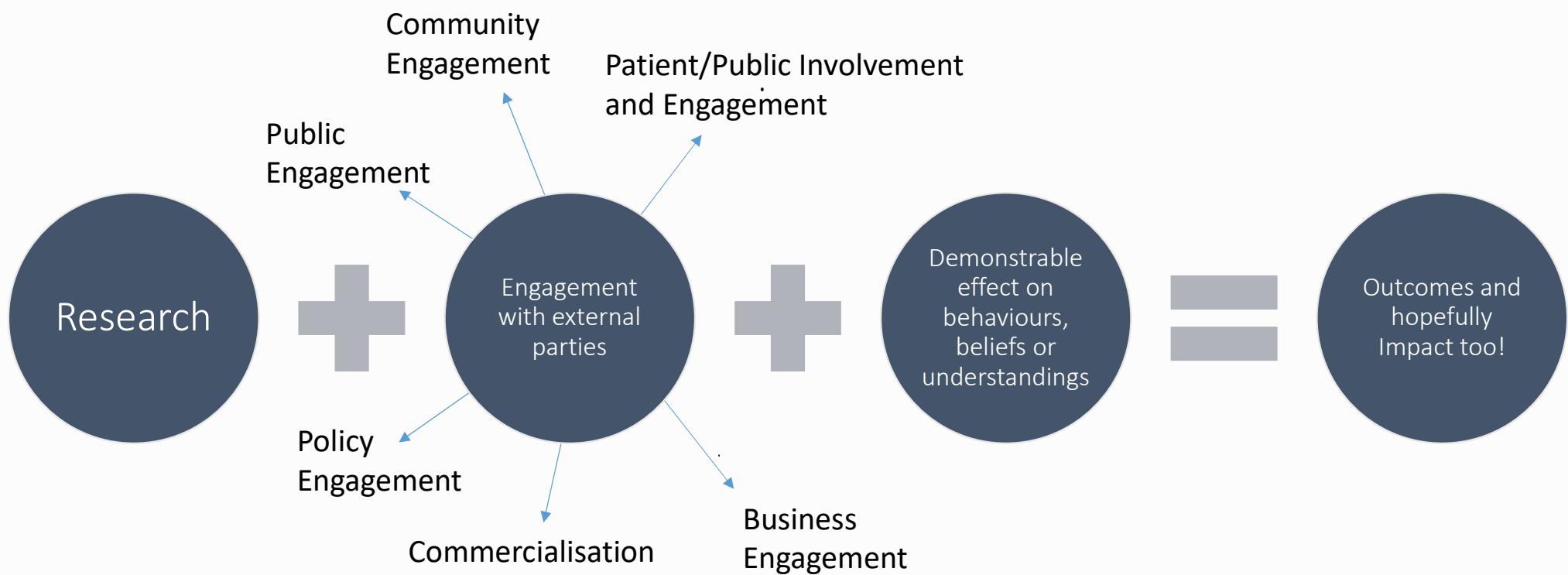


Engagement, Knowledge Exchange and Impact

Dr Louise Atkins, Head of Impact and Knowledge Exchange
RGUG meeting, 12 February 2025

What about the impact?



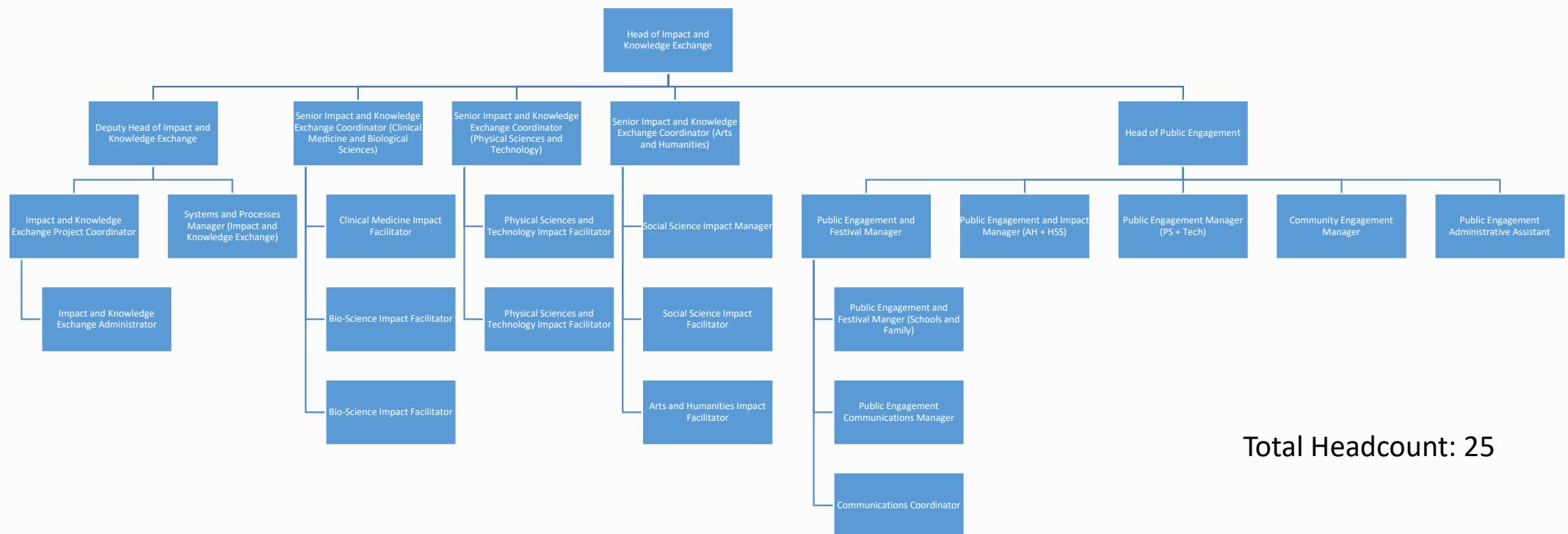
What is research impact?



'an auditable or recordable occasion of influence'

Bastow, Dunleavy, Tinkler, *The Impact of the Social Sciences*, 2014

Engagement, Knowledge Exchange and Impact team



What We Do

We provide strategic leadership and coordination for Knowledge Exchange across the university, ensuring that our excellent engagement, knowledge transfer and impact professionals are supported by effective systems and processes that maximise and showcase our impact capabilities.

Together the team provides strategic leadership and coordination to maximise Cambridge's world leading research impact.

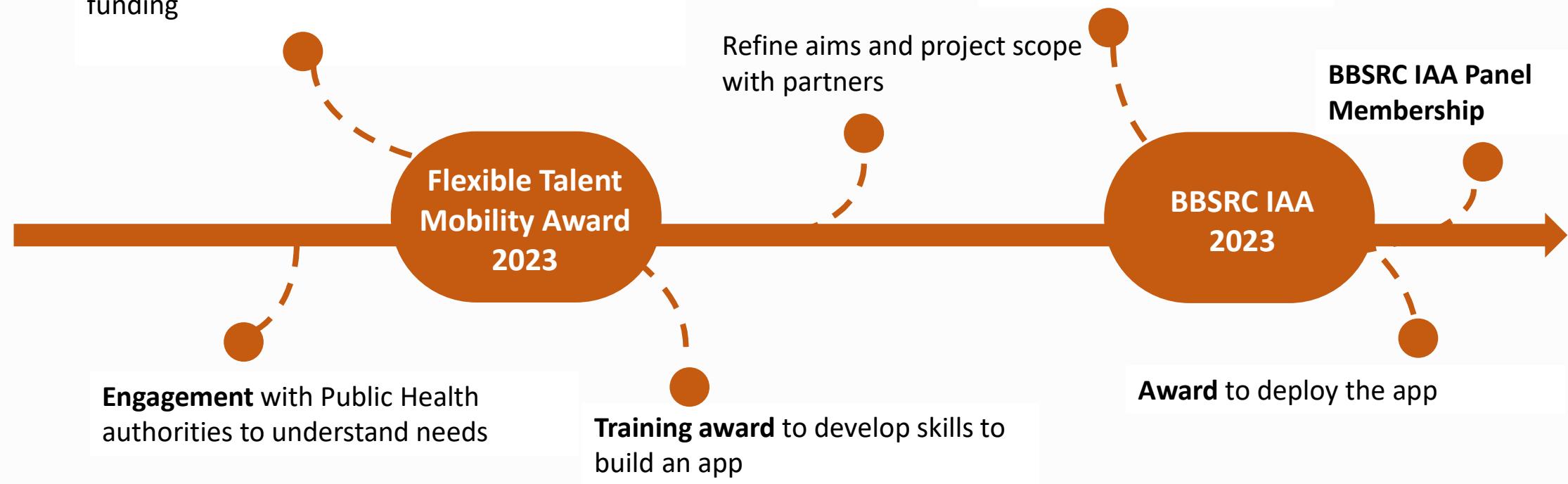
1. **Collaboration.** By connecting our internal and external EKEI skills, expertise, partners, communities and capabilities, the **team leverages our rich ecosystem to support the creation of impact at scale**. The team operates in partnership with structures across the University and beyond to coordinate activities which focus on research translation, public policy, public engagement, industrial engagement, and commercialisation.
2. **Harmonisation.** Viewing engagement and knowledge exchange activities through one cohesive **pipeline approach**, the team bring together our varied component parts to create sustainable activity that remains at the global forefront. The team support academics through the pipeline, connecting users to the best teams of experts and resources, helping navigate a journey which enables research to make a difference to society.
3. **Communication.** Showcasing impact stories, highlighting areas of best practice, and **bringing attention to the contribution of our research to society**, the team harnesses the power of existing communication channels to create a cohesive narrative to our impact ecosystem in Cambridge and beyond.



Case Study

Facilitation with the PE team to support community engagement and the impact team for advice on applying for translational funding

Facilitation with the bioscience impact team to develop the application



Our Current Projects

01

MEASUREMENT, DATA AND PROCESSES
Improving the quality of our data and trust in it, developing measures of success whilst challenging impact metrics.

02

SKILL DEVELOPMENT
Ensuring that EKEI is seen, understood and valued through a variety of training opportunities.

03

DEVELOPING PARTNERSHIPS
Focussing on the development of equitable partnerships, collaborative approaches, co-production and Public and Patient Involvement and Engagement (PPIE).

04

SUPPORT
Utilising the team's strong working relationships across the academic, senior leadership, and professional service communities to provide a home for our community of EKEI focussed individuals.

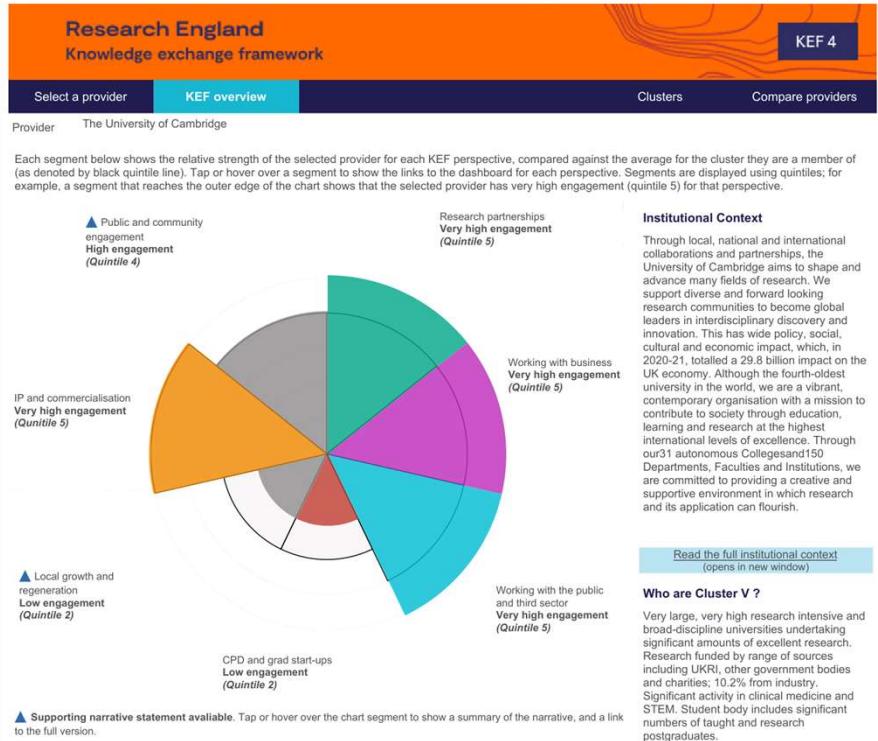
05

COMMUNICATION
Developing strategic connections with the research communications team to highlight the significant contribution of Cambridge's research to society.

REF 2029

Research Excellence Framework

Assessment Core Activities

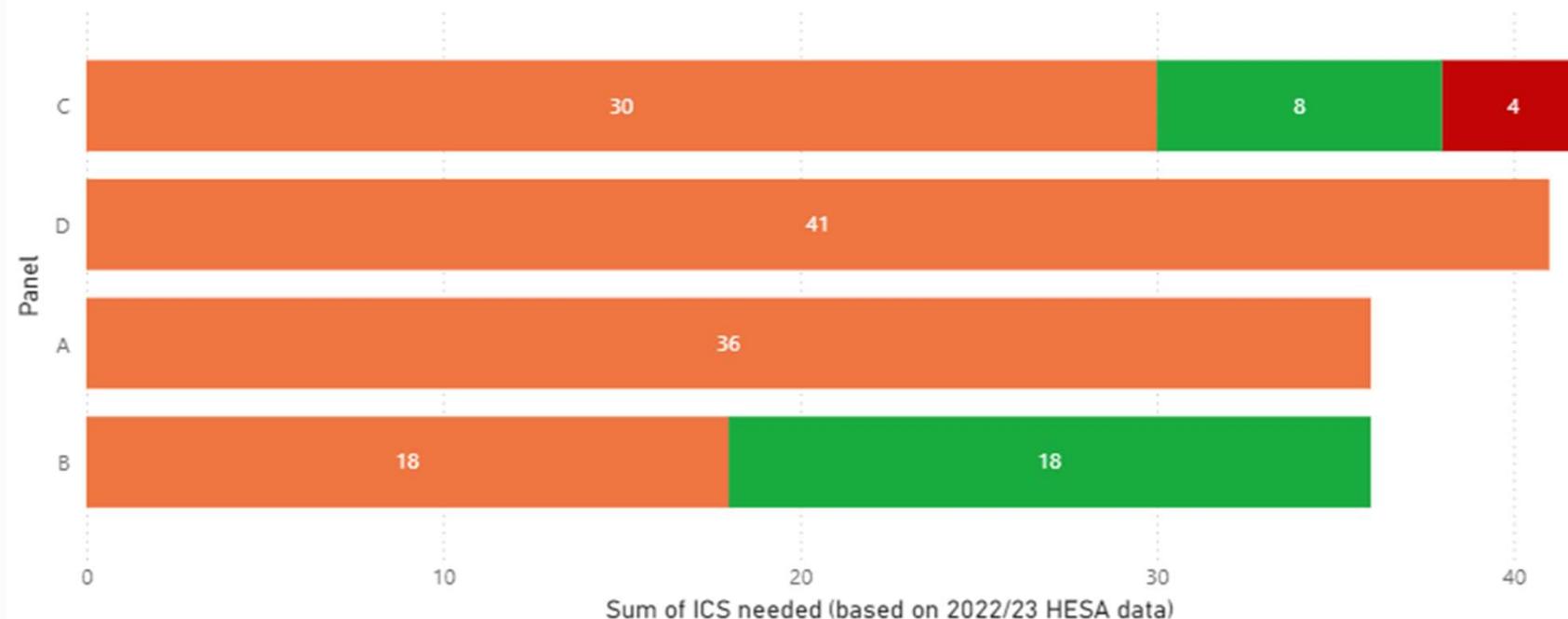


UK Research
and Innovation

REF2029 readiness data

Sum of ICS needed (based on 2022/23 HESA data) by Panel and Readiness rating

Readiness rating ● Amber ● Green ● Red



Our Current Projects

01

MEASUREMENT, DATA AND PROCESSES
Improving the quality of our data and trust in it. Developing measures of success whilst challenging impact metrics.

02

SKILL DEVELOPMENT
Ensuring that EKEI is seen, understood and valued through a variety of training opportunities.

03

DEVELOPING PARTNERSHIPS
Focussing on the development of equitable partnerships, collaborative approaches, co-production and Public and Patient Involvement and Engagement (PPIE).

04

SUPPORT
Utilising the team's strong working relationships across the academic, senior leadership, and professional service communities to provide a home for our community of EKEI focussed individuals.

05

COMMUNICATION
Developing strategic connections with the research communications team to highlight the significant contribution of Cambridge's research to society.

Our Current Projects

01

MEASUREMENT, DATA AND PROCESSES
Improving the quality of our data and trust in it, developing measures of success whilst challenging impact metrics.

02

SKILL DEVELOPMENT
Ensuring that EKEI is seen, understood and valued through a variety of training opportunities.

03

DEVELOPING PARTNERSHIPS
Focussing on the development of equitable partnerships, collaborative approaches, co-production and Public and Patient Involvement and Engagement (PPIE).

04

SUPPORT
Utilising the team's strong working relationships across the academic, senior leadership, and professional service communities to provide a home for our community of EKEI focussed individuals.

05

COMMUNICATION
Developing strategic connections with the research communications team to highlight the significant contribution of Cambridge's research to society.

Our Current Projects

01

MEASUREMENT, DATA AND PROCESSES
Improving the quality of our data and trust in it, developing measures of success whilst challenging impact metrics.

02

SKILL DEVELOPMENT
Ensuring that EKEI is seen, understood and valued through a variety of training opportunities.

03

DEVELOPING PARTNERSHIPS
Focussing on the development of equitable partnerships, collaborative approaches, co-production and Public and Patient Involvement and Engagement (PPIE).

04

SUPPORT
Utilising the team's strong working relationships across the academic, senior leadership, and professional service communities to provide a home for our community of EKEI focussed individuals.

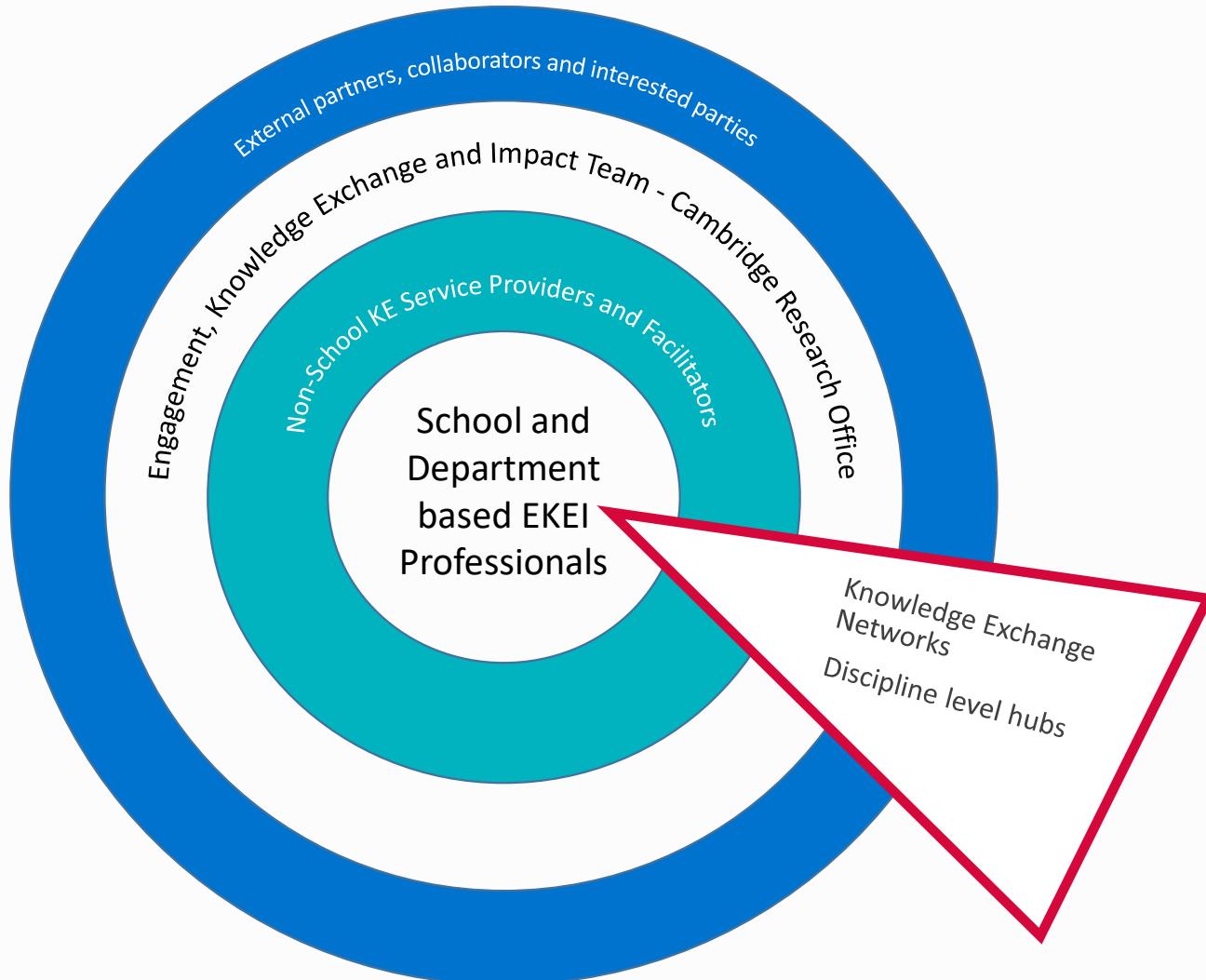
05

COMMUNICATION
Developing strategic connections with the research communications team to highlight the significant contribution of Cambridge's research to society.

Culture Core Activities

Exploration and development of training opportunities including:

- ▶ Engaged Researcher Programme
- ▶ Research Office PI programme
- ▶ School/department specific
- ▶ Student/ECR facing programmes
- ▶ CPD for KE Professionals
- ▶ Programmes within Colleges
- ▶ One to one



Funding Core Activities

| Source | Fund | 2023-24 | 2024-25 |
|--|---------------------------------------|-------------------|------------------|
| UKRI – Impact Acceleration Accounts (IAA) | Core AHRC, BBSRC, EPSRC and MRC IAAs | 1,476,328 | 1,476,328 |
| UKRI | IAA uplifts and additional funds | 825,000 | 100,000 |
| Research England - Higher Education Innovation Fund (HEIF) | Core HEIF Fund | 5,670,000 | 5,670,000 |
| | Business and Commercialisation Uplift | 1,000,000 | 1,000,000 |
| | Regional Innovation Fund | 121,097 | TBC |
| Research England - QR uplifts | Policy Support Fund | 1,000,000 | 1,000,000 |
| | Participatory Research Fund | 150,000 | 150,000 |
| TOTAL | | 10,242,425 | 9,396,328 |

Our Current Projects

01

MEASUREMENT, DATA AND PROCESSES
Improving the quality of our data and trust in it, developing measures of success whilst challenging impact metrics.

02

SKILL DEVELOPMENT
Ensuring that EKEI is seen, understood and valued through a variety of training opportunities.

03

DEVELOPING PARTNERSHIPS
Focussing on the development of equitable partnerships, collaborative approaches, co-production and Public and Patient Involvement and Engagement (PPIE).

04

SUPPORT
Utilising the team's strong working relationships across the academic, senior leadership, and professional service communities to provide a home for our community of EKEI focussed individuals.

05

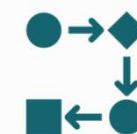
COMMUNICATION
Developing strategic connections with the research communications team to highlight the significant contribution of Cambridge's research to society.



Data



Systems



Process

Data, Systems and Processes

Data, Systems & Processes



 UNIVERSITY OF
CAMBRIDGE
Impact & Knowledge Exchange
Funding Portal

Impact Acceleration Accounts

| | | |
|-------------------|-------|---------|
| Submission System | Calls | Metrics |
|-------------------|-------|---------|

IRC/SRI Grants for Impact and Knowledge Exchange

| | |
|-----------------|-----|
| Submission Form | TBD |
|-----------------|-----|

Flexible Talent Mobility Award

| | |
|-----------------|-------|
| Submission Form | Calls |
|-----------------|-------|

Gateway to Impact



Power Apps

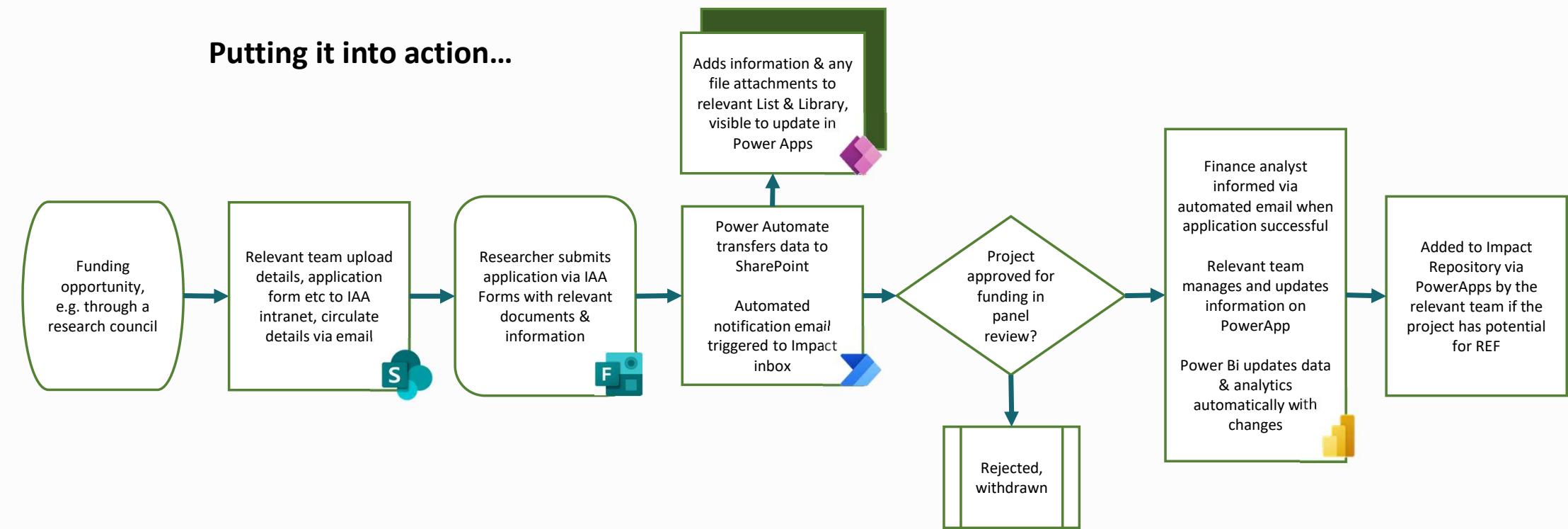
3 currently active for Impact & KE

Example use:

Managing IAA funding applications,
sharing project funding between councils,
adding and managing REF case studies.

Data, Systems & Processes

Putting it into action...



Data, Systems & Processes

EKEI data is different!

It cannot sit neatly in the same systems & processes as other functions

- Impact is primarily made up of qualitative data which is difficult to measure
- Quantitative data from actualised research impact could be 30 days, 7 months, or 10 years away!
- We have used MS Power Platform to tie together and track the keystones of our work:
 - Funding opportunities
 - Funding requests & expressions of interest
 - Tracking funded projects
 - REF Impact case studies



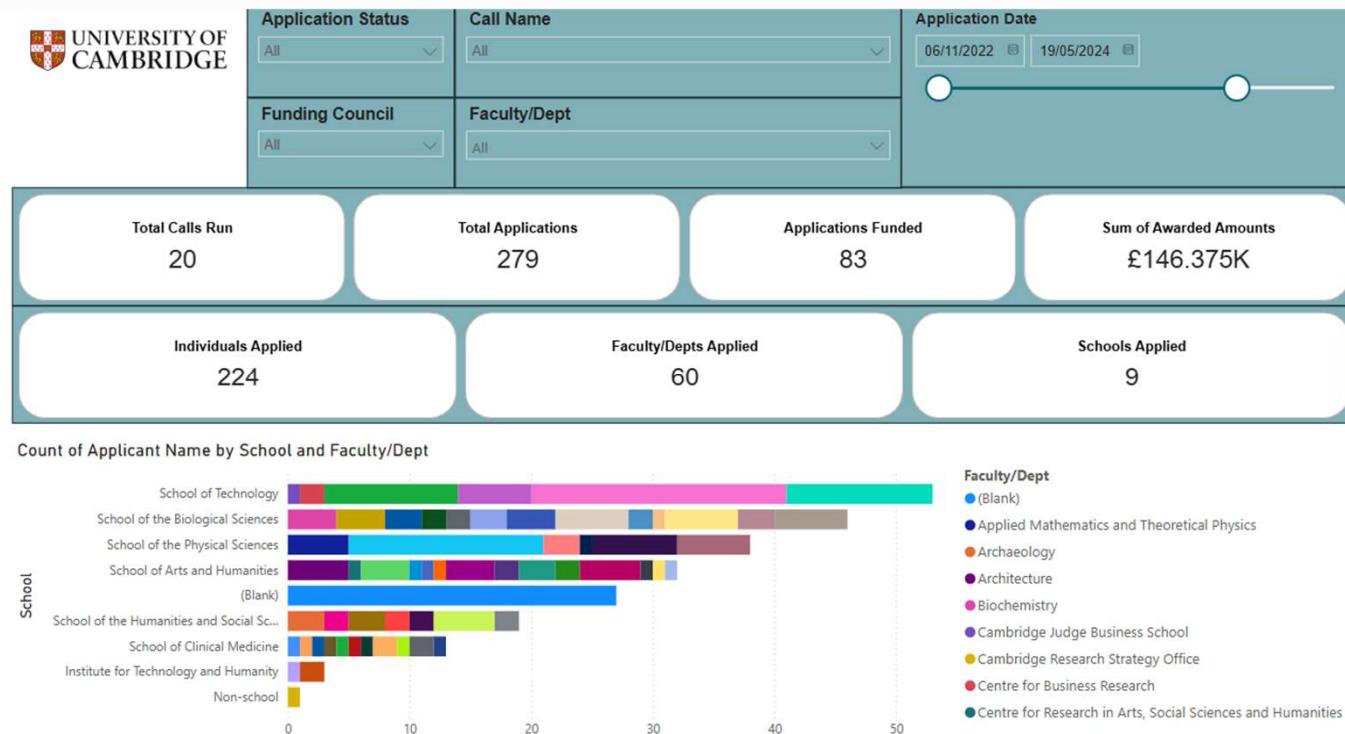
Data, Systems & Processes

Power Bi

4 currently active for Impact & KE

Example use:

Review call metrics such as amount allocation or department spread, REF impact readiness vs performance.





Signposting



Co-creation of events



Funding



Relationship building

School Facing Teams

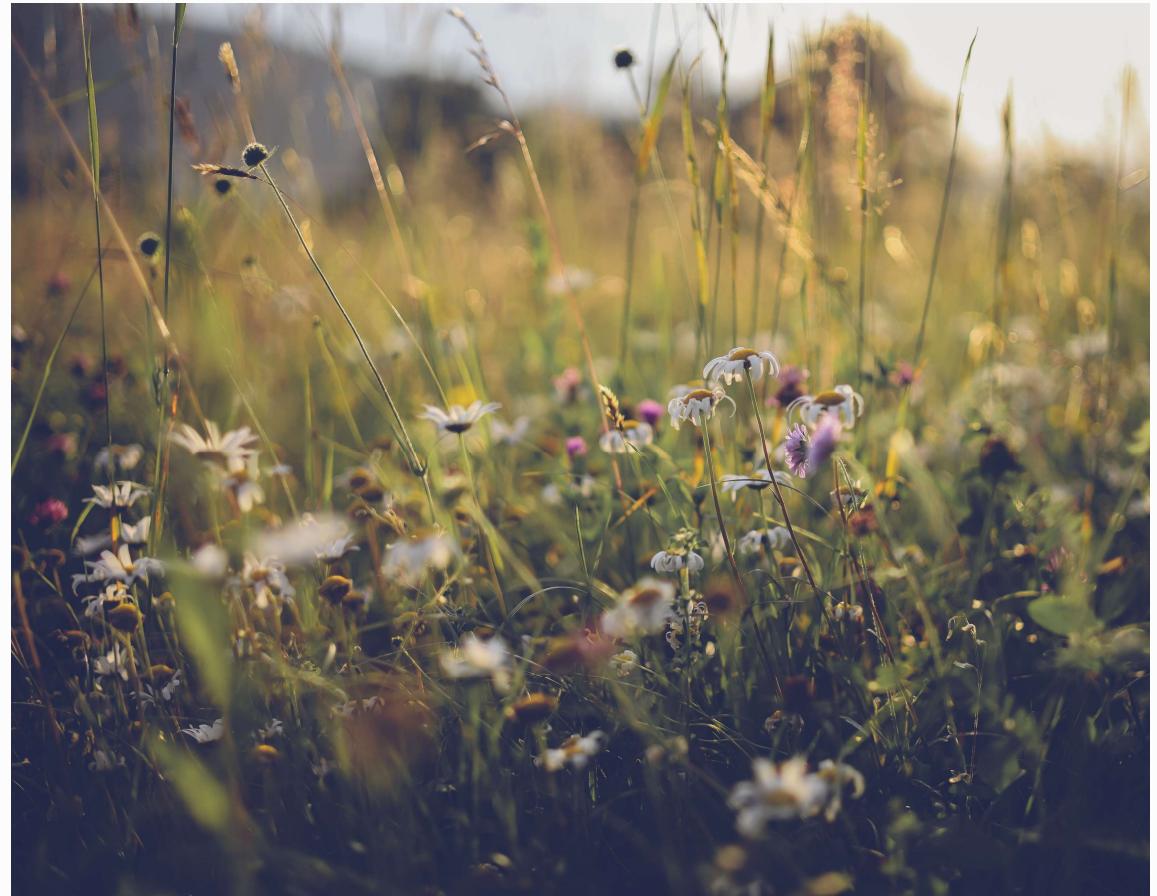
The ecosystem

Rich
Dynamic
Thriving



The ecosystem

Rich
Dynamic
Thriving
Chaotic?



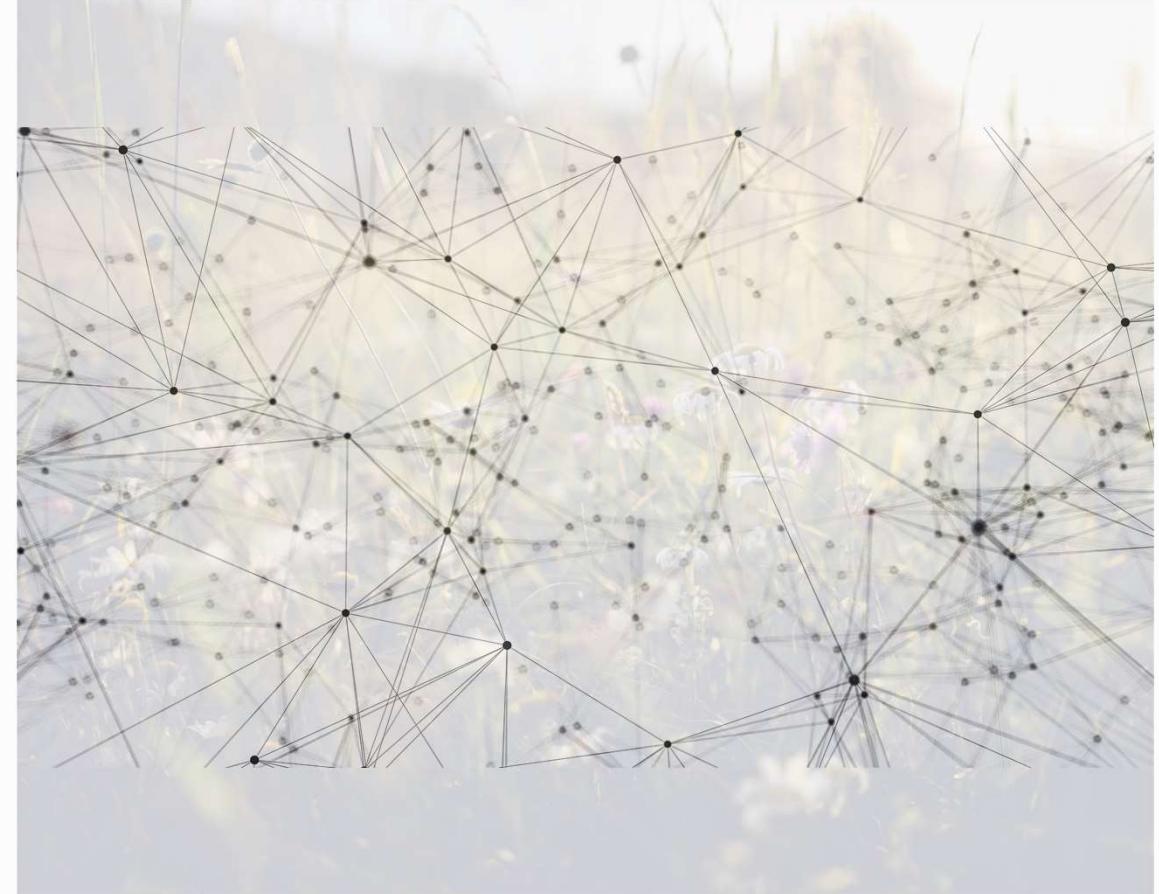
Culture/ Ecosystem

Perspective (zoom out)

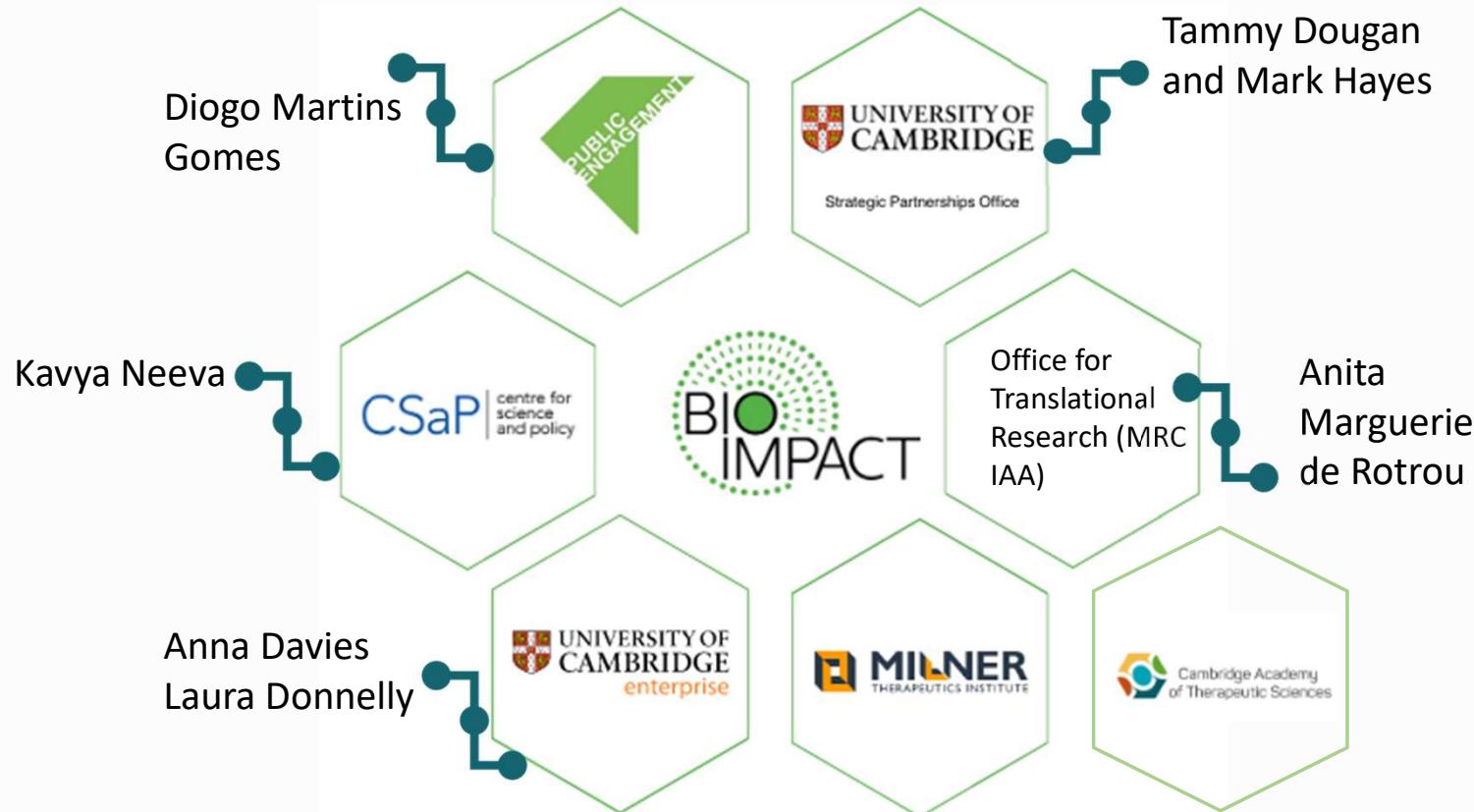
Understanding

Connecting

Nurturing



Ecosystem



Connecting across the Research Office

Research Policy Team

- Ethics for PPI activities
- Trusted research for reporting
- Ethics of impact activities
- REF

Funding Team

- Funder relations
 - Reporting
 - Impact prizes

Research Information

- REF
- Altmetric
- RF



RoR

- EDI analysis
- MRC proposal (staffing and EDI)

ROO

- Award set up/closure
- Timesheets/t's and c's
- Costings for applications
- Contract with Sanger

Impact and Community

- Projects with international, national, and regional focus
- (at least) 3 endangered languages saved, bamboo cricket bats, Climate Dramaturgy, Good Robot podcast, UK art market,
- Shape Hub projects have begun the process of exploring civic role - engaging and consulting with local communities, co-creating and delivering impact locally (some have initially been tested out through international research and pilots)
- Create Cambridge

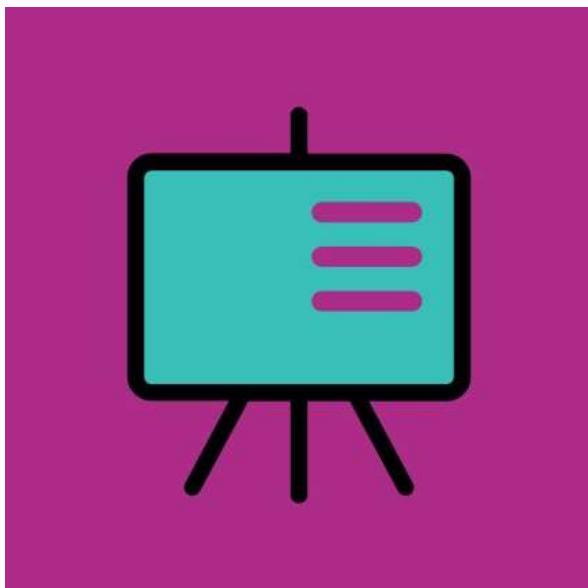


UNIVERSITY OF
CAMBRIDGE



Public Engagement

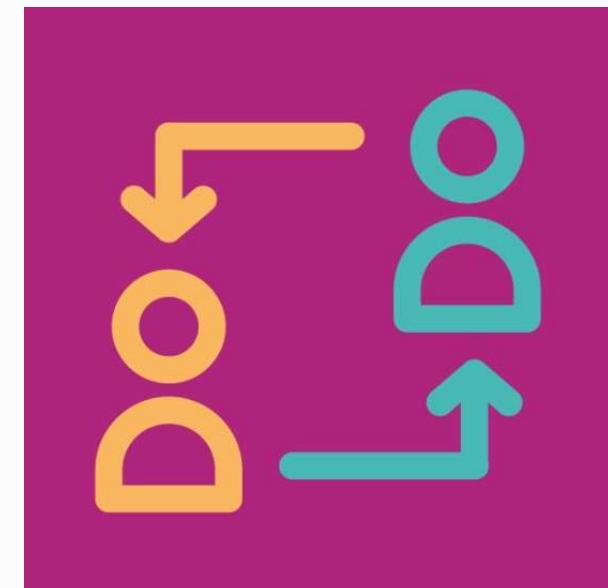
Three pillars of activity



Training and support

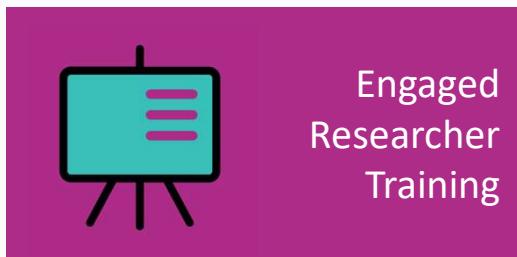


Cambridge Festival
and Open Cambridge



Community Engagement

How we support researchers and PE professionals



We love to talk about engagement!
Book a 30-min advice session with us here and have a chat about what we do and how we can support you.

Email: PublicEngagement@admin.cam.ac.uk