

<b>Institution: Coventry University</b>
<b>Unit of Assessment: 19</b>
<p><b>a. Context</b></p> <p>The Unit's research and its subsequent impact is delivered through two themes: <b>Trust and wellbeing</b> and <b>Sustainable business and communities</b>. Impact is derived from the way our research engages with beneficiaries through co-production and co-delivery; involves extensive engagement with partners and end-users; and is disseminated through mainstream and social media. In working with policy makers, private, public and third sector organisations, employees and consumers our research has a direct impact as seen in its application by government, industry, individuals and communities; and in the way it stimulates debates and influences policy. The delivery of impact has been enhanced by supportive training and infrastructure and the appointment of senior academic staff with impact-focused roles (Chadwick and Searle).</p> <p><b>Types of impact</b></p> <p><b>Use and application of research by industry, agencies, individuals and communities</b></p> <p><b>Carrigan and Moraes</b> introduced the public to social marketing and its potential to influence road safety and lifestyle behaviours at the community level at their ESRC Festival of Science event. Outputs were disseminated via a blog, receiving 543 views, as well as Facebook and Twitter. Learning from the event encouraged the community to set up their own 'Playing Out' scheme. The SYNERGY software developed from <b>Popplewell's</b> FP7 research has supported SME networks to improve their business opportunities and reach new markets through the creation of an SME cluster. <b>Kneafsey's</b> local foodwebs research for the Campaign to Protect Rural England (CPRE) has produced a toolkit used by 250 volunteers in community groups (<b>case study 19.2</b>). Research undertaken by <b>Worrall</b> has resulted in a performance benchmarking system that is now the de facto standard for UK local authorities. <b>Popplewell's</b> research has enabled companies to add new aspects to their business model allowing them to embark on strategies for which they previously did not have capacity. <i>Control 2K</i>, for example, has been able to diversify into a new market segment.</p> <p><b>Stimulating public and policy debates</b></p> <p><b>Berkeley</b>, through evidence to House of Commons Transport Select Committee, has stimulated policy and public debate on government intervention to increase the uptake of electric vehicles (<b>case study 19.3</b>). <b>Jarvis's</b> research is directly informing debates on government engagement with voluntary, community and faith sectors, whilst his research on the contribution of faith groups in rural communities has informed the Big Society debate. <b>Worrall's</b> research has stimulated debate having been presented to, and considered by, the all-party parliamentary group (APPG) on Management, and disseminated internationally through the CMI, Australian Institute of Management (AIM) and the Malaysian Productivity Council (<b>case study 19.1</b>).</p> <p><b>Shaping and influencing policy</b></p> <p><b>Kneafsey's</b> research has directly informed an EU Report on the case for a new local farming and direct sales labelling scheme to assist producers in marketing produce locally. <b>Stewart</b> has led research influencing UK national training policy through projects conducted for the then Learning and Skills Council and the current UK Commission for Employment and Skills. <b>Carrigan's</b> research on the interpretations of commercial messages and activities by children informed consultations for the Department for Children, Schools and Families (now the Department for Education) and the Department for Culture, Media and Sport. <b>Moraes</b> and <b>Carrigan's</b> research for Responsible Trade Worldwide has informed an industry Whitepaper on supply chain transparency and the future of ethical production. <b>Berlan</b> in highlighting the issue of child labour in her research on the impact of fairtrade on cocoa producers has directly influenced the global cocoa sourcing and sustainability strategies of Mondelez International. Her insights have informed their decision to invest in the Dominican Republic.</p>
<p><b>b. Approach to impact</b></p> <p><b>1. Co-production and co-delivery of research</b></p> <p>Our approach to generating impact involves conducting research that builds capacity amongst users. For example, a focus of <b>Kneafsey's</b> research for CPRE was on developing and delivering training to their staff that subsequently enabled toolkits to map local foodwebs to be applied beyond the scope of the funded project, and ultimately rolled-out nationally. The toolkits</p>

themselves were co-produced and designed through engagement with consumers. In her research for Garden Organic (formerly the Henry Doubleday Research Association), **Kneafsey** provided research and ethics training to the volunteer Master Gardener co-ordinators in order to increase data collection capacity. In addition to enhancing sustainability of the programme, the impact is achieved through developing skills of lay researchers.

## 2. Engagement with partners and end-users

**Partnership and collaborative working.** Examples include **Berkeley's** role on the Executive Delivery Board of Coventry & Warwickshire Local Enterprise Partnership, and delivering events with the APPG West Midlands and West Midlands Economic Forum. Berkeley was a member of CABLED, a consortium of automotive manufacturers (Tata, Jaguar Land Rover, Mitsubishi, Smart), local authorities (Coventry and Birmingham), and other HEIs (Aston, Birmingham) that delivered a world-leading public trial of low carbon vehicles. **Berlan** has worked with Mondelez International as part of their Cadbury Cocoa Partnership programme. **Carrigan** and **Moraes**, in delivering their Festival of Science event engaged with local community groups, including Fairtrade Birmingham, the Kings Heath Residents Forum, Floral Trail, Transition Initiative and Farmers Market; and the B14 Residents Group. Chadwick has worked in partnership with Mastercard on the activation of sponsorship programmes for the UEFA Champions League, European Championship and International Rugby tournaments. **Popplewell** was a member of the international SYNERGY consortium with partners in R&D, software, technology transfer and IT infrastructure from Germany, Switzerland, France, Serbia and Greece.

**Research and consultancy that has direct impact on policy and practice.** Unit staff deliver client-focused research producing outcomes that have a direct impact on users and stakeholders. Examples include: sector mapping research for Coventry City Council (**Jarvis**); evaluation of the regional Taskforce for Advantage West Midlands (**Berkeley**); mapping local foodwebs for the Campaign to Protect Rural England (CPRE, **Kneafsey**); building better neighbourhoods for Oxfordshire Stronger Communities Alliance (**Jarvis**); work-life balance for Telford and Wrekin Council, and the National School of Government (**Worrall**).

**Providing written and oral evidence** to government inquiries stimulating policy debates. For example, **Popplewell** to the Business and Enterprise Select Committee on future manufacturing.

## 3. Dissemination of research findings

**Media engagement.** Staff benefit from support provided by our media and communications team as well as bespoke media training in order to disseminate research effectively and influence policy debates. Chadwick's research on ambush marketing has had global reach through his use of social media. In 2012 he was voted in the top-10 business tweeters by the Independent and has over 6,000 followers. His mainstream media coverage includes BBC News, Brandchannel, SportsPro, Aljazeera, Sports Business Daily, The Business of Sports, the Financial Times and Time Business & Money. Searle was academic advisor for a two-part BBC programme on *Women at the Top* (2012). **Worrall's** most recent Quality of Life report achieved 518 pieces of coverage which achieved an approximate print and broadcast circulation of 7.7m and an online circulation of 28.3m. **Berkeley's** work on the electric car industry has been cited by mainstream and professional print media, whilst he is regularly sought by local and national radio broadcasters. **Donnelly** has briefed journalists from TV, radio and newspapers on the auto industry as well as undertaking numerous interviews, including for the BBC, the Nikkei, Detroit News and the Independent. Staff have published research findings from their research in practitioner press, for example, **Berkeley** in *New Start*, *Gov Today*, *Public Servant* and *Parliamentary Brief*.

**Contributions to public and industry-led events.** **Donnelly** chaired a discussion on 'The future of the UK motor industry' for Deloitte Barclays and DLA Piper (2012), addressed the APPG on the UK Motor Industry (2010) and presented on 'Globalisation and the car industry in China' for the Marketing and Management Collection. **Skinner's** ESRC seminar series on Trust and HRM involved practitioners as presenters and participants. **Moraes** and **Carrigan** provided a keynote presentation on their research on ethical consumer practices at *Responsible Trade Worldwide Live!* (2013). **Kneafsey** has presented research findings on short food supply chains to the European Advisory Group on Agricultural Quality Policy, and a Directorate General (Agriculture) training event, both in Brussels (2013). **Berkeley** was invited as a keynote speaker to share his research on low carbon vehicle policy to an International Low Carbon Forum in Guangdong

attended by local, regional and national government officials and policy makers.

**Hosting public events.** **Berkeley** and **Jarvis**, in collaboration with the Regional Studies Association and West Midlands Economic Forum, have hosted an economic development seminar series since 2011 providing space for practitioners to engage with academics and receive continuous professional development on contemporary issues. Coventry (through Chadwick) were the first academic institution to host the *Play the Game* Conference in 2009 bringing together academics, practitioners and media to debate and discuss key issues in sport.

### c. Strategy and plans

#### 1. Co-production and co-delivery of research

All research projects will be required to have a clear impact strategy with activities which engage practitioner audiences. Staff will have training and support, and a peer review process will ensure that researchers are maximising opportunities to engage with users at all stages from research design to data collection and evaluation. In support of this, the Unit is appointing a Professor in Research Methods who will specialise in embedding co-creation and co-production into research design. In addition, new staff have been appointed to lead specific co-production initiatives in the theme groups, for example Henry (appointed in 2013) in the *Industrial Policy and Sustainable Economic Growth* research (see **case study 19.3**) where plans for an automotive industry and driver user panel are being taken forward to facilitate co-production and co-delivery of new research as well as the validation of existing thinking.

#### 2. Engagement with partners and end-users

We will support staff to extend existing networks and further develop national and international links through established industry and public sector partnerships, as well as influential professional organisations such as the First International Network on Trust (FINT) and the Regional Studies Association (RSA). Staff in the *Trust and Wellbeing* theme play a leading role in the development of the FINT network and will be hosting the 8<sup>th</sup> FINT workshop in Coventry in 2014 providing a platform to disseminate their research, develop partnerships and shape debates in the discipline. The impact of **Worrall's** Quality of Life research will be extended in reach through new partnerships developed in Nordic countries; whilst an RSA Network and Visiting Scholar from China will help to extend the international impact of low carbon vehicles research through comparative policy analysis and a programme of dissemination events with public and private sector stakeholders.

#### 3. Dissemination of research findings

To build upon our track record of achieving impact through dissemination of research findings all early and mid-career researchers will be given media training. This will involve mainstream as well as social media and support for producing publications for practitioner and professional audiences. Brandwatch Analytics will monitor research-related social media activity. Social media will be a particular focus of our impact strategy ensuring that staff have the tools to extend the international reach of their research by engaging in relevant social networks as thought leaders and opinion formers. The Unit has also appointed two Project Managers to work with Principal Investigators on maximising impact opportunities through dissemination strategies; whilst marketing and communications staff will be used to develop and timetable impact events.

#### 4. Identifying and monitoring impact

The University received £15,000 JISC funding to extend its Research Information Management System to pilot *ERIC*, a rigorous methodology and tool for defining, collecting, evaluating and recording impact. *ERIC* will be rolled out to this Unit during the next census period.

### d. Relationship to case studies

**Case study 19.1:** *Understanding organisational change and leadership and the impact on wellbeing* is underpinned by the Quality of Working Life Project and demonstrates close working relationships with users and internationalisation of impact as well as effective dissemination activities. **Case study 19.2:** *Sustainable food communities* showcases research that has influenced NGOs concerned with sustainable communities and informed EU Common Agricultural Policy on sustainable rural livelihoods and farm product quality. It illustrates the impact of co-production and co-delivery of research. **Case study 19.3:** *Industrial restructuring and industrial policy* focuses on the transformation of the automotive sector in a globalised, low carbon world and its implications. Impact is achieved by the research shaping policy and stimulating debates through partnership working and dissemination.