

Impact template (REF3a)

Institution: University of Surrey
Unit of Assessment: UOA 4 Psychology, Psychiatry and Neuroscience
<p>a. Context</p> <p>Achieving impact from research is part of the philosophy of the School of Psychology; staff focus on applied psychology and have an established and extensive track record in conducting research that is impact driven. Our approach to impact has been particularly enhanced through successful collaborative research driven by our Environmental Psychology Research Centre (EPRC) and the multi-disciplinary Food, Consumer Behaviour and Health (FCBH) Research Centre.</p> <p>The School has developed a significant research-impact profile and has actively pursued research-user relationships with non-academic organisations and policy networks.</p> <p>Our main researcher-user relationships include;</p> <p>Central government organisations: The National Health Service, Defra, Food Standards Agency and the Environment Agency.</p> <p>Public sector bodies, particularly at a local and regional level: Health Protection Scotland, Guildford Borough Council. Some of our impact extends beyond UK borders, for example the Food Safety Authority of Ireland</p> <p>Third Sector national organisations including National Parks, Natural England, Woodland Trust, Deer Commission for Scotland, Royal Parks, Country Land and Business Association, Help for Heroes, the Science Museum, The Whitely Clinic and the National Trust</p> <p>Impact typically manifests as impacts on public policy; improving the public understanding of social issues, along with influencing professional standards, guidelines and training.</p>
<p>b. Approach to impact</p> <p>The user-relevant research outputs and activities of the School are diverse and innovative. This variety reflects first, the School's broader commitment to engage with a wide non-academic audience and second, its detailed understanding of the different needs and interests of non-academic audiences. The recognition of the complexities of ensuring research impact among non-academic audiences has been translated into the School's approach.</p> <p>The four core areas of activity are:</p> <ol style="list-style-type: none"> 1) Partnership building between academic and non-academic users. This can be seen in particular with projects working with Guildford Borough Council and charitable organisations such as Help for Heroes and the Science Museum. 2) Expert advice and data provision – much of the research user activity in the School has been focussed on providing detailed knowledge and empirical evidence to inform a wide range of user communities. For example, during this period, EPRC work promoted domestic waste recycling (Guildford Borough Council), Barrett developed tools to promote intercultural awareness now used in fifteen countries, Sterr's work contributed to the creation of a stroke rehabilitation kit while Cropley's work produced self-help materials for the NHS. 3) Policy advising and evaluation: focuses particularly on policy development and practice. Examples of policy advising activities can be seen in Ogden's evidence given to National Institute for Health and Care Excellence (NICE) in June 2013 on the effectiveness of weight loss programmes and FCBH's INPROFOOD EU collaboration to develop purposive and innovative exchange between research, business and civil society actors on the issue of research programming in sustainable food innovation. 4) Public engagement: The School supports all types of media and public engagement work, for example, Hegarty led public engagement activities for the British Psychological Society (BPS)

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in the area of sexuality and research by Horvath and Brown was heavily cited in the 2009 *Stern Review* on the handling of rape complaints by public authorities.

School Support

To support these approaches, the Unit established a strong relationship with the University's Media and Publicity Office and staff have had extensive contact with media environments.

University Support

The School is supported in its approach to impact by the University's Research and Enterprise Support (RES) team. As well as providing KTP expertise and support for Consultancy, RES provides project management for the key partnerships and requisite commercial, legal and IP expertise to help enable the creation of impact. Consultancy work for the Government Office for London and for the Ministry of Justice were both secured with support from RES.

c. Strategy and plans

The majority of the School's impact-research work and activities to date have been intentional and anticipated; highlights are included in section (b). The successes in the period, particularly our longstanding tradition of close and sustained relationships with third parties have informed the Unit's strategy for achieving impact in the future.

Goals and plans to maximise impact:

- **Strengthening its long-term interactions with policy communities:** policy makers recognise that innovation is necessary to sustain and grow services and businesses during an economic downturn. A promising development to our research portfolio is the new Faculty supported creativity research centre, ILLUME, which is directed from within Psychology but brings together scholars in the arts, psychology, business, maths, science and technology to create practical theory and innovative applications.

Another example of innovation is our collaboration in the creation of Vizzata, a new piece of deliberative polling software to be spun out as a University company (jointly with Brunel) in 2013/14 (www.vizzata.com). We are increasingly developing relationships with globally leading science museums. EPRC has long researched and influenced museums as sites of identity-making.

The School intends to maintain and build on long standing relationships through periodic updates with our key policy community members, aiming to understand their needs and outlining our research plans to end users at an early stage.

- **Expand our interactions with museums**
Our work here is underway. Tenenbaum evaluated a programme with the Natural History Museum that served 1000 secondary school students in the UK on 'The Great Debate'. The Science Museum's curatorial department is also supporting two Surrey placement students, part-funding original research on the history of psychology by one of Hegarty's PhD students and included a recent lecture by Hegarty at a public engagement event.
- **Update annual staff appraisals** to recognise and reward achievements in impact, and recognise excellent impact at University level through annual impact awards.
- **The development of 'Impact Teams'** based around the research groups where academics who are developing the basic research behind the impacts will be partnered with practitioner academics delivering training and interventions in appropriate domains of application. Team partners will assist in dissemination, partnership networking and other contributory roles. Facilities, incentives and rewards for impact will be distributed at team rather than individual levels.

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- **Strengthen our alumni programme** to ensure that our graduates remain advocates for the School's research and technical capabilities throughout their careers.

d. Relationship to case studies

The three case studies exemplify the approaches to realising impact in section b. In modern societies, the actions people choose to take are not always the ones that engender health and well-being over the long-term. To live healthy, disease-free lives, whilst also taking advantage of the freedoms of modern society, individuals need to have accessible information about the consequences of different behavioural choices.

Case Study 1: "The development of a guided audio as an aid for abstinent smokers to manage their smoking withdrawal symptoms"

Case Study 1 relates to our work in promoting healthy lifestyle choices and the 'QuitKit', of which the audio is part, was devised through direct collaboration between the Department of Health Tobacco Control National Support Team and academics. The kit has gone through a number of development iterations and is now in its third manifestation.

Case Study 2: "Changing risk behaviours and practices in relation to zoonotic diseases"

A good example of the long-standing nature of our relationships is demonstrated in this case study. Working with EPRC's regular research partners Defra and Guildford Borough Council, we built up a practitioner panel involving National Parks, Natural England, Woodland Trust, the Deer Commission for Scotland, Royal Parks and the Country Land and Business Association. This panel commented on all stages of the research process including the research design, the interpretation and application of the results. The work led to a better understanding of zoonotic disease and how active stakeholder participation had changed the way they worked and thought about zoonotic disease. This was achieved by suggesting opportunities to influence current practice in the management of zoonoses within their organisations and it has contributed to a public health approach to zoonotic disease.

Case Study 3: "Front-of-pack nutrition labelling and allergen labelling policy development"

This case also represents a history of FCBH members working with European and UK academics, policy makers and food industry bodies to improve information given to consumers about food products. Work on allergen labelling has been used in the FSA's work on the development of thresholds/action levels for cross-contamination of pre-packed foods with allergenic ingredients. Similarly, their recommendations on nutritional labelling have been adopted as part of the UK Government's move towards consistent labelling which has gained the support of leading retailers in the UK, many of whom were previously resistant to harmonisation.