

Institution:	GOLDSMITHS, UNIVERSITY OF LONDON
Unit of Assessment:	04 Psychology, Psychiatry and Neuroscience
a. Context	

As set out in RA5, our research is clustered under the broad themes of Brain and Cognition; Individual Differences, Social Processes and Psychopathology; Typical and Atypical Development; Applied Psychology. Across all, a high value is placed on engaging, consulting, and collaborating with the world outside academia. The beneficiaries and user-groups of our research include diverse individuals, groups, and organisations from public and private sectors. An indicative list includes:

Legal sector: including police (e.g., Greater Manchester Police, the Metropolitan Police and the College of Policing in the UK, and the Netherlands and Norwegian Police internationally), and judiciary (including solicitors, barristers, and the International Criminal Court).

Education: including schools (e.g., Westfield School Buckinghamshire), and educational psychologists (e.g., working for Buckinghamshire Education Authority) in the UK, as well as the Russian Academy of Education and the Russian Ministry for Science and Education.

Healthcare: including hospital trusts and clinics (e.g., NHS, Homerton), private clinics (e.g., The Huntercombe Group), pharmaceutical companies (e.g., GlaxoSmithKline), and organisations (e.g. Health and Safety Executive (UK), Worksafe British Columbia (Canada)).

Local and national government: including the Intellectual Property Office, our local borough of Lewisham (SE London), Kent CC, Buckinghamshire Education Authority, Home Office, Depts for Business Innovation & Skills, Culture Media & Sport, Education, and Environment & Climate Change.

Charities: including Age UK, BeatBullying, Coalition for Racial Equality and Rights, DigitalMe, Foundation for People with Learning Disabilities, Headway, Mental Health Foundation, National Autistic Society, Plan International, RoadPeace, Royal National Institute of the Blind.

Industry and commercial organisations: including the BBC, Bearing Point, blinkx.com, Digital Outreach, Digital UK, Endemol, Football Association, Ford, Forensic Interview Solutions, GfK marketing research, Hewlett Packard, Honda, IBM, Kenexa, London Heathrow, Marlin PR, MTV, Ofcom, RedBedlam, Sony, Tate Britain, Wildworks, Yahoo, the advertising industry (e.g. adam&eveDDB, Thinkbox), the music industry (e.g., Earworms Ltd., Jo Jingles Ltd., Linn, Sennheiser, Spotify, and the financial industry (e.g. JP Morgan, HSBC, Prudential).

b. Approach to impact

We take a range of approaches to engaging with non-academic end-users, beneficiaries, and audiences. As a result we have made a number of demonstrable impacts nationally and internationally across the REF period. Those of greatest significance and reach have arisen when researchers have engaged in participatory research design (consulting and collaborating with key stakeholders at the outset of a project), steering committee/advisory roles (providing targeted expertise throughout a project), and joint dissemination with beneficiaries and end-users to effectively reach and influence relevant audiences. These general approaches are exemplified below in relation to activities undertaken within each of our research clusters.

Impacts arising from our **Brain and Cognition** research have been seen primarily in the healthcare sector. A key approach has been engaging clinicians in participatory research, e.g. in designing, developing, and evaluating interventions such as a community rehabilitation programme for people with brain injury (Powell) and an EEG-based technique for rehabilitating visual neglect after stroke (Cocchini). This has led to the development of several diagnostic instruments, now in multiple languages, that are in widespread clinical and/or occupational use (e.g. for assessing anosognosia (Cocchini), quality of life after brain injury (Powell), and psychological flexibility (Bond, Guenole)).

Staff in the **Individual Differences, Social Processes, and Psychopathology** cluster have taken a direct approach to delivering impact by strategically disseminating key research findings to inform debates and influence policy makers at local and national government levels. Thus for example, Jones' steering committee involvement in the Labour Party's 'Schools to Work' commission is currently shaping the Labour party's education policy. Also in the education domain, Guenole's leadership models are being used as the basis of a leadership development programme for the National Board of Professional Teaching Standards in America.

An effective approach within the **Typical and Atypical Development** cluster has been through advisory processes, where our staff have actively sought to share expertise with relevant end-users

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or have been invited to sit on advisory panels comprising academic experts and stakeholders/end-users, particularly in the charity, education and healthcare sectors. This has resulted in far-reaching positive influences on societal well-being: for instance Smith's work has led to the implementation of anti-bullying measures within schools across the UK and globally, and Hill's research informed the amendment of the European Academy of Childhood Disability's Developmental Coordination Disorder guidelines for a UK context, now adopted by multiple professional bodies including the College of Occupational Therapy.

Finally, a successful approach to impact frequently taken by researchers in our **Applied Psychology** cluster has been to target dissemination of research findings and expertise to relevant end-users and stakeholders. This has led to consultancy commissions, academic/practitioner collaborations, and joint dissemination of findings with a wide range of stakeholders including commercial organisations, government, and charities. Much of this collaborative activity is focused on delivering evidence-based practical outcomes, and is thus particularly conducive to generation of impact outside academia. For example, Freeman's promotion of his team's expertise in consumer psychology led to requests from the RNIB, and later the Dept for Energy and Climate Change, to engage with them in projects addressing the needs of blind and partially sighted people when interacting with products such as digital radio, e-books, and smart energy meters. This approach of promoting departmental expertise has likewise increased the recognition and uptake of Valentine's work, which has had significant impact on the UK legal system by influencing the Home Office to change the legal code of practice for eyewitness identification. Relatedly, Gabbert's joint dissemination with end-users has increased the credibility and penetration of research findings concerning the elicitation of eyewitness evidence, influencing policy and procedure surrounding major incident investigation in metropolitan forces in the UK as well as Oslo and the Netherlands.

Support for these impact-generating activities and approaches is provided at Departmental level via a range of mechanisms such as funding public dissemination, recognising impact-related activity in workload allocation, and running sessions dedicated to promoting impact in our annual Research Focus Days. In addition we have a dedicated College Press Officer with high-level knowledge and understanding of our work, who has been effective in promoting it to relevant stakeholders and potential end-users. Staff also make extensive use of the College's open-access publication repository (GRO) to ensure that outputs are publicly available.

At institutional level, the College Research & Enterprise Committee [REC] has established *Public Engagement* and *Impact Strategy* groups (both with Psychology membership) to develop and coordinate provision of expert advice, training, and support on various approaches to the dissemination and impact of research; for example through CPD media training and public engagement workshops, in which many of our staff have participated. It organises and supports public [dissemination events](#), to which we are frequent contributors (see section c below for examples), and [website development](#) to showcase research and attract potential end-users and stakeholders. It also actively encourages strategically advantageous consultancy, returning 90% of such income to departments/staff and providing support from the College's professional Enterprise team.

c. Strategy and plans

Our strategy for facilitating impact is to formalise and build on current examples of best practice, as well as drawing on College support and RCUK guidance. In particular, it involves supporting approaches we have found to be successful in generating changes to policy and practice, especially (a) public engagement and dissemination of findings to non-academic audiences; (b) early engagement and collaboration with stakeholders; and (c) joint dissemination.

We have strategically appointed new staff with track records of impact (Gabbert, Hosang, West), one (Gabbert) at Reader level to lead and develop our impact strategy, act as first point of contact for information and advice, and keep abreast of national agendas and initiatives in this area. The general research culture at Goldsmiths and the flexibility of our research clusters help promote cross-fertilisation of ideas and interdisciplinary expertise, in turn enabling staff to respond quickly and effectively to opportunities to deliver impact. Our creation of specialist research Units (outlined in RA5) provide hubs with which stakeholders can connect; and links generated through liaison with Goldsmiths' Work Placement manager have evolved into successful impact projects.

At institutional level, Goldsmiths explicitly recognises impact-related achievements in its promotions

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criteria. French chairs the Public Engagement group, of which Gabbert is a member; Hill is on the Impact Strategy Group and the External Relations Committee which works directly with stakeholders. Goldsmiths' *Making a Difference* event in Feb 2013 showcased impactful research to current and potential new partners across many sectors: the external audience of nearly 200 came from companies, community groups, charities, public organisations, and funding agencies. Freeman, Hill, Powell, and Valentine played key roles in this, and it has yielded new opportunities for achieving further impact; for example, Hill chaired a session which included presentation of bibliotherapy research by a colleague from English and has led to involvement in a funded collaboration with The Reader Organisation and the NHS to evaluate the mental health effects of reading groups.

Creative and unique departmental strategies to facilitate impact include our *Scientist in Residence* collaboration with London-based advertising agency adam&eveDDB, which places Müllensiefen at its HQ once a week to consult on project- and campaign-related projects for the agency's big industry clients (these have included Gü, Nestle Purina, Tropicana, and VW). This is not only a manifestation of impact but creates opportunities for future impact. A recent initiative, *ProjectShop*, advertises projects likely to be of interest to non-academic stakeholders, enabling a process of crowd-funding to support the research. This very practical process has potential for generating impact through its facilitation and support of academic/end-user collaborations. A particularly high-impact outcome of our research is the spin-out company, *i2 media*, founded by Freeman (see impact case study for details). This has been supported by the Department and Goldsmiths Senior Management Team (SMT) in various practical ways, including provision of on-site space and facilities; College is a shareholder and SMT has active representation on its Management Board.

To enhance existing strategies we are establishing further procedures to more firmly embed impact into our general research activity. For example, staff will be required and assisted to consider potential end-users and pathways to impact at the *outset* of all research projects, and to record impact activities *throughout* the projects as part of our monthly record of research activity. These formal processes will help monitor, and ultimately support, potential impact.

Another objective is to significantly increase public engagement in our research. We will achieve this by taking steps to effectively benefit from *existing* relationships with stakeholders and beneficiaries, and building *new* relationships. Regarding the former, we will capitalise on past/current public engagement successes by developing a database of existing contacts categorised by impact domain (e.g. education, healthcare, industry). This will facilitate staff engagement with relevant end-users who are already familiar with working with academics, thus helping to foster new relationships and networks. In addition, existing contacts will be invited to sit on a Departmental Advisory Board and attend an annual showcase of talks that will help promote our research to a non-academic audience and obtain user feedback on how best to achieve impact. This will be carefully managed to protect against 'end-user fatigue'. Finally, we aim to build new practitioner networks by increasing the visibility of our research through better use of social media and targeted dissemination activities.

d. Relationship to case studies

We have selected case studies illustrating different ways in which the approaches described above have led to some of our major successes in terms of the depth and breadth of research impact. **Smith's** work on anti-bullying adopted a deliberate strategy of engaging with policy makers which led to interventions that have been translated and used globally, as well as being influential at Parliamentary Grand Committee level in relation to the UK's Education Bill. Similarly, **Valentine's** impacts in the legal sector stemmed from dissemination of key research findings to relevant policy makers, leading to changes being made to the legal code of practice for eyewitness identification. **Powell's** research clearly demonstrates the benefits of participatory design with end-users: her collaborations with clinicians nationally and internationally has yielded evidence for the effectiveness of community rehabilitation for people with brain injury, now influencing provision in numerous countries, and led to new outcome assessment tools that are used by services across the world. Finally, **Freeman's** impacts on industry, facilitated promotion of his expertise via Goldsmiths' public-facing webpages, has resulted in extensive research-based consultancy projects, some of which have significantly enhanced quality of life for people with sight loss.

These examples of impact-oriented research have directly informed our current departmental impact strategy, which will continue to evolve as we learn from future success stories.