

Impact template (REF3a)

Institution:	University of Northumbria at Newcastle
Unit of Assessment:	4 - Psychology, Psychiatry and Neuroscience
<p>a. Context</p> <p>Psychology at Northumbria ensures impact through collaboration and knowledge exchange with research users. This has resulted in beneficial impacts on:</p> <ul style="list-style-type: none"> • Commerce (e.g. Kellogg's; Greggs; Bayer Scherring); • Health and Welfare (e.g. UK charities: Autism Research UK; Diabetes UK; Action for ME and ME Association; Dipex; ContinYou; and Health Organisations: WHO; NIHR; NHS; NES); • Practitioners and Services (e.g. Local and national school organisations; Local Education Authorities; Police and Social Work; web designers; security officers); • Society (e.g. improved patient information services; improved public understanding of sleep disorders). 	
<p>b. Approach to impact</p> <p>To optimise the impact of our research we commit resources to this dimension, work with external beneficiaries of research and pursue the widest possible dissemination of research findings beyond the academy. This three pronged approach to impact entails working with non-academic users to influence policy and practice (through translational research); strategic investment in impact e.g. using the Higher Education Innovation Fund (HEIF); developing infrastructure to support staff research activity and development and making strategic investment in translational research centres, including the new Health in Action Group; public engagement (Charity/public websites, science festivals, public events and disseminating research to the press and broadcast media).</p> <p>Non-academic user engagement:</p> <p>Non-academic users are engaged throughout the lifecycle of research - during development, operation, dissemination and implementation. Key events allow stakeholders to meet staff either individually or as groups and to examine directly relevant research facilities. For example, the ESRC funded the 'School Breakfast Club' conference in 2010, hosted by Defeyter, which attracted more than 170 delegates, including politicians, teachers, nutritionists, academics, charity workers and local councillors and has generated continuing debate over the national provision of breakfast clubs; Doherty-Sneddon hosted a stakeholder meeting for clinical and educational psychologists and school teachers from the North East of England and from the central belt of Scotland, in 2011; Deary regularly hosts regional workshops for speech and language therapists; Ellis has developed educational materials for use by GPs preventing chronic insomnia; Heather has developed an international network of clinicians and practitioners, INEBRIA. Researchers in the Health in Action group have made contributions to clinical interventions for a range of patient groups within the NHS including: world-wide changes in interventions for alcohol abuse; new clinical interventions for insomnia and fatigue management. Those in the Cognition and Communication Research Centre have provided reports for BIS, the Home Office and the Cabinet Office as well as advice on web design to the NHS. Work here includes collaborative innovation around the design of information and mobility aids for older adults via two projects funded by EU and TSB (the former in partnership with INRIA and Siemens).</p> <p>Strategic Investment and Infrastructure.</p> <p>At an institutional level, the University has invested in Client Relationship Management (CRM) software to facilitate interactions and collaborations both within the University and between the University and external organisations. Moreover, staff who are successful at winning stakeholder funding are supported by the University to establish 'Innovation Units' which can be the first step to spinning out a company, e.g. Healthy Living (Defeyter, see below). Within this UoA the commitment to investing in impact is evidenced by our decision to actively promote and fund the health and clinical agenda that underpins much of our research. For example, in 2011 we established the Health in Action research group which has strong cross-disciplinary links with sport scientists, the medical profession and clinical psychologists. As health psychologists, this group engages in a number of important NHS based activities concerning the growth of peer-to-peer healthcare; sleep disorders; alcohol abuse; and the neurological movement disorder, dystonia. The University has a well-articulated strategy for using HEIF2011-15 funds to support knowledge</p>	

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exchange, public engagement and to maximise research impact both by developing research capacity as well as funding strategic projects in targeted areas. For example, in Psychology, HEIF funds allowed the People and Communication Technology Laboratory (PaCTLab) to leverage external grants associated with industry from EPSRC, TSB and NIHR, as well as an ESRC CASE studentship. Similarly, during 2012 Coventry and Defeyter were awarded support from this source for commercialisation and knowledge exchange activities in 'Cybersecurity' and the 'Healthy Living Innovation Unit' respectively.

Healthy Living is a new Innovation Unit (www.healthylivinguk.org), formed as a result of a successful HEIF4 bid in 2010. It exists to provide services to business and delivers training, outreach and knowledge transfer activities to education policy makers, schools and the public. Since its inception, Defeyter has attracted external funding (£382,000 - from Kellogg's, Blackpool Council and Gregg's PLC; ESRC Knowledge Exchange £14,000 (co-funded ESRC, ContinYou, and Kellogg's). She currently sits on a number of National Advisory boards, including the: Westminster Food and Nutrition Board; Education Board; National Breakfast Club Steering Group. In 2010, Defeyter organised the first ever Breakfast Club Summit, co-funded by the ESRC, Kellogg's and ContinYou. This event attracted over 175 delegates and received national coverage on BBC News, Tyne Tees and in Dietetics Today, Times Educational Supplement, Netmums, and Network Health Dieticians.

Public Engagement: The University has recently appointed a Public Engagement Manager and training in public and media engagement is provided to all staff. We have a strategic relationship with Newcastle's International Centre for Life (ICFL), an award winning public science centre in the North East of England. This relationship is multi-faceted, embracing public engagement and international links. As part of this collaboration the members of this UoA regularly contribute to the annual Newcastle Science Festival (NSF), the region's premier science public engagement event, which is organised by ICFL. The festival attracts around 50,000 people annually. In the 2012 Newcastle Science Festival members of the UoA ran interactive workshops and talks based on research in the UoA around diverse topics such as Sleep, Children's Eye Gaze and Language. Psychology staff engage with the wider media, resulting in extensive press, media and internet coverage of: interdisciplinary research on human movement research; children's eye gaze and cognition; psychological wellbeing and care-giving; and the diagnosis and treatment of acute and chronic insomnia. Dissemination through both public and professional engagement has a strong foundation within the Northumbria Centre for Sleep Research. To date, staff have engaged with over 400 media outlets (television, radio, newspapers and magazines). Most notably in the last year Ellis co-hosted a two-part BBC 1 documentary (viewing figures: 3.6M) and appeared on BBC Radio 5 Live (1.3M people tuned in) and BBC Radio 2 (5.5M people tuned in).

Changing Global Practice: Our impact is global. The research on school breakfast clubs and e-health has resulted in influence on education and health education policy/policy debate not only in the UK but also Europe. Our research on alcohol abuse interventions has had extensive, globally reaching effects on interventions for hazardous drinking. The Screening and Brief Interventions approach has been implemented in the routine practice of GPs and other frontline professionals in the UK and internationally by the WHO (see case study), our work on trust in peer-to-peer healthcare has influenced web design worldwide (see case study) and our Cybersecurity work was presented to industrial and policy partners in India as part of RCUK India's invited workshop in 2013.

c. Strategy and plans

Our future strategy is based on the excellence of research undertaken by staff in the UoA and the key place of impact in the planning and delivery of that research. Psychology has made nine new appointments during the REF 2014 period. All those appointed demonstrated the potential for their research to generate significant impact. For example, ESRC funded work on gaze aversion in autism by Doherty-Sneddon has led to training seminars provided to the police and to teachers; teaching assistants; educational psychologists; clinical psychologists; supporting charities (e.g. Barnardos; Cerebra; Williams Foundation). Deary and Ellis provide training for allied health care practitioners, including clinical psychologists from Newcastle and Hull and medics from St Georges' University and Newcastle. Researchers in PaCTLab lead in e-health, privacy and cybersecurity research (Briggs; Coventry, Sillence). The latter is recognised by the UK government as a Tier 1 priority. They capitalise on our position as one of only two groups in the UK that

explicitly address psychological issues of trust, privacy and security. This work builds on their recent successes in attracting external income of over £2m (e.g. IMPRINTS, CHAISE and REEL LIVES projects from EPSRC/GCHQ/Dept of Homeland Security and 'Trust and Disaffected Youths' from the MOD - looking at the vulnerability of rebellious youth to extremist messages on the internet). The IMPRINTS project on identity management was highlighted by RCUK and UUK in their publication: *Big Ideas for the Future: UK research that will have a profound effect on our future*.

To extend the reach and significance of our research in the future, we will:

- a. Create and publish on-line a legacy database of Impact Case Studies. This dynamic document will be an information resource for external partners as well as a mechanism with which to develop further areas of impact in other areas of research.
- b. Through faculty mentoring and central support, ensure staff are familiar with the strategic priorities of their research and potential to non-academic users including Education and NHS policymakers and industry. They will be supported in this by colleagues in the University's Research and Business Services department (RBS) who provide regular opportunities to meet with funders and potential partners.
- c. Hold workshops on impact and related activities selected from a menu of tailored opportunities offered by RBS. These include sessions on commercialisation of research, KTPs and public engagement training. Staff in the UoA will make use of the CRM tool to identify further collaborators as well as to share their own collaborator contacts and promote cross-disciplinary working.
- d. Continue to work with and draw upon the support provided by the Faculty Innovation Working Group to lead and participate in workshops involving research end-users and funders of stakeholder-led and knowledge transfer activities.
- e. Strengthen and deepen our public engagement around research by ensuring two-way exchange of knowledge and understanding between Psychology staff and the public. For example, staff submitted in this Unit contributed to four workshops and exhibits at the British Science Festival in September 2013, led by the British Science Association. Staff will continue to support future Newcastle Science Festivals in collaboration with the international Centre for Life. This work will be facilitated by the University Public Engagement Manager, supported by the Faculty Public Engagement and Impact Champion.

d. Relationship to case studies

The submitted case studies reflect strongly all three dimensions of our approach to impact, as outlined above and evidenced by their excellent external partnerships and links with non-academic users; the infrastructure they have created and HEIF support they have attracted; and the high level of public engagement they have generated.

Non-academic users' engagement: The case study work of Defeyter, Sillence, Heather – plus that of Kennedy (submitted to UoA 3) - all involve a significant profile of collaborative partnerships with external partners e.g. NHS Trusts and NHS Choices; UK schools; local and central government; Newcastle Centre for Life; and industrial partners (including Kellogg's, Greggs, Bayer, Unilever, Nestle, Mars, GSK, Boehringer Ingelheim, DSM, Beneo, Pharmaton, and Merz). Our research has had particular impact on 'health and welfare', 'practitioners and services' and 'public policy and services'. Examples include: making a significant contribution to how patient information is delivered on NHS and other health websites; impact on diagnosis and treatment of insomnia; interventions for alcohol abuse; policy and practice for breakfast club provision in UK schools.

Strategic Investment and Infrastructure: The case study submitted by Heather has benefited particularly from the strategic investment in the Health in Action group (a research group with particular impact strength). This has resulted in the appointment of five new members of academic staff. In addition, a significant investment in estates development was made in 2011/2012, resulting in a new Clinical Facility to promote translational work for this group. Defeyter's case study was supported by HEIF 4 and HEIF 2011-15 funding (Defeyter established the Healthy Living Innovation Unit with support from HEIF 2011-15: £17k).

Public Engagement: The case study authors have been well cited in the press and broadcast media and have been active in public presentations of work (e.g. via science festivals and other public events), stimulating public debate, knowledge and understanding at local, national and international level.