

<b>Institution: Leeds Metropolitan University (Leeds Met)</b>
<b>Unit of Assessment: Unit 26 – Sport and Exercise Sciences, Leisure and Tourism</b>
<b>a. Context:</b> <p>The context for the impact of our research in the Institute for Sport, Physical Activity and Leisure (ISPAL) is best demonstrated by considering the different users, beneficiaries or audiences associated with our five Centres; Active Lifestyles (AL), Diversity Equity and Inclusion (DEI), International Centre for Research in Events, Tourism and Hospitality (ICRETH), Sport Coaching and Physical Education (SCOPE) and Sports Performance (SP). The overall impact is measurable at regional, UK and international levels.</p> <p>In AL, our research has impacted on public health through the provision of an evidence base that underpins not only the promotion of active lifestyles but also how to deliver effective interventions. Our impact has influenced user groups and audiences responsible for policy and practice in key national and global organisations. For example, the Department of Health's recommendations for commissioners, providers and evaluators on physical activity interventions were based on evidence from our commissioned national evaluation of the Local Exercise Action Pilots in 11 PCTs in England. Our work on obesity treatment has directly influenced the World Health Organisation, the British Heart Foundation and BASES through representation on key committees responsible for policy, recommendations and guidelines. Beneficiaries also include young people and adults who engage with our evidence based interventions for treatment of obesity and large physical activity and health interventions, e.g. Derby's city-wide interventions, and reaching men through football (Premier League Clubs). Other beneficiaries include those receiving continuing professional development through our courses and service provision, some of whom go on to collaborate with us, join our staff or become PGR students.</p> <p>The impact of our work in DEI focuses on challenging inequalities and promoting inclusive practice throughout sport and leisure contexts. The DEI has informed UK policy on equality standards and guidelines and underpins continuing professional development in sport, leisure and physical education (PE). Our work around race, gender, disability and sexuality has enhanced public understanding, nationally and internationally, and has contributed to policy and practice through stimulation of debate. Beneficiaries include national governing bodies of sport (e.g., the Rugby Football League (RFL)), sports councils (e.g., Sport England), professional sport (e.g., football) and teacher training organisations. The impact of our work now permeates across audiences associated with sport, physical activity and leisure, and is informing the perspectives in some of our other Research Centres, particularly SCOPE.</p> <p>ICRETH influences policy and practice via its strong relationships with professional associations, private companies, NGOs and public policy-makers. Its commissioned research not only meets the immediate needs of project sponsors but also influences public debate, e.g., one of the Meeting Professional International (MPI) Foundation projects featured in a double-page spread in The Times and informed the deliberations of the All-Party Parliamentary Group for the Events Industry. For much of the review period the Institute of Travel and Tourism sponsored research via an 'ITT Professor' (Professor Rhodri Thomas) and used that to inform its membership and the direction of the organisation. Further, bodies such as the United Nations World Tourism Organisation (UNWTO), the Organisation for Economic Cooperation and Development (OECD) and the Association of Independent Tour Operators (AITO) have asked us to disseminate our research at their international events and help shape their perspective on a range of issues, from enterprise to sustainability.</p> <p>Our impact through SCOPE is with user groups responsible for professional practice in both sport coaching and physical education, in the UK and internationally. Examples include our impact in the development of professional infrastructures and frameworks in coaching, and focus on the promotion and development of inclusive practice in PE in relation to race, gender and disability. The reach and significance of our impact in the professional practice of coaching is significant in the UK and over 30 other countries. This is achieved through our leading role as researchers and co-creators of policy and practice in the professional development of sports coaching. Our impact is delivered through our work with national professional bodies such as Sports Coach UK and UK Sport. Internationally, this is achieved through work with individual countries, e.g., co-production of South Africa's coaching framework, our leading role in a European coaching framework, and from September 2013, leading the International Centre for Coaching Excellence (ICCE), which is now located at Leeds Metropolitan University. This work has led to the designation of the University as</p>

**Impact template (REF3a)**

one of three institutional authors for the recently published International Sport Coaching Framework Version 1.2 (along with ICCE and the Association of Summer Olympic International Federations). This document is now recognised as the global reference point for coach education and development around the globe and has been informed by the prominent of SCOPE's research outputs. As a result of this impact, the University has been asked by ICCE to lead on the development of a global/international professional doctorate in sport coaching, which will have a strong research and applied basis.

In SP our impact is significant both nationally and internationally through our work in education around drug and supplement use in sport. We have informed policy and practice through the World Anti-Doping Agency (WADA), the European Commission and UK Anti-Doping. Our work in talent identification and development has impacted on the Rugby Football League (RFL), underpinning a radical overhaul of the whole system for player development across the sport. Our work with RFL's Super League referees is now starting to show impact through changes to their training and development. Our work on sports drinks and nutritional supplementation has seen greater impact in the commercial arena. This has resulted in world-wide patents and contracts with national and global companies, e.g., Cadbury and Kraft, who continue to build their formulations and test their products using our expertise and facilities.

ISPAL's impact is wide reaching, from different contexts with diverse beneficiaries in health and welfare, to practitioner and professional services, and public policy and services. Our impact has changed policies, organisational and professional practice, and positively influenced the experiences of different groups throughout society. ISPAL's research is deepening and widening its impact on prominent and emerging issues and in arenas affecting regional, national and international professional groups.

**b. Approach to impact:**

Our approach to impact has developed over a number of years. We have a proven track record of working with user groups and being reactive and responsive to stakeholder needs. While we continue to respond to calls, commissions and tenders, we are now more strategic about maximising the impact of our work. ISPAL's approach is predicated on strengthening long-term relationships and nurturing new ones with key influencers.

For example, AL were originally commissioned by The Royal British Legion (TRBL) to use an exploratory evaluation framework to assist with the pilot development of residential courses at their Battle Back Centre for military wounded, injured and sick (WIS). This relationship developed with TRBL through co-production of the final versions of the courses and delivery of an evidence base to underpin them. ISPAL funding also supported researchers to present pilot findings and proposals to various stakeholders (e.g., TRBL trustees, MoD, Sport England) to highlight the impact on behalf of their Executive Board. Our decision to demonstrate the wider impact on beneficiaries (WIS), led the MoD to make attendance compulsory. It also established a four-year evaluation contract with TRBL (£640k) from July 2013. Support for the MoD and TRBL - beyond our initial commission - was facilitated by ISPAL funding and has strengthened the relationship between our researchers, TRBL and the MoD (<http://www.britishlegion.org.uk/can-we-help/military-recovery/battle-back-centre-lilleshall>). This approach to investment in collaborations is mirrored across ISPAL; each Centre, Professor, Reader and Fellow receives annual funding to develop such strong relationships.

DEI staff continue to develop strong relationships with commissioning agents, working with them to maximise impact through dissemination of our work. For example, from our work on race and racism (Hylton, Long, Ratna and Spracklen) the outputs from the systematic review of participation by black and minority ethnic groups in sport and physical recreation appear on the websites of Sporting Equals, all four home country sports councils, UK Sport and info4local. This is an important website for linking central and local government agencies.

SCOPE works closely with National Governing Bodies on a range of projects, as well as linking with local industry in the application of coaching principles. This approach led to the development of the highly successful Coaching for Performance programme with Morrisons PLC, which has impacted significantly on the company, resulting in an industry award for people development.

ISPAL also resources a range of events that support Centres to bring key stakeholders to the University. ICRETH, for example, has established an active Advisory Board comprising senior representatives (CEO or equivalent) of the main professional associations and other senior stakeholders. This approach helped us to secure, for example, three major research projects

**Impact template (REF3a)**

funded by Meeting Professionals International (MPI) to the value of £450,000.

We also utilise appropriate professional networks and build relationships with National Organisations and Governing Bodies (NGBs). Examples in SP and DEI that demonstrate the success of this approach to impact include our work with the RFL. In this case, Leeds Metropolitan University established a 10-year partnership to optimise the mutual benefits of collaboration, and this widened the impact for our research across a whole NGB. This institutional investment and support helped us to strengthen our relationship with the RFL and this has changed their approaches to talent development (Till, Cooke), supported the professional development of referees (O'Hara, Cooke, Till) and helped to develop and implement equality plans (Spracklen, Long). Similar institutional investment in community-based partnerships has widened our impact in individual professional sports clubs, such as Leeds Rugby, where our research on hydration and performance impacts through delivery of sports science support in both rugby codes (O'Hara, King). King deploys his expertise in patent development for sport nutrition and supplementation to maximise the impact of his research with commercial audiences and users of his research findings.

SCOPE not only produces research to underpin policy and professional practice in sport coaching (Abraham, Duffy, Norman, North) but also provides leadership in developing national frameworks for coaching, both in the UK and internationally. As ICCE Vice President for Strategy and Development and Chairman of the European Coaching Council, Duffy is a key figure in sport coaching developments worldwide, which ensures the impact of our research. ISPAL, faculty and university resources have supported the implementation of a sport coaching strategy - developed by Duffy on his appointment in 2009 - which has further heightened the impact of our research. This support included resourcing for SCOPE research fellows (Norman, North) and for Duffy and other international leaders in coaching (e.g. Cote) to meet to finalise the International Sport Coaching Framework. It also secured locating the Global and European Coaching Office of the International Council for Coaching Excellence (ICCE) at Leeds Metropolitan University.

Support for optimising the impact of our research for user groups and beneficiaries is now provided by our University Enterprise Office (developed since RAE 2008); they assist with IPR protection, legal and contract advice and support, including staff development opportunities to help researchers maximise the impact of their work. University Marketing and PR services are also utilised by ISPAL. These services include, managing media relationships and the production of press releases, providing training to research staff, a customer relationship management system, web management, marketing of research services and outcomes to user groups and audiences, branding advice and guidelines, event organisation, and market research.

ISPAL also supports the professional development of PhD students and other researchers. Thus, we run workshops in how to maximise the impact of their work. We emphasise the importance of asking the kinds of questions posed by ESRC's 'Pathways to Impact' at the start of their research and encourage reflection on the implications of co-production of knowledge for developing understandings of the physical and social worlds.

**c. Strategy and plans:**

Our plans for further developing our impact are captured in our overall strategy for ISPAL which is to build strong relationships with key user groups and influencers in each of our Centres. By building relationships and co-producing research that directly relates to the interests of users and other stakeholders, we intentionally position our work to optimise its impact through relevance and fitness-for-purpose. We will also work with our Enterprise and Marketing experts to emphasise the distinctive contributions made by each Centre.

AL will further develop our relationship with TRBL to maximise the impact of our work with military WIS. We will also seek to expand our impact from serving personnel to veterans. We will continue to build impact through our partnership with Derby and expand this to interventions with other cities, including Leeds. In obesity we will look to increase our UK impact through our work with the British Heart Foundation and internationally with Qatar, and in the private sector through our work with McDonald's.

DEI will continue to work with NGBs, local and national sports organisations and councils to strengthen the impact of our work to build more robust policies and practice regarding equity and diversity. We will continue to challenge public attitudes more widely through the media. We will build on our impact by expanding our research on disability, sexuality and age. This will be achieved by including new groups' experiences (e.g., new migrants; looked after children), and contexts (e.g., coaching), and through the development of our national and international

## Impact template (REF3a)

collaborations (e.g., with colleagues in Texas, Oslo, Brisbane and Alberta).

ICRETH will build on the impact of work co-created alongside the senior representatives (CEO or equivalent) of the main professional associations from relevant sectors and other senior stakeholders represented on their advisory board and utilise these strengthening relationships to expand the reach and significance of our impact.

In SCOPE we will build on our work in implementing the new International Sport Coaching Framework in the UK and internationally, to explore and exploit our strong position within the ICCE at Leeds Met. Relationships with NGBs of sport in the UK will be further developed to strengthen impact within professional and Olympic sports, and in the talent development of young people and the professional development of coaches. SCOPE will explore and build on the synergies and opportunities afforded by the current discrete strengths of our research in sports coaching and PE. This may include a renewed focus on inclusive, high quality pedagogy for young people across PE, recreational and performance contexts, or through examining the diversity of PE and the sport coaching workforce and its implications for developing practice. International work will expand through the ICCE, including through the strong publishing relationship with Human Kinetics. This will see the publication of 'International Sport Coaching Journal' which will be a new, global and industry-wide journal.

SP will further strengthen relationships with WADA, European and UK agencies for anti-doping and build on the new relationship with the RFU and expand this to other NGBs of Sport in the UK and internationally. We will build on our relationship with the RFL, expanding the impact of our work on referees to include an international relationship with the NRL in Australia. We will also build impact from our research in extreme environments, particularly altitude, by expanding our collaboration with the Defence Medical Services. The impact of our work with commissioners from industry in sports nutrition will also increase with greater commercial exploitation of our research.

ISPAL's research is communicated in ways appropriate to different audiences. These include innovative and creative forms of presentation, recognised with funding from ESRC, which helps maximise the impact (e.g. performance through stories, poetry, song and dance, Carless, Douglas, Flintoff, Fitzgerald, Sparkes, Watson), and through guides and information sheets aimed at practitioners or policy makers (e.g. Fitzgerald, Norman).

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

The case studies representing the impact of ISPAL's research cover a wide range of contributions across Sport and Exercise Sciences, Leisure and Tourism. They emphasise many, but not all, the strengths of the impact of our research returned in previous Research Assessment Exercises. They confirm our national and international reputation for conducting research that is rigorous and relevant and this optimises both the reach and significance of our impact.

Active Lifestyles has continued to thrive in this audit period and has a number of case studies reflecting the impact of research undertaken over the last three audits of research, including: i. "Improving physical activity provision for mental health service users" (CS1), ii. "Obesity treatment, professional practice, policy and public understanding: Leeds Metropolitan University and More Life" (CS2), and iii. "Community interventions to improve the promotion of physical activity and of sport-for-development" (CS3).

Since the first research assessment exercise, we have continued to extend our significant critical mass of social scientists, and broadened the focus of our work in diversity, equity and inclusion. The area selected for the case study is race, racism and ethnicity, linking the impact of the work of Hylton, Long, Spracklen and others, building on early research by Long in, "Promoting racial equality through sport and leisure" (CS4).

While our Sport Coaching research has been strategically developed since RAE 2008, it has already had a profound impact, nationally and internationally. Our research has contributed significantly to professionalising sport coaching in more than 30 countries, culminating in the leading international society, the International Council for Coaching Excellence, being located at Leeds Metropolitan University under the leadership of Professor Pat Duffy. Our impact in coaching is captured in, "Professionalising sport coaching" (CS5).

Impact within SP is most strongly represented by our work in anti-doping and supplement use in sport, a large component of which has been commissioned and disseminated by the World Anti-Doping Agency. The impact of this work is summarised in, "Informing global anti-doping policy and practice" (CS6).