

<b>Institution: Glyndŵr University</b>
<b>Unit of Assessment: 4 Psychology, Psychiatry and Neuroscience</b>
<p><b>a. Context</b></p> <p>The University's vision is to 'become indispensable as a significant, relevant and expert partner in regional and national economic and social development'. That is reflected in the research activity related to UoA4. The focus is on research the results of which can be applied for economic, social and cultural benefit. In UoA4 researchers engage with collaborators and clients in the UK, Europe and across the world.</p> <p>Non-academic users of research outcomes include commercial business (e.g., Toyota), charities (e.g., Barnardo's) and religious organisations (e.g., Church of England / Church in Wales) and public sector organisations (e.g., Welsh Government).</p> <p>Research users benefit through the delivery of reports, dissemination of research outcomes through seminars, workshops and publications, and through licensing or assignment of IP.</p>
<p><b>b. Approach to impact</b></p> <p>Engagement with non-academic research users to enable fruitful research relationships is effected through a variety of means.</p> <p>Academic staff engage in professional and academic networks enabling the creation and maintenance of opportunities for new research (for example, British Psychological Society, Royal Society for Public Health, Royal College of Nursing). They also develop and maintain their relationships with more specific groups relevant to their research focus. Examples are Parry (working with local authorities and organisations concerned with homelessness; for example a study of homelessness in Wrexham on behalf of the Wrexham Temperance Hall Trust, the local authority Housing Department and the Community Safety Office), Robbins and Kay (working with church based groups; for example the hospital chaplaincy teams in Leeds and North Wales), and Irvine, Baker and Lewis (working with service user groups; for example studying factors that contribute to the levels of satisfaction with social care for physical disabilities among Chinese service users).</p> <p>Advisory roles and consultancies create and reinforce relationships which can and do lead to more substantive research collaborations. An example is ap Siôn's work with the Church of England, which has led to research more fully described in an Impact Case Study.</p> <p>University and departmental Business Development support staff also create opportunities for the development of new relationships and support existing relationships through speculative marketing activities and through their contacts with business support intermediaries. Knowledge Transfer Partnership projects with Betsi Cadwaladr University Health Board and Setters &amp; Associates have emerged from this work, for example.</p> <p>The overall aim of those activities is to enable the creation and enrichment of relationships which form the basis of effective research partnerships, increasing the likelihood of successful research projects which produce benefits for the research users.</p>
<p><b>c. Strategy and plans</b></p> <p>The University aims to continue to underpin future impact by appointing staff who can make</p>

a particular contribution to developing and strengthening research based external relationships. Exemplars include Kay and Loewenthal (psychology of religion), Irvine (applied health psychology) and Graham (sport psychology).

The focus in terms of project-based research income is to seek opportunities for applied research. Staff in UoA4 have attracted funding through sources such as NIHR, Knowledge Transfer partnerships, Welsh Government, Age Concern Wales, Barnardo's. As capacity and reputation grow, opportunities for research collaboration are increasing. Staff are now approached as experts within their respective domains and opportunities for collaborative project bids are increasing. The strategy is to continue to grow this research capacity and performance through further grant funding, re-investment in people and facilities and the further development of national and international partnerships (using the Erasmus student and staff mobility programme to support the development of new links, for example).

The University is committed to undertaking research which contributes not only to economic development, but also to social and cultural development. The University hosts the science discovery centre Techniquet Glyndwr (TQG; <http://www.tgg.org.uk/>) on its main Wrexham campus. This provides opportunities for staff to contribute to public engagement activity, and its presence has stimulated new interdisciplinary research. As an example, staff in Psychology are working with colleagues in Creative Industries, Communications Technologies, and Health Sciences and with TQG staff, to investigate both technological and behavioural aspects of how 'domes' (usually used as planetaria) can be used to provide enhanced interactive experiences for education, creative arts, training and entertainment.

Engagement with the public – for example through the Professorial lecture series and the Wrexham Science Festival – helps staff generate awareness of the University's expertise and capacity (<http://www.wrexhamsf.com/>, <http://glyndwr.ticketsolve.com/shows/upcoming/tags/talks>). Researchers in UoA4 engage actively with the scientific community. Publication of research outputs in peer reviewed international journals is encouraged and contributes to applications for promotion to Reader or Professor. The University has set up a Repository and staff are encouraged to submit their publications to maximise their impact / increase citations, contributing to awareness of the University's expertise and capacity. Researchers are supported to present their research at national and international conferences. Details of Psychology research are included on the University website (<http://www.glyndwr.ac.uk/en/Ourresearch/Researchcentres/UniversityResearchCentreforPsychology/> and <http://www.glyndwr.ac.uk/en/Ourresearch/Researchcentres/UniversityResearchCentreforHealthWellbeingandSociety/>). The hosting of and attendance at conferences also serves to promote expertise and capacity (e.g., British Psychological Society Welsh Branch conference [http://welsh.bps.org.uk/welsh/events/branch-conference/branch-conference\\_home.cfm](http://welsh.bps.org.uk/welsh/events/branch-conference/branch-conference_home.cfm)).

The University's IP policy makes provision for the creators of IP to share in any net surplus generated through its commercialisation; there are also financial incentives to encourage academic consultancy.

#### **d. Relationship to case studies**

The Impact Case Studies describe outcomes enabled by the focus on applied research complemented by effective external engagement.

#### **A refereeing performance model for training talent**

The research underpinning this case study was enabled by Mascarenhas's ongoing working relationship with colleagues in other universities and with practice within the Rugby Football Union, and by Richards's background in elite hockey coaching. This enabled researchers to build on previous research and coaching models. Further research based on interviews with international rugby union referees and study of training international netball and hockey teams (to look at models to develop decision making skills through reflection and intra/interpersonal analysis) enabled the development of a coaching model now being used across the RFU.

### **The psychology of prayer**

The research underpinning this case study was enabled by ap Siôn's role as an adviser to the Church of England and a number of individual churches and cathedrals. The research conducted into the analysis of prayer cards left in churches and cathedrals has influenced: the development of a Church of England prayer website; the reconceptualization and reorganisation of the Bangor Cathedral prayer request area; and integration of prayer card analyses in larger research projects initiated by Church of England dioceses exploring church growth.