

<p><b>Institution: University of Bath</b></p> <hr/> <p><b>Unit of Assessment: 26: Sport and Exercise Sciences, Leisure and Tourism</b></p> <hr/> <p><b>a. Context</b></p> <p>Impact from research conducted by Sport, Health and Exercise Sciences (SHES) at the University of Bath straddles our twin research groups 'Active Lifespan' and 'Integrative Human Performance'. Thus, the non-academic beneficiaries and end-users are broad and include: multiple industrial partners (large and small), international and national sports governing bodies, healthcare providers, government departments, policy makers, occupational health providers, charities, elite athletes and their coaches, the general public and patients.</p> <p>Within the current cycle, research conducted by the University of Bath has impacted upon:</p> <ul style="list-style-type: none"> <li>• international, national and local policies (e.g., <i>Canadian physical activity recommendations</i>)</li> <li>• the work of international agencies (e.g., <i>International Olympic Committee</i>)</li> <li>• laws governing elite sport (e.g., <i>changes to the laws governing International rugby</i>)</li> <li>• national guidelines and recommendations (e.g., <i>UK physical activity guidelines</i>)</li> <li>• the UK national curriculum (e.g., <i>'Be-the-best-you-can-be' as part of PSHE, Key stage 3</i>)</li> <li>• military training (e.g., <i>evidence-based interventions to reduce injuries</i>)</li> <li>• athlete training, preparation and performance (e.g., <i>helping athletes to win Olympic medals</i>)</li> <li>• changes to organisational practices (e.g., <i>Sports Governing Bodies such as UK Athletics</i>)</li> <li>• occupational standards (e.g., <i>global guidelines for working in low oxygen environments</i>)</li> <li>• public understanding (e.g., <i>public lectures, exhibitions, coaching websites</i>)</li> <li>• the success of charities (e.g., <i>Changing Faces, Golden Oldies</i>)</li> <li>• professional development (e.g., <i>supervision of professional doctorates, workshops for users</i>)</li> <li>• informing policy makers (e.g., <i>contribution to All Party Parliamentary Group Reports</i>)</li> <li>• using sport to change lives around the world (e.g., <i>developing the curriculum for Women Win</i>)</li> <li>• product development for multi-national companies (e.g., <i>nutritional products</i>)</li> <li>• legal proceedings (e.g., <i>expert testimonies</i>)</li> </ul> <hr/> <p><b>b. Approach to impact</b></p> <p>The University's strategic vision seeks to maximise <b>"the application and impact of our research"</b> alongside a clear focus on "scientific excellence". The University has a long history of conducting research that tackles real-world problems and, indeed, the University Charter commits to working "in close association with industry and commerce".</p> <p>The University Research Development and Support Office (RDSO) has played an active role in assisting staff in SHES to realise impact – including the hosting of an 'Impact Gateway' which sets out (in a single location) resources and guidance on how to achieve impact. In addition, the Enterprise and Knowledge Exploitation Team (a dedicated team of knowledge and technology transfer professionals based in RDSO), work with researchers to ensure that IP is protected. Applied research is included in workload models and for career progression and is valued as highly as external funding from other agencies. Approximately 40% of SHES research income since 2008 has come from users and stakeholders who will directly and immediately benefit from the research.</p> <p>The nature of SHES research creates natural opportunities for application and impact from both Active Lifespan and Integrative Human Performance groups. We have ensured that these opportunities are exploited by creating an environment where staff are encouraged to engage in a variety of strategies to ensure impact, including:</p> <p><b>(1) To undertake research in partnership with end-users</b></p> <p>Researchers from SHES have successfully co-produced research with a broad spectrum of end-users. These range from interventions designed to reduce economic and personal costs within the military through to the production of a revised curriculum to help vulnerable young women in developing countries (funded by the Ministry of Defence and Women Win, respectively). Some notable funders, co-producers of research and beneficiaries include: Unilever, GSK, UK Sport, RFU, International Rugby Board, English Institute of Sport, UK Athletics, Lawn Tennis Association, Ministry of Defence, Chief Fire Officer's Association, Optimal Performance Ltd., YMCA, 21<sup>st</sup></p>
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Century Legacy, the South West Regional Development Agency and Women Win.

**(2) To take on roles within non-academic organisations and beneficiaries**

Staff are actively encouraged to take on roles with external agencies in order to better understand their needs and to establish closer working relationships. The University encourages, supports and incentivises consultancy by academic staff in the knowledge that these activities generate mutually-beneficial partnerships that have the potential both to strengthen the quality of the research and tackle questions that are relevant to the stakeholder. Consultancies and advisory roles are taken into account in workload models and for career progression in order to ensure that staff can actively pursue these opportunities. With internal support from Enterprise and Knowledge Exploitation (based in the Research Development and Support Office; RDSO), staff have engaged in 22 different **consultancies** for a variety of organisations including multinational companies (e.g., Unilever), government departments (e.g., Ministry of Defence), national institutions (e.g., the British Library), government agencies (e.g., UK Sport), sports governing bodies (e.g., British Triathlon). Staff have taken on various national and international **advisory roles** and secondments including with UK Athletics, British Army; The Care Forum, the Department of Health, Scientific Advisory Committee on Nutrition, International Rugby Board, #media2012 International Citizen Media Network, Rugby World Cup 2015 organisers and the Finnish Government. Locally, staff have taken roles within healthcare providers and local authorities (e.g., the BANES 'Get Active' Commission) as well as local charities (e.g., the Golden Oldies Charitable Trust).

**(3) To showcase our research and expertise to stakeholders**

Staff have undertaken a variety of activities designed to showcase their research either in Bath or within a specific external organisation/third party. These activities range from face-to-face meetings through to the provision of workshops and contribution to non-academic conferences (e.g., Ministry of Defence Annual Rehabilitation Conference). Furthermore, staff have successfully attracted a large number of non-academic visitors to Bath and visited potential beneficiaries in order to showcase their research and to understand their needs. In addition to hosting visitors from established partners and funders, staff from SHES have hosted visitors from the British Olympic Association, Defence Medical Rehabilitation Centre, Sport England, Youth Sport Trust, Octagon CSI, MCC, Visa, Sky Sports, British Olympic Foundation, LOCOG, Scottish Premier League, individual football clubs, South African Rugby, Ki Performance and multiple local schools/colleges. Knowledge Exchange (KE) Champion funding (as part of the University Impact Acceleration Account) has been used to support staff embarking on visits to potential stakeholders and beneficiaries. One of these visits led to a newly-funded research project designed around the needs of the stakeholders (Chief Fire Officer's Association & Fire Research Trust) and another led to the co-production of research designed to help a charity improve inclusion and services (Changing Faces). Departmental KE Champions are supported by a University-wide KE forum established to encourage knowledge exchange activities and share best practice.

**(4) To supervise research undertaken by employees of key stakeholders**

Staff supervise Professional Doctoral students as well as KE Fellows (50:50 funded by HEIF and industry) who are employed by non-academic organisations in order to increase the potential for research to impact upon professional practice. There have been seven active projects since 2008 with stakeholders ranging from supervision of staff employed by the fire service (working towards improved fitness standards and improved health and wellbeing) to staff employed by Premiership football teams (working towards improved team performance).

**(5) To market and promote SHES research**

A Faculty-funded marketing team pick up notable SHES research successes and work with the University Press Office to generate publicity and raise awareness of new research. SHES research has featured in International newspapers around the world (e.g., Washington Post, New York Times) as well as most national newspapers in the UK (e.g., Guardian, Sunday Telegraph, Independent, Financial Times). In addition, SHES research has featured on the BBC (e.g., Horizon), Channel 4; as well as public engagement in science publications such as *People and Science*, *New Scientist* and *Universities UK Impact Reports*. The University press office works with many of the funders to promote the research that they have funded via their websites and in the form of press releases and magazines (e.g., 21<sup>st</sup> Century, RFU, IRB).

## Impact template (REF3a)

**(6) To undertake public engagement**

Staff participate in public engagement activities and new staff are mentored about the importance of public engagement. The University is a signatory of the public engagement manifesto. In the current cycle, SHES staff have acted as members of the Scientific Advisory Panel for the Wellcome Trust-funded 'In the Zone' travelling exhibition of the @Bristol Science Museum. The exhibition attracted over 300,000 visitors around the country between May and September 2012. Staff have participated in other local and national exhibitions (e.g., Images of Research exhibition at the Octagon, 2010; School Science Fairs, 2009; Body Culture exhibition, 2011, Bath Literary and Scientific Institution, 2012; as well as giving over dozens of public lectures in a variety of settings. The products of these exhibitions range from the development of apparatus so that the public can test their physical performance (e.g., 'In the Zone') through to the production of short films (e.g., shown in the Weymouth Olympic weekend) and exhibitions commissioned and produced by artists (e.g., Body Culture).

**c. Strategy and plans**

The aim of SHES research is **"To maintain a research programme of international excellence which meets the needs of society by advancing knowledge of how physical activity, exercise and sport are related to human health, wellbeing and performance"**. Thus, the vast majority of research within SHES has a clear user-group or pre-defined beneficiary by its very nature. Our strategy for supporting impact consists of the following:

- We will continue to recognise the importance of impact and ensure that impact-related activities are recognised in terms of workload and career progression (e.g., consultancies, advisory roles, supervision of work-based professional doctoral students, public engagement).
- We will strive to maintain our broad portfolio of research funding from user-groups, industry and other stakeholders across both Active Lifespan and Integrative Human Performance groups – and the Department will continue to make resources available to support these activities (e.g., administration, funding, physical resources etc).
- We will ensure that research grants that have a clear impact plan are highly valued and recognised within the University – and that internal peer-review of all grants includes feedback to improve plans and pathways to impact.
- We will continue to evaluate the potential for 'application' and 'impact' of research as selection criteria in the appointment of new academic staff.
- We will ensure that all staff are trained in impact and made aware of the various University, Faculty and Departmental resources that are available to support impact-related activities (Impact Acceleration Account, KE Champion, the RDSO 'Impact Gateway' etc). New staff will continue to be mentored regarding the resources that are available and the importance of impact-related activities.
- We will seek to support staff and students who wish to spend extended periods working with specific stakeholders (e.g., that the University sabbatical scheme includes impact-related sabbaticals and that the University supports secondments and placements with industry).

**d. Relationship to case studies**

The three submitted case studies are typical examples that demonstrate our approach to impact. Two of the case studies illustrate impact from the Integrative Human Performance group and the other from the Active Lifespan group. The stakeholders have been directly involved in all three case studies – often from the initial discussion of the identified research need through to the co-formulation of the subsequent research methodology and implementation of recommendations. In two case studies, the stakeholders are the primary funders (MOD, UK Athletics, RFU, IRB) and in all three cases some of the research partners are the primary end users. All of the case studies have involved hosting stakeholders and/or visiting external partners. Staff have served as paid consultants for many of the funding stakeholders (MOD, UK Athletics, RFU) and/or served in other unpaid advisory roles (IRB, Department of Health, local authorities) and/or delivered other activities for the stakeholders (e.g., workshops, professional development, development of websites and newsletters, invited talks to user-groups). Staff have received protected time in their workloads in order to undertake this research and, moreover, engaging in this research has contributed towards career progression and (in some cases) exceptional performance awards.