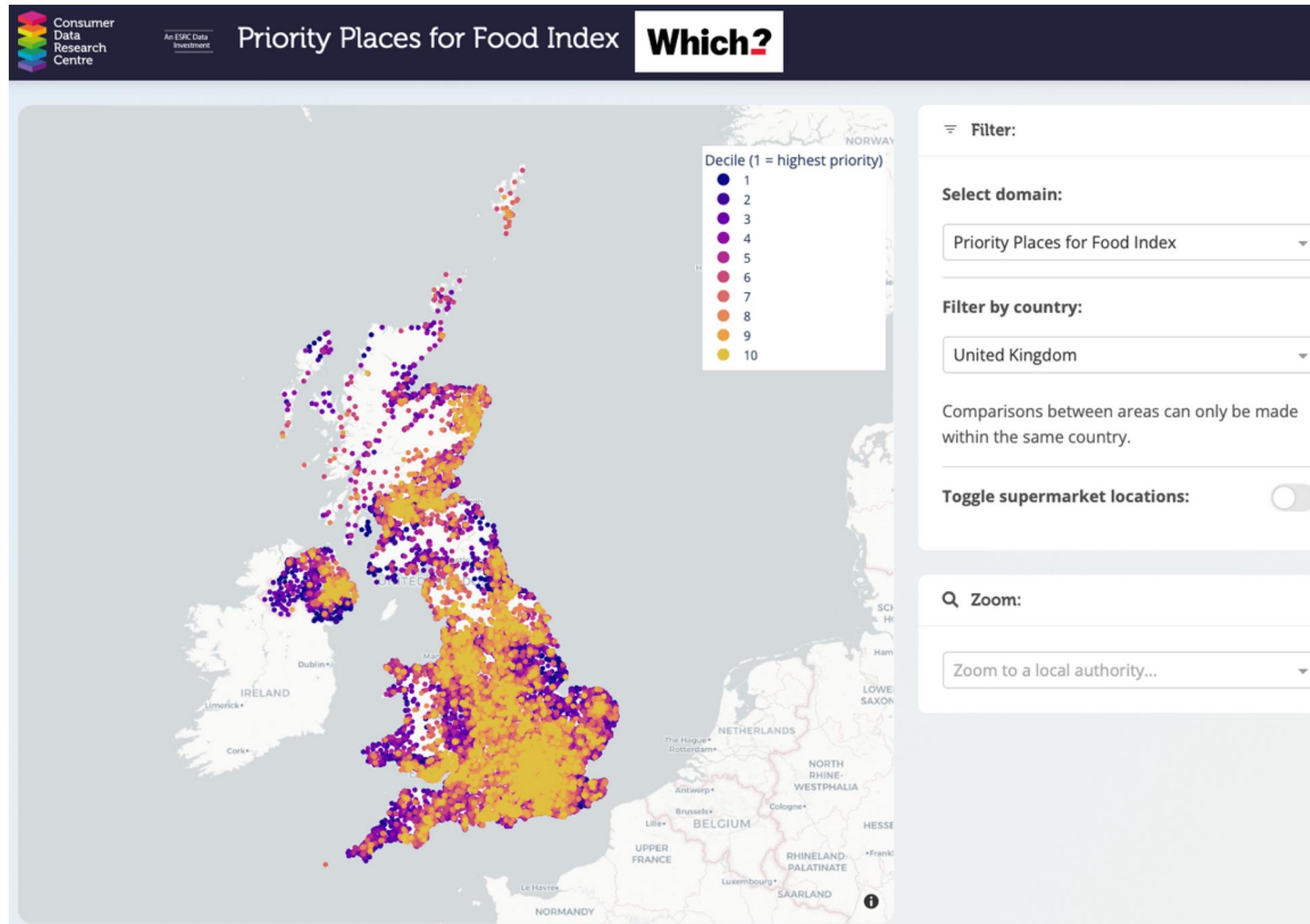
Asda

Asda, make your new stores work for everyone.

- Wide-ranging
- Affordable
- Easy to find



GOVERNMENT/ THIRD SECTOR



Priority Places for Food Index

- Proximity to supermarket retail facilities
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- Family food support



Office for Health Improvement & Disparities



JRF Joseph Rowntree Foundation



The Food Foundation

Department for Levelling Up, Housing & Communities

British Nutrition Foundation

Food Standards Agency

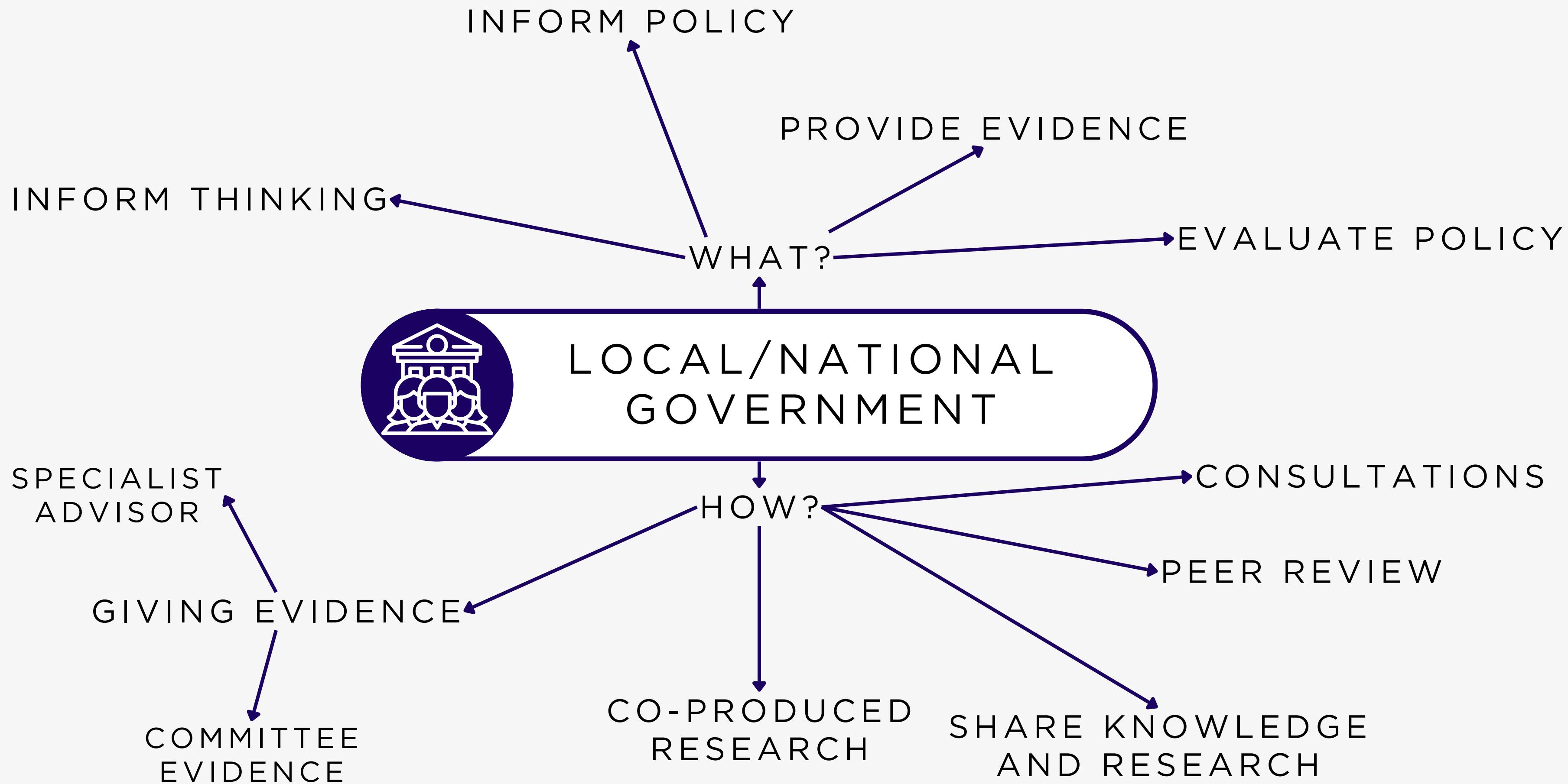


VEGPOWER



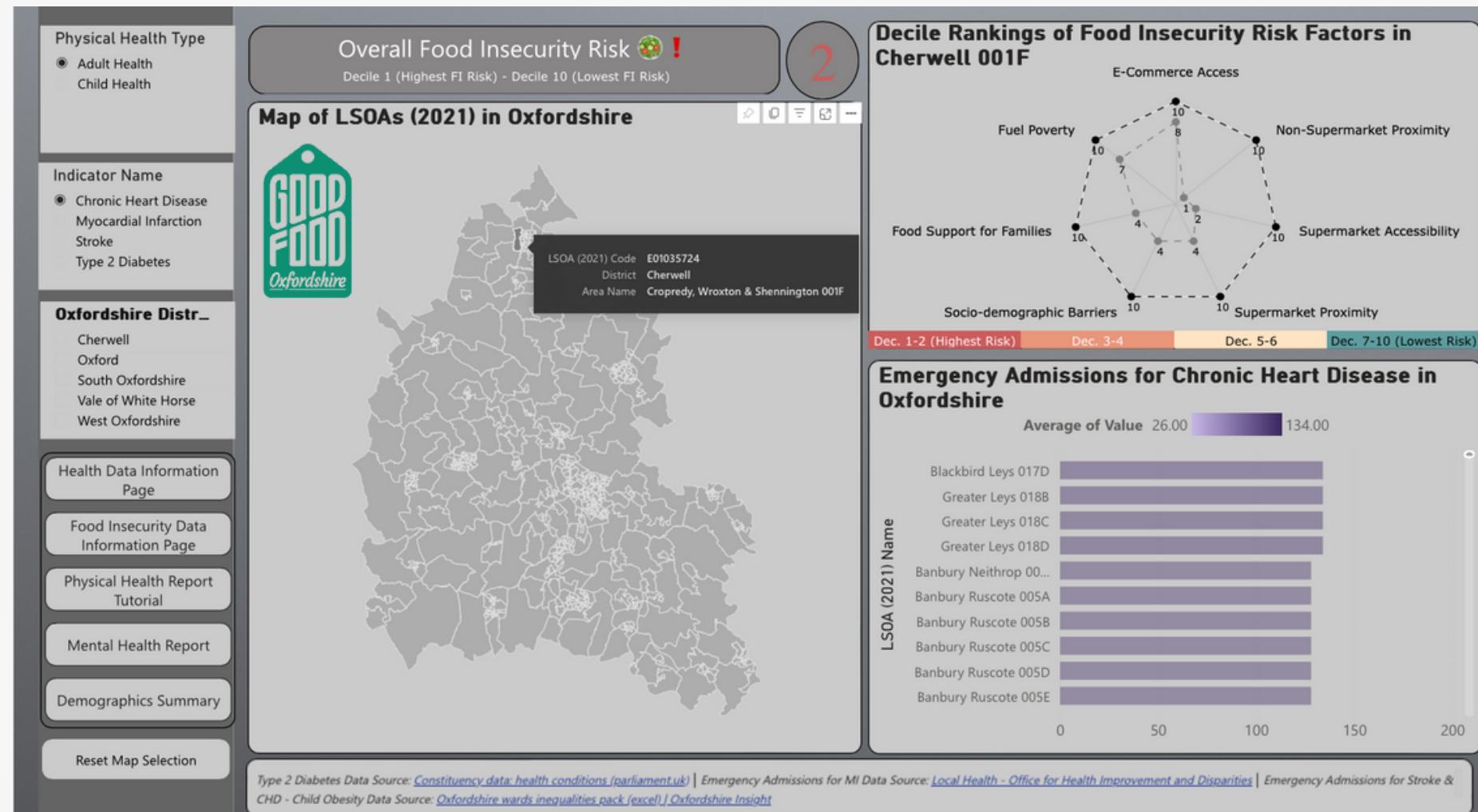
FareShare Fighting Hunger Through Food Waste



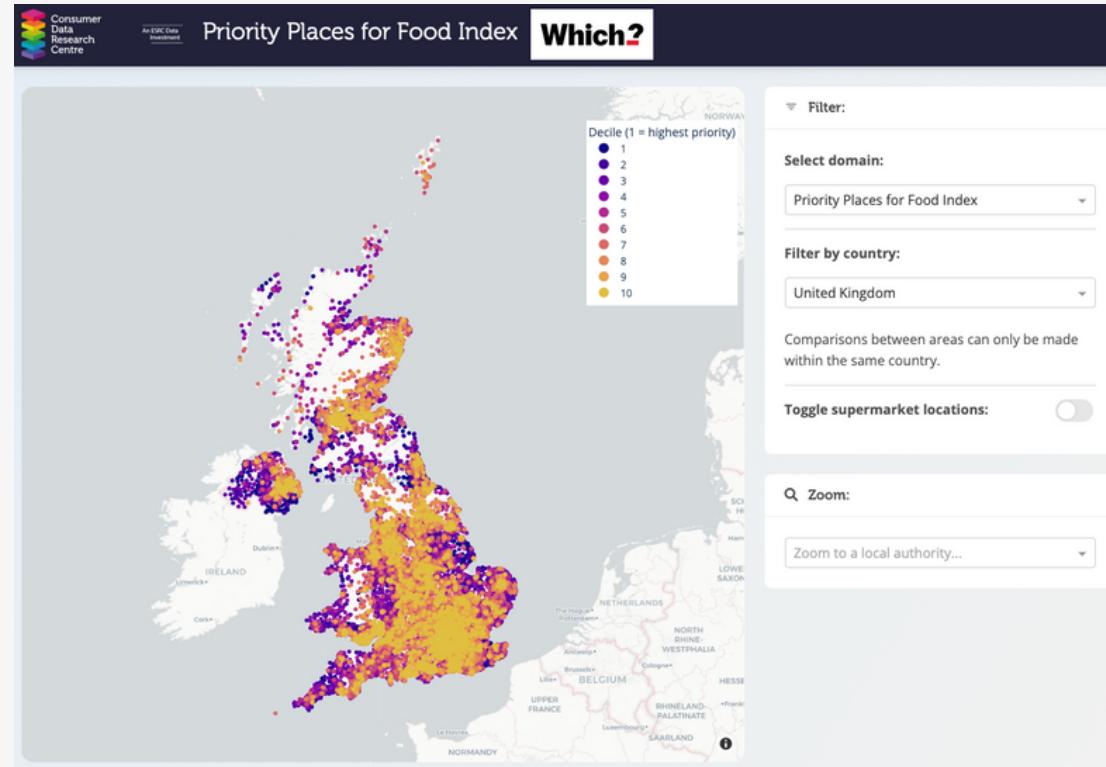




LOCAL GOVERNMENT



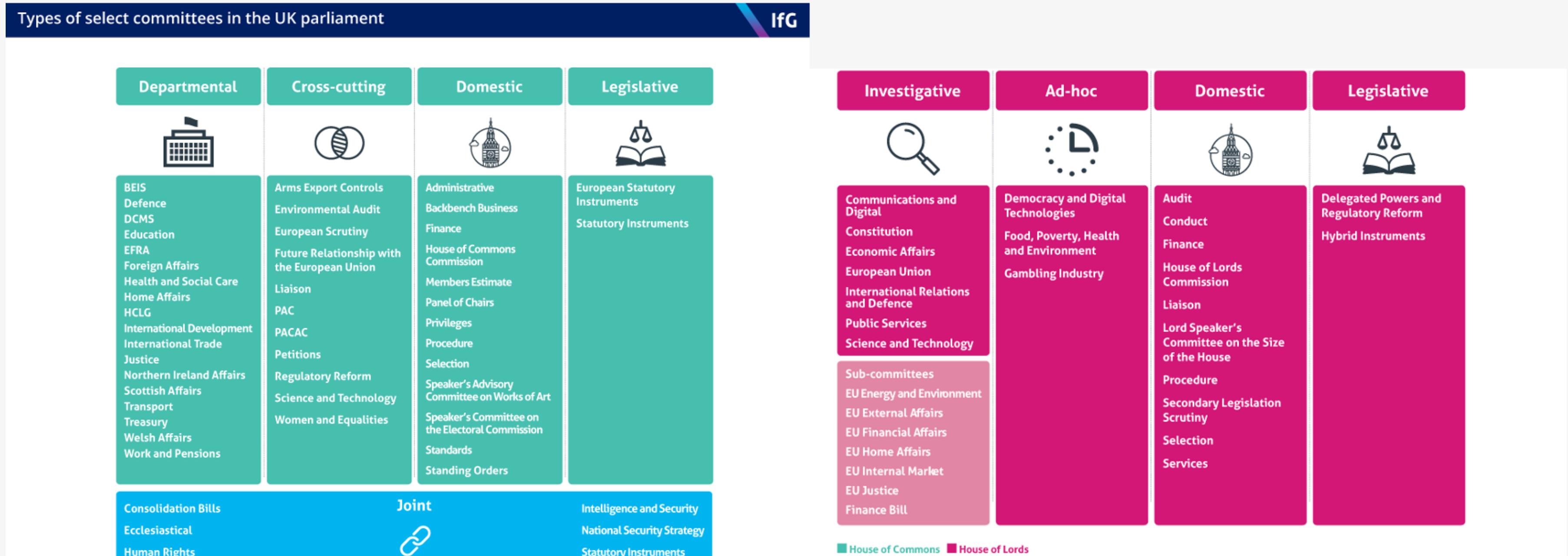
GIVING EVIDENCE



Environment, Food and Rural Affairs
Select Committee:
Fairness in the food supply chain inquiry



HOW IT WORKS



Source: Institute for Government graphic based on www.parliament.uk/business/committees/committees-a-z.
 Excludes legislative committees on specific bills.



HOW IT WORKS

Inquiries:

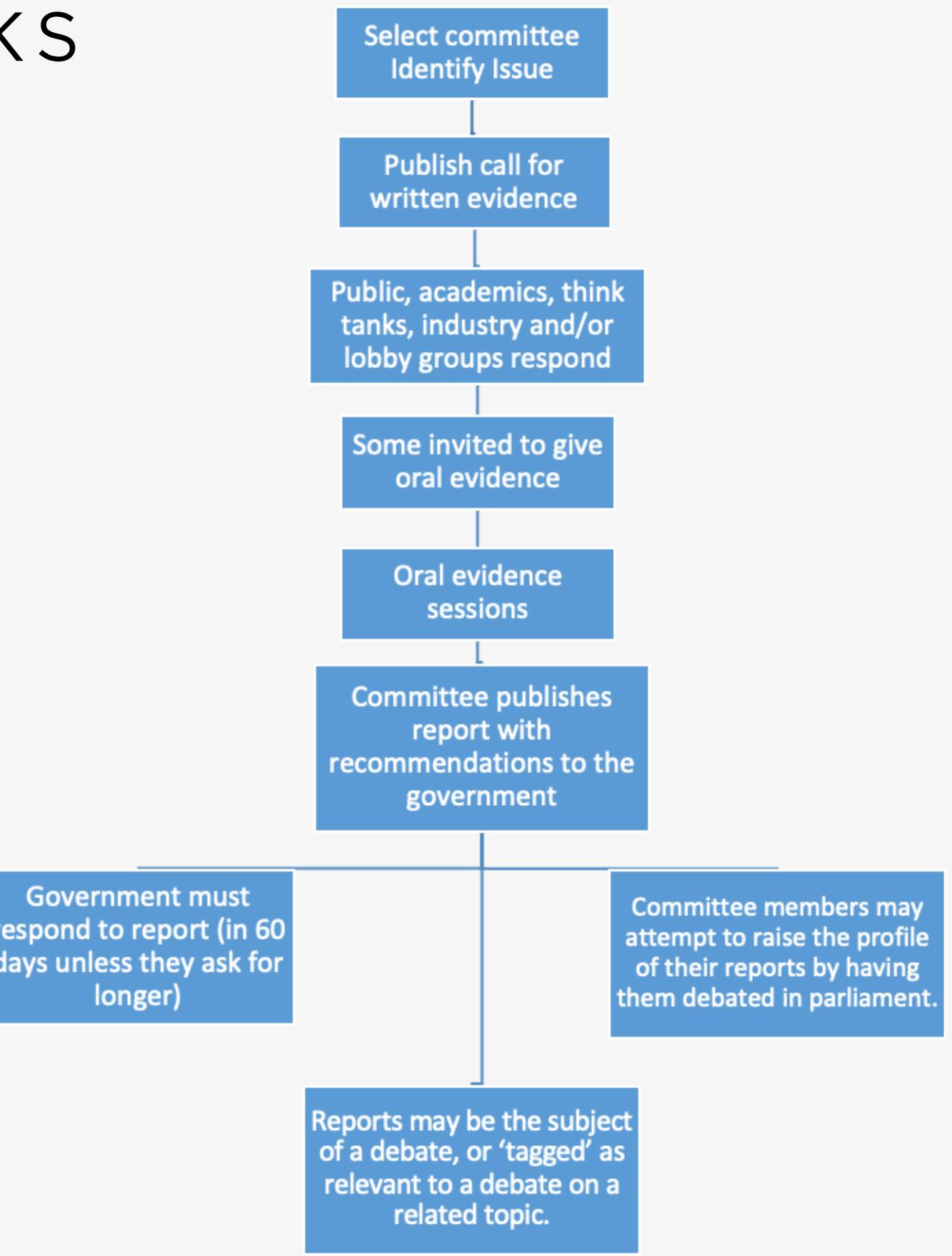
- **no formal template** for inquiries. Some committees choose to hold many narrowly focused inquiries on specific issues, while others hold a smaller number of broad-based inquiries.
- **vary in length**, with some published at short notice in response to high profile events, while others are the culmination of several month's work
- publish **terms of reference** outlining its scope and purpose

Children, young people and the built environment >

Opened 13 November 2023

Future of transport data >

Opened 30 June 2023





PUBLIC/MEDIA



OUTREACH
EVENTS



MEDIA TRAINING

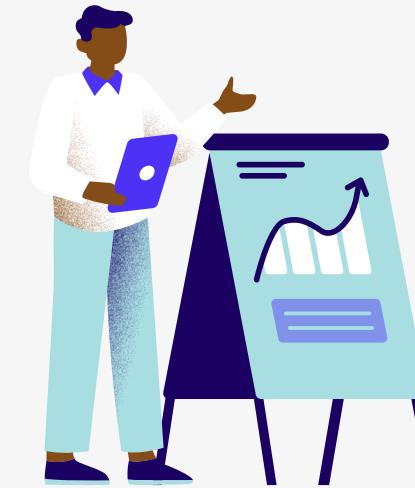


BLOGS

TOP TIPS



Use existing collaborations to ask what's next?



Don't be afraid to share your research before it's 'finished'



Consult those you want to impact in the research design stage



Think about your (impact) audience



It takes a team

GETTING STARTED



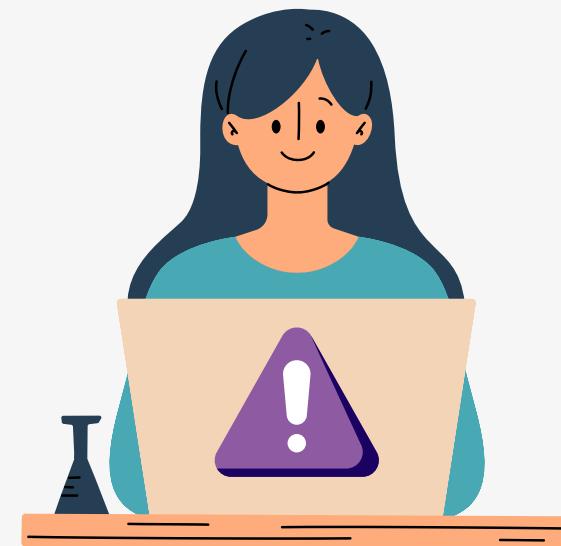
Research evidence calls/
consultations



Investigate impact funding



Identify & build
your Networks



Set-up google alerts



Discover what impact
training and support you
institution offers



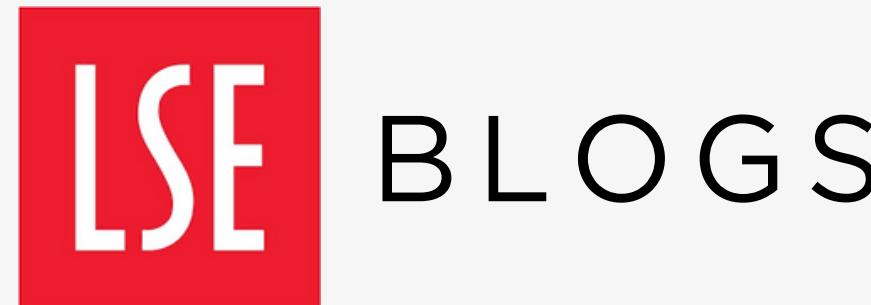
Start local

PROSPECTIVE



RETROSPECTIVE

IMPACT RESOURCES



'SO YOU WANT TO MAKE AN IMPACT?
SOME PRACTICAL SUGGESTIONS
FOR EARLY-CAREER RESEARCHERS'

'JOB SECURITY FOR EARLY CAREER
RESEARCHERS IS A SIGNIFICANT
FACTOR IN HELPING RESEARCH
MAKE AN IMPACT'

Article | [Open access](#) | Published: 10 July 2018

An introduction to achieving policy impact for early career researchers

[Megan C Evans](#) & [Christopher Cvitanovic](#)

[Palgrave Communications](#) 4, Article number: 88 (2018) | [Cite this article](#)



A photograph of the Palace of Westminster, showing the Elizabeth Tower and the Houses of Parliament across the River Thames.

LINK
Engaging with the UK Parliament

A photograph of the main entrance to 10 Downing Street, featuring the iconic black door and Number 10 sign.

LINK
Engaging with the UK Government

A graphic icon featuring a magnifying glass over a document with horizontal lines and arrows.

LINK
Guidance on Policy Engagement Internationally | University of...

A photograph of the Parliament of Scotland building in Edinburgh.

LINK
Engaging with the Devolved Legislatures of the UK

A graphic icon of a stylized sunburst or gear design with radiating lines.

LINK
Fast Track Impact: Influencing Policy Resources

The 'Policy Leeds' logo, which includes the text 'Policy' and 'Leeds' in a bold, sans-serif font.

LINK
Using Research to Influence Policy

The 'CAPE' logo, consisting of the letters 'CAPE' in a bold, sans-serif font inside a rectangular frame.

LINK
Podcast series by Capabilities in Academic Policy Engagement

A graphic icon of a red bar chart with a red line graph overlaid.

LINK
The Business of Policymaking podcast

The 'ari.org.uk' logo, which includes the text 'ari.org.uk' and the tagline 'Where can research make a difference?'

LINK
Search, browse or analyse Areas of Research Interest (ARIs) from...

A graphic icon featuring a magnifying glass over a document with horizontal lines and arrows.

LINK
Research Impact in the UK Parliament

The front cover of a book titled 'POLITICAL STUDIES' with the subtitle 'POLITICAL SCIENCE AND POLITICAL THEORY'. It has a red and white design.

LINK
How Should Academics Engage in Policymaking to Achieve Impact?

A graphic icon of a stylized sunburst or gear design with radiating lines.

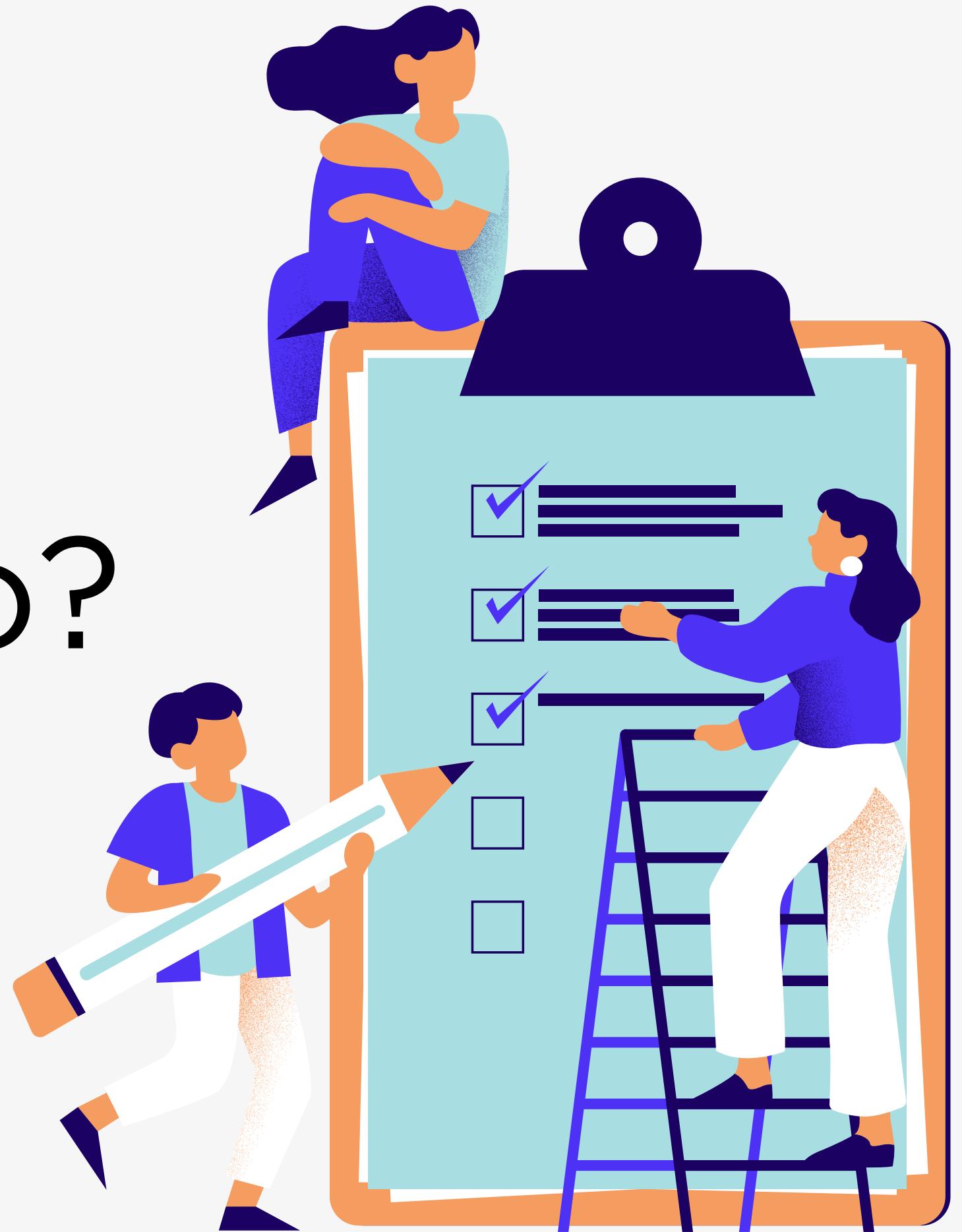
LINK
The dos and don'ts of influencing policy: a systematic review of...

Acknowledgements

Emily Ennis (CDRC Research Impact Manager/ Research Culture Manager UoL), **Robyn Naisbitt** (CDRC Communications and Engagement), **Rachel Oldroyd** (co-I), **Victoria Jenneson** (co-I), **Michelle Morris** (PI), **Alex Hamberley** (Research software engineer) , **Pete Baudains** (Research Data Scientist), **Ahmad Ammash** (Data Scientist), **Owen Hibbert** (Data Scientist), **Nutrition and Lifestyle Analytics Team** (co-Is), **CDCR team** (research support), **Institute for Grocery Distribution Health team** (research facilitation & collaboration), **Retail Nutrition and Sustainability teams** (research collaboration), **Which? team** (research facilitation & collaboration), **Good Food Oxfordshire** (research facilitation & collaboration), **LIDA Data Analytics Team** (secure data support), **UoL media team** (media support), **UoL Policy support** (policy support), **UoL Research and Innovation Service** (policy support), **The Food Foundation**

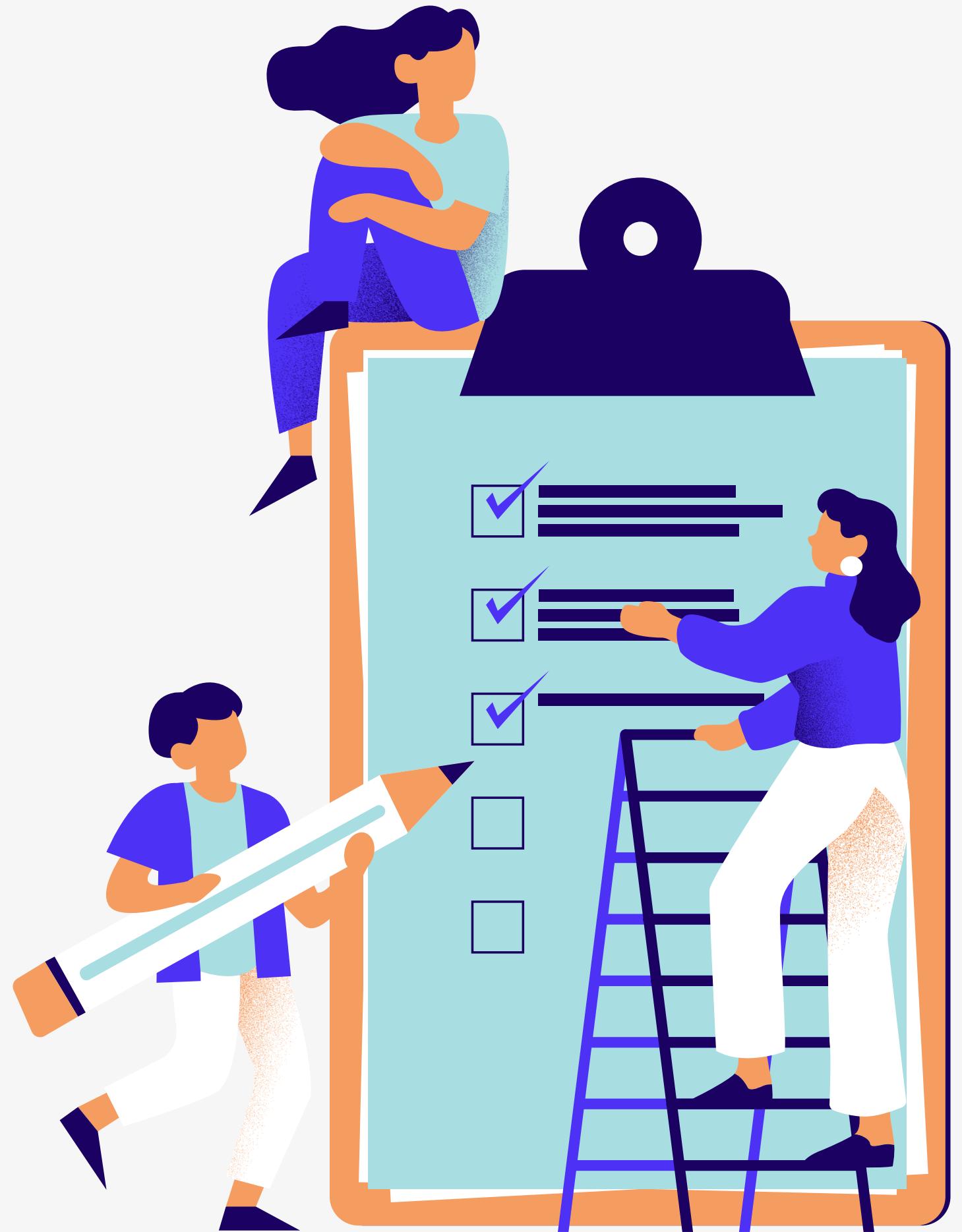


What can you do?



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Questions?



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ECR SOCIAL

18:30-21:30

PARKSIDE TAVERN

ST JOHNS HOUSE, MERRION ST, LEEDS LS2 8JE

FOOD, DRINKS &
GAMES ROOM