

**Impact template (REF3a)**

<p><b>Institution:</b> London South Bank University.</p>
<p><b>Unit of Assessment:</b> Psychology, Psychiatry and Neuroscience.</p>
<p><b>a. Context.</b> Impact is a maturing strategic priority area in the Centre for Research in Psychology (CRP) and is reflected in its generic aim to focus on research with real world impact. Outputs produced have led to impact at local, organisational and national levels. In line with the strategic objective to raise the profile and impact of our research with external stakeholders, we have consistently engaged with the general public (e.g. media coverage, ESRC funded Festival of Social Science [FoSS] events) as well as practitioners and policy makers with an interest in the work of our research groupings. These have principally involved policy makers and practitioners who are involved in the field of addiction, mental health (<b>Addiction and Health Related Behaviours</b>), police officers and legal professionals (<b>Memory in Applied Settings</b>) and those involved with the study and treatment of autism and other developmental disorders (<b>Developmental Disorders</b>). Areas of impact include health and welfare, society and culture, public policy and practitioners, services and commerce. Types of activity include influencing national health campaigns, plans for trials of better investigative interviewing techniques and improved working practices amongst practitioners. Types of impact include influence on professional standards, guidelines and training, stimulation and advancement of policy debate, raised public awareness of health risks, changes to professional practice/standards, facilitation of practitioners' use of research findings in conducting their work, and changes to the implementation of national policy on the delivery of public services.</p>
<p><b>b. Approach to impact.</b> The guiding principle of the CRP's impact strategy has been to <b>engage stakeholders at the design, implementation and dissemination stages of research</b>. The main aim has been to encourage translation of research outputs into improvements in professional practice at policy and individual practitioner levels. During the assessment period this has been achieved via: 1) The <b>direct funding of networking/dissemination events</b> to translate research into changes in practice and to catalyse impact (e.g. FoSS events; CRP QR investment, circa £12k); 2) <b>Appointment of research fellows</b> (2.5 FTEs) to facilitate impact; and 3) <b>Provision of staff training</b> in initiating and measuring impact.</p> <p><b>Stakeholder Involvement.</b> The CRP believes that outputs driven by the needs of stakeholders who are involved in the entire research process produces meaningful impact. The impact strategy reflects this by encouraging researchers (through targeted training) to work with stakeholders during research planning, implementation and dissemination stages. For instance, prior to work on fatigue and group membership, events were co-ordinated with the Commanding Officer of the London Officer Training Corp to identify operational contexts where fatigue may be hazardous and to identify the potential impact of the empirical research. As a result measures adopted for the project were developed to include visual vigilance tasks, opportunities for practicable data collection identified, and ESRC funding secured (2009-2011). Four officer cadets received research training and were seconded as research assistants collecting data during army exercises. Findings were fed back to the MoD via briefing events with two Lieutenant Colonels, a workshop with 30 officer cadets (who reported improved insight into fatigue effects), and a summary for both the MoD and the general public hosted on the project website and the ESRC impact register <b>raising awareness and stimulating policy debate</b>. Similarly, working with LSBU's Business Development Officers and Central Research Support service [CRS] in the successful development of a KTP with <i>Eurotalk</i> (the development of translation software, 2010-12) has enabled the company to sell their mobile apps internationally. In line with impact on <b>commerce</b>, <i>Eurotalk</i> predict a 3-year <b>increase in pre-tax profit</b> of over £800k. Stakeholder involvement has impacted health and welfare by <b>changing the implementation of a policy on the delivery of a public service</b>, specifically a national public health campaign. Research on the efficacy of the '<i>Don't let the Good Times go Bad</i>' campaign led to meetings with the Drinkaware Trust (the campaign directors, 2012) to discuss findings that viewing some materials from this campaign had an unintended effect of increasing alcohol consumption. Such findings were also cited in a report of the Trust's activities compiled by an independent review panel (Chaired by the Chair of Guy's and St Thomas' NHS Foundation Trust/former DoH Permanent Secretary, 2013). The campaign was subsequently withdrawn <b>improving public awareness of a health risk</b>. The CRP has utilised LSBU's press officers to impact on society and health and welfare by <b>raising public awareness and understanding of research findings</b>. In 2012-13 alone an estimated minimum of 7.7 million people were exposed to the CRP's research over 1823 square centimetres of coverage, an advertising value equivalent of £90k. For instance, work on the effects of fatigue received print</p>

exposure (e.g. The Daily Mail, Indian Express) and online coverage in national dailies (e.g. USA Today), popular news sites (e.g. Yahoo News.com) and trade/specialist sites (e.g. US News Health). Combined circulation exceeded 3 million (23 million including online coverage). As a result hits to the project website hosting a summary of the results totalled 4,832 in the four months following the coverage, an increase of 67% from that period of the previous year. Three million viewers also learnt about our research on responses to stress on a prime time BBC2 educational documentary 'The Wonder of Dogs' (2013).

**Dissemination Events:** Funding has been directed to events organised by members of the **Memory in Applied Settings** group. Research into improving the recall of witnesses during interview was showcased in a dissemination event for police officers and criminal justice practitioners (2012). This was financed with QR funding (£3k) and impacted upon practitioners and public service representatives. Attended by 62 people, this event influenced **professional standards, guidelines and training**. It allowed practitioners to use research findings in conducting their work. Post event surveys revealed that participants' knowledge of how to interview older witnesses, use video identification and the 'Sketch Plan' interview technique improved. Contacts and avenues for collaboration were followed up. Similar QR funding (£3k) impacted health and welfare by **stimulating and advancing policy debate** by presenting research at a roundtable discussion on the future of addiction service provision and continuing professional development (**Addiction and Health Related Behaviours Group**, 2012). This event was also a forum to consider plans to inaugurate an Institute of Addiction Research, Training and Therapy [IARTT] which will provide research and training to the addiction treatment community, and act as a prestige provider of therapy services. The meeting comprised 17 policy makers and providers from the addiction treatment community including the London Drug and Alcohol Policy Forum, Foundation 66, Alcohol Policy UK, the Alcohol Academy, Alcohol Research UK, Community Housing and Therapy, and Mentor UK. A bid is currently underway to create the Institute, and attendees will be invited to join its advisory board.

**Research Fellows:** A CRP QR-funded research fellow with a brief to facilitate impact events has successfully secured funding for and delivered an ESRC sponsored FoSS event ('Diagnosing Autism - Perspectives of Parents, Patients and Practitioners', 2012). Research from the **Developmental Disorders** group on autism was presented to 32 policy-makers, service users (eg parents of children with autism) and service providers, and included findings on people's experiences of the diagnostic process, as well as the opportunity for service users to discuss issues directly with service providers. An evaluation survey revealed participants' knowledge about the areas discussed increased and the majority of participants reported learning about issues that they were going to implement in their working practice. As such, this event impacted **health and welfare and practitioners/services by raising public awareness of a health risk** and also **professional practice**. The research fellow is also engaged in a BPS Public Engagement Grant funded scheme to develop an Autism and Criminal Justice System Network (£16k). This will **stimulate policy debate** and **impact professional standards** by facilitating the transfer of research-based knowledge between specialist psychologists, criminal justice system professionals, intermediaries, clinicians, lay advocates and autism charities. It will produce research-based guidelines on managing criminal justice cases involving autism in areas such as meeting individuals' needs, detention practice and obtaining best evidence. This has led to a policy meeting with organisations (e.g. the Home Office, ACPO, National Policing Improvement Agency and autism charities), and an invitation only 100-delegate conference at the Greater Manchester Police Training Centre (2013). A project website has been produced and in its first month has generated 4.5k hits. A second FoSS event ('Vulnerable witnesses', 2013) was hosted via the **Memory in Applied Settings** group by a second research fellow. Involving 70 professionals that work with vulnerable witnesses (e.g. the police and the legal profession), research on the topic of interviewing vulnerable witnesses was presented and discussed. All who fed back cited one action from the event they would use, evidencing **influence on professional practice**.

**Training:** All research active members of staff attended a training/briefing event organised by the CRP (2010). This relayed information gained from ESRC and REF preparation conferences and literature on how impact is achieved and the importance of evidence based tracking/reporting. This has provided research active staff with the ability to manage and track their impact related outputs. Staff also attended periodic briefing sessions from central services (e.g. CRS) on support provision and updates on best practice in relation to the development of the impact agenda.

**c. Strategy and plans.** In line with our research strategy, the CRP will refine its 5-year impact strategy of engaging stakeholders in all stages of research and enabling the practical use of research findings. It will achieve this by further investing in training, dissemination events to stimulate impact opportunities and also in core staff with a role including the development of impact activities. The preparation of the case studies had highlighted that the strategy requires further advancement by developing new mechanisms to ensure all possible avenues of impact are *explored, exploited and recorded* such that: (i) All research projects will include a formal impact planning stage (via a **Pathways to Impact** form). This will ensure that appropriate planning is in place, all impact is evidenced and stakeholders are involved from the research planning stage; (ii) Impact will be tracked using a CRP managed **Impact Register** which will ensure that **best practice is identified and shared**; (iii) Drawing on existing REF and RCUK guidance, an **Impact Handbook** will be produced and disseminated to CRP members to assist in identifying possible impact avenues. In addition, it will detail the main types of impact achieved from CRP-based research, provide case studies of successful research, and also sample protocols for planning and implementing evidence collection; (iv) We will work closely with the University to devise an **open access publication strategy** to serve the accessibility needs of our user groups. In addition to these new mechanisms there are a number of projects underway with high impact potential. A Technology Strategy Board funded project is underway in collaboration with a major food retailer (£108k, 2013-15). This project will lead to process improvements and a subsequent reduction in levels of food waste caused by mislabelling and inaccurate date coding, and will impact production by reducing costs and changing management practice. These will be implemented in the retailer's packaging plants and it is likely they will be applied across the sector as **best practice**. To ensure impact is documented the project is working with the retailer to evaluate environmental/fiscal effects. Another example is the London Metropolitan Police Service commissioned research on ways to improve witness satisfaction through **training and process improvement** (2013-16). To monitor and evidence impact, minutes of relevant committee meetings are being tracked, and interventions evaluated as part of the research brief. Finally, the IARTT will deliver training and education for addiction treatment professionals, enable high quality research and provide consultancy to treatment providers and other organisations. It will also attract a body of affiliated practitioners operating out of purpose built therapy accommodation. These will both impact practitioners and public service provision by **influencing professional standards and training practice**. Work with the Maudsley Hospital is examining the efficacy of a supported discharge service for young people in their transition from psychiatric inpatient care to the community. Parents are included as project steering group members to report on their experiences of the service which is fed back to service providers (e.g. nurse managers, clinical directors).

**d. Relationship to case studies.** The case studies exemplify key features of the CRP's strategy to realise impact by engaging stakeholders in all stages of research through effective dissemination activities and, importantly, have also helped shape our future strategy. The case study on 'Raised awareness and more effective interventions in Children with Specific Language Impairment' exemplifies the CRP's focus on influencing practice through engagement with stakeholders at each research stage and also through investment in impact focused staff appointments. Identification of the key research questions and access to participants has drawn on long standing relationships with practitioners. Parents of children with SLI collaborated in the research process itself by facilitating access to their children. Research dissemination was achieved partly through the FoSS events. Interventions developed as part of this research programme have been adopted by these stakeholder groups and utilised. The case study 'Experimental evaluation of a national responsible drinking campaign leading to its suspension and recommendations for future campaign development' demonstrates that effective and efficient engagement of key stakeholders through the development of measurement techniques valid for the audience of the impact, and the subsequent dissemination of appropriate research findings, results in external strategic change. Importantly the experiences acquired during the development of both case studies have informed the CRP strategy by highlighting the importance of systematic long term impact monitoring (e.g. our proposed impact registers) such that all instances of impact are identified, explored, recorded and disseminated to key stakeholders and user groups.