

Institution: University of Brighton
Unit of Assessment: C26 Sport and Exercise Sciences, Leisure and Tourism
a. Context

The main beneficiaries of our research have been adults and children in societies harmed by conflict; tourism workers and businesses in Africa; community leaders, school teachers, grassroots coaches and peace activists in the Middle East, Africa and Ireland; company workforces in the UK; children and adult patients with lifestyle-related diseases; Olympic and Paralympic coaches and athletes, and; non-elite and informal sports participants in the UK.

We engage with four main user groups whose example organisation include:

- (i) *National and international sport governing organisations:* International Olympic Committee (IOC), World Anti-Doping Agency (WADA), International Paralympic Committee, the American Olympic Committee, the English Institute of Sport (EIS), Parkour UK.
- (ii) *Non-governmental organisations (NGOs) and charities:* Football4Peace International, The Justin Campaign, Kick it Out (Football against Racism), The Football Foundation, Kartong Responsible Tourism Association (The Gambia).
- (iii) *International education and cultural relations organisations:* United Nations Educational, Scientific and Cultural Organisation, the Commonwealth Secretariat, Aga Khan University, the Japan Foundation, and the British Council.
- (iv) *National and international policy organisations addressing tourism and development:* The World Bank, United Nations Industrial Development Organisation (UNIDO), The Nigerian Board of Technical Education, Namibia Tourism Board, Gambia Ministry of Tourism and Culture.

The types and range of impacts include: improvements in exercise performance and the treatment of injuries for Paralympic athletes; new health strategies for addressing lifestyle-related diseases; new forms of workforce injury prevention; advances in product testing for sport businesses and national governing bodies; new testing methods, training regimes and competition strategies for elite and non-elite athletes; redesigned national curricula for leisure, tourism and hospitality education; new film-based education materials to address homophobia in football; conflict resolution in the institutionalisation of informal sport; a new evaluation tool to assess the sustainability of community sport facilities, and; the creation of sport-based peace-building initiatives to bring communities together in post-conflict societies.

b. Approach to impact

Approach: Our vision is to produce applied, multidisciplinary research that benefits global and national decision makers, grassroots organisations, elite sport specialists, Paralympic athletes and citizens in many countries. Its impact has been achieved through:

- collaborations that generate new insights
- interventions that challenge prevailing orthodoxies or prejudices

Collaborations: Joint research with the EIS and other bodies has enabled the development of new strategies that affect athletes' training regimes, resulting in improved performance in British teams for triathlon, Ironman and Paralympic cycling. Research into exercise-related strength and conditioning has been used to deliver workforce injury prevention programmes through business consultancy and laboratory based product testing. Consultancy for Balfour Beatty, examining injuries amongst employees, led to new programmes designed to extend the longevity of the company's workforce. By co-working with major international organisations such as The World Bank, UNESCO and the United Nations Industrial Development Organisation researchers used capacity building techniques to develop a tourism workforce that was under-skilled.

Interventions: Internationally, sport research has acted as an enabler of peace building (REF3b [1]). Prior to the World Cup 2010 in South Africa researchers worked with the British Council South Africa, British Embassy South Africa and Tourism Enterprise Partnership to stage pre-tournament cultural events that promoted good-will towards travelling fans. McDonald's film addressing homophobia in football has subsequently been used in The Justin Campaign that highlights

Impact template (REF3a)

prejudices in football towards the LGBT community and used by our researchers in their outreach activities with prison inmates, schools and users of youth services (CAUDWELL). Research has been funded by the Environment Agency in England and Wales to identify the regional priorities for strategic plans for water recreation in Wales and England. This has involved the researchers in hosting regional public workshops attended by over 600 stakeholders, an e-consultation involving 130 respondents and 170 electronic posters to address and resolve conflict between tourism and leisure providers and users.

Support: The School of Sport and Service Management (SaSM) has developed the following mechanisms to empower and reward staff at all career levels and for postgraduate researchers (PGRs) in order to help maximise the impact of their research:

Staff secondments and exchanges: Appointments made jointly with users advance our long-term aim to build collaborative research relationships. For example, ROSS's joint appointment as Head of Physiology at the English Institute of Sport and as a member of staff in the SaSM has impacted on the preparation of athletes for elite events. Likewise, WEBBORN's secondment to be Chief Medical Officer to the London 2012 Paralympic Games utilised his research into injury patterns amongst Paralympic athletes to limit injuries at the Games.

Funding and rewarding staff: Researchers use part of their school sabbatical time and SaSM seed-corn funding to support impact activities. For example, SMEETON was funded to establish and now chair the British Psychological Society Expertise and Skills Acquisition Network, which disseminates the impacts of research on expertise and skill acquisition within the UK and Europe. Furthermore, new Professorial promotion criteria, implemented in July 2013, specifically recognise and reward the leadership and delivery of impact engagements with users.

Empowering PGRs: Doctoral research is often undertaken in partnership and collaboration with users. For example, a jointly funded PhD studentship has strengthened links between EIS and SaSM and facilitated both organisations in preparing athletes for competition using altitude/hypoxic training strategies. Likewise, the impact of research into tourism in the Gambia has been enhanced by PGRs working with local tourism operators and undergraduate students to develop new niche products to be sold to tourists.

Infrastructure: A coherent infrastructural framework has been established to manage and advance impact-related activities to the benefit of researchers and users. This has been through two consultancy units that have generated £1.5m income during the census period through other forms of economic and social engagement (non-R).

The Sport and Exercise Consultancy Unit: This unit was established ten years ago and works with industry partners, sporting organisations and a range of individual clients to develop sport-science products and solutions. These have included innovative testing procedures commissioned by the Golf Science Development Programme and the Marathon Support Unit.

Centre for Tourism Policy Studies (CENTOPS): A consultancy unit established in 2001 to manage research involving policy related consultancy and work with NGOs. CENTOPS provides mechanisms that enable researchers to undertake commissioned work with impact that meets the rigorous quality and management control procedures required by major global funders such as the World Bank.

Economic and Social Engagement (EASE): The EASE department employs 51 staff aiming to maximise impact from research. An EASE office has been established for sport, tourism and leisure. This includes a business development manager (BDM) to work on the development of collaborative partnerships and commissioned research.

Community/University Partnership Programme (CUPP): This is a strategic university initiative aligned with the mission of research in sport, tourism and leisure to enhance social justice. Established in 2003, CUPP has fostered civil society initiatives that mobilise co-produced research for the mutual benefits of communities and the university. CUPP has supported our researchers to broker partnerships with community organisations that underpin the Impact Case Studies. It provides funding for community-engaged research, and funded the Football4Peace initiative (see Impact Case Study). CUPP was winner of the 2008 UK Times Higher Education Award for 'Outstanding Contribution to our Local Community' and the 2011 US MacJannet Prize for 'Global Citizenship'.

c. Strategy and plans

Links to the research strategy: For the period 2014 to 2020 SaSM has reaffirmed its core mission to produce applied multidisciplinary research that benefits global and national decision makers, grassroots organisations, elite sport specialists, Paralympic athletes and citizens in many countries. To achieve this we will further strengthen our approaches to impact based on collaborations, infrastructure and support for people. Further strategic investment by the university will enhance the support infrastructure, strengthen impact monitoring and target setting, and increase the training of researchers to pursue impact opportunities.

Strengthening and advancing collaboration: Newly appointed Professors NAURIGHT and PITSILADIS will provide leadership and mentoring in the two research groups to advance collaborations with users that underpin SaSM's approach to impact. PITSILADIS will lead in the development of new collaborations with the WADA, the IOC, the International Sports Medicine Federation (FIMS) and research users seeking to address childhood obesity. More staff will be mentored to engage with partnership working through KTP schemes and the university's CUPP initiatives, especially to develop links with charities (eg the Multiple Sclerosis Society UK and Diabetes UK).

Enhancing support for people: The university's impact officer will strengthen the expertise needed to advise on the development of collaborations and offer training courses to SaSM researchers on how to stimulate, document and publicise impact. From 2013, the university will require postgraduates and early career researchers (ECRs) to receive training on embedding impact. In 2014, ECRs and all researchers will be asked to provide an impact plan for internal research investment schemes.

Developing the infrastructure: A £145k investment in the sport and exercise 'polyomics' laboratory will enable new forms of impact to be developed that will benefit sports participants and people with lifestyle diseases. As the vehicle that supports social science applied research and consultancy, CENTOPS will be strengthened by expanding its scope and by delivering a wider range of impacts through collaborations with partners in the hospitality, events and leisure sector. Targets for income generated from EASE activities are now included alongside research income targets and monitored by the university through the bi-monthly meetings of the Business and Community Committee (BUCC) and then the UoB's Board of Governors. The Research and Graduate Centre that manages the SaSM research strategy will work with the EASE office to develop robust and measurable key performance indicators of impact activity that become part of the local annual Budget Centre Planning cycle and then the development of the new university Strategic Plan from 2015. The launch of a new university website in 2014 will highlight examples of SaSM's user collaborations and impacts.

d. Relationship to case studies

Together, the three Impact Case Studies (REF3b [1,2,3]) in this submission embody the research mission and approach to impact outlined in our REF5 and REF3a templates.

ICS1: Describes our long history of social scientists developing collaborations with NGO users, residents and communities in diverse locations and sites of conflict. Some of the collaborations were funded by CUPP. It also describes how sports research has addressed social justice through interventions in divided communities.

ICS2: Exemplifies our approaches to co-working with sporting organisations through staff exchanges and secondments. It describes how the research has affected training regimes for elite athletes and those with disabilities. In particular, it described interventions that changed the strategies of the USA Olympic Committee, the International Paralympic Committee and the British Paralympic Association.

ICS3: Illustrates our engagement with rural communities and international and national agencies in the developing world in terms of workforce development in tourism and hospitality. The underpinning research, and its engagement with users, was supported through the award of two periods of research sabbatical that included fieldwork.