

**Impact template (REF3a)**

<p><b>Institution:</b> University of Southampton</p> <p><b>Unit of Assessment:</b> 22 Social Work and Social Policy</p> <p><b>a. Context</b></p> <p>The Unit comprises an inter-disciplinary group of academics dedicated to producing high-quality and impactful research, drawn from the Divisions of Social Policy, Sociology, Criminology, Demography and Gerontology. Our work is structured around five research clusters:</p> <ol style="list-style-type: none"> <li>1) Methodological Innovation;</li> <li>2) Population Change, Ageing and the Life Course;</li> <li>3) Global Health Policy;</li> <li>4) Social Cohesion, Crime and Community Relationships;</li> <li>5) Work, Organisations and Civil Society</li> </ol> <p>as well as our three ESRC-funded Centres and other centres of excellence including the Centre for Research on Ageing (CRA), Centre for Global Health, Population, Poverty and Policy (GHP3), the Institute of Criminal Justice Research (ICJR) and the Work Futures Research Centre (WFRC). It is axiomatic that we seek to generate research which is internationally excellent in academic terms, and we seek to maximise the impact of this work by actively engaging non-academic partners in the design and implementation of research projects (see section (b) below). Our research leads to diverse types of impact at a range of scales, e.g. international, regional, national and local. Our impacts can be categorised into two principal types: a) research with indirect or <b>conceptual</b> impacts, contributing to reshaping understandings of public policy issues and leading to improvements in policy and practice; and b) research with <b>instrumental</b> impacts that directly influences policy and practice – that is, changes policy. Our experience shows that conceptual impacts can, in time, become instrumental impacts. The beneficiaries from our research include, but are not limited to, those evidenced in our five impact case studies, comprising:</p> <p><b>i) Local, national and international governmental organisations, policy makers and practitioners.</b> For example, our work within the ESRC Centre for Population Change (CPC) on the measurement of migration has had instrumental impact at the national level for the Office for National Statistics (ONS) and the UK Statistics Authority and at the European level for Eurostat. Our research on the future demand and supply of social care has informed policy design within Hampshire County Council. Our research on work and organisations has impacted on work practices within the NHS and our ESRC funded research on household CO2 emissions has been taken up by Department of Energy and Climate Change (DECC) and informed the way ONS collects data on household energy use. The main beneficiaries of our Global Health Policy research cluster range from District Medical Health Officers in the slums of Nairobi, the Chinese Ministry of Health (and various Chinese Commissions on Health and Family Planning) to international organisations such as the World Health Organisation, the United Nations and the G8. In addition, our research on ageing has had conceptual impact on a range of policy audiences including the Equalities and Human Rights Commission, the European Parliament, and the European Commission.</p> <p><b>ii) Business and third sector organisations.</b> Workplace managers, IT manufacturers, workplace architects, facilities and senior managers have benefited from our research on organisational change, whilst our work within the ESRC Third Sector Research Centre (TSRC) has had significant conceptual impact on the understanding of the role and contribution of the UK registered charities.</p> <p><b>iii) The general public.</b> Through influencing policy and improving service delivery, our research has benefitted individual children, women and men across the globe, but especially in low resource settings in sub-Saharan Africa and China. Closer to home, improved public understanding of processes such as ageing and migration has been promoted through activities such as the CRA collaboration with the ‘On Ageing’ theatre production at the Young Vic (27/9/10 - 9/10/10) and the public debates and art exhibits organised by CPC to mark the world’s population reaching 7 billion.</p> <p><b>b. Approach to impact</b></p> <p>The UoA’s approach to impact has involved a simple set of guiding principles: (i) Problem-based research is pointless unless disseminated to relevant policy actors; (ii) Building relationships and partnerships with other research communities and user groups supports dissemination and impact as well as creating future research agendas and opportunities. Putting these principles into practice has been accomplished through a range of mechanisms designed to support a research</p>
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culture in which a concern with dissemination and impact is not seen as an additional 'add on' to research but as integral to the research process.

**Partnership building** - We have taken a strategic approach to the identification of key partner organisations and have worked to forge close relationships with relevant agencies. Through these relationships we seek to strengthen the evidence base for social and public policy, to ensure that our analytical work reflects practitioner and user input, and to engage in mutual dialogue about the practical implications of our analysis. We also attach great importance to the development of appropriate mechanisms for informing and influencing public debate. This involves communicating findings to non-academic audiences in accessible formats. Researchers in the Unit have developed relationships and actively engaged with 'non-academic' collaborators and other key users through a number of activities. In line with our collaborative research ethos, we have **leveraged co-funding** (in conjunction with RCUK) and have developed partnerships with NGOs, Charities and Government Departments. For example, a partnership with the Carnegie Trust, the Barrow Cadbury Trust, and the former Office for the Third Sector resulted in the establishment of the ESRC TSRC (2009-14); our partnership with the ONS, the National Records Office of Scotland and a consortium of Scottish Universities led to the creation of the ESRC CPC (2009-14; 2014-18); we are also partners in the new ESRC and College of Policing 'What Works Centre for Crime Reduction', a consortium of eight universities led by UCL.

We have **worked collaboratively** with, and as a result have directly and indirectly influenced, national institutions, such as the NHS and the British Medical Association (Halford, Leonard), the Probation Service (McGhee); DECC (Buchs, Schnepf), UK NGOs, such as AgeUK (Evandrou, Zaidi), the National Council for Voluntary Organisations (Clifford); and international organisations and global NGOs, such as the World Health Organisation, the United Nations (UNICEF, UNFPA, UNECE) and the World Bank (Amoako Johnson, Baschieri, Channon, Falkingham, Hosegood, Madise, Matthews, Nutbeam, Zaidi). Through our **partnerships** with external organisations we have moved beyond 'uni-linear' and 'add on' models of disseminating our research to 'end users' as the latter are often already our research partners. We have also built our relationships and extended the impact of our research and expertise through **collaborative doctoral** studentships with, for example, the National Trust (1), the Communities and Local Government Department (1), and the ONS (3 in submission period).

Another way we have built our strategic relationships with key external partners is through colleagues in the UoA taking up opportunities for **consultancies** for Government Departments and NGOs, including, the Bill and Melinda Gates Foundation, DFID, Eurostat, FRONTEx, HelpAge International, London Probation, National Records Office for Scotland, Save the Children, ONS, UNICEF, World Bank, WHO, World Wildlife Fund, UNDP and UNFPA. For example, Madise has advised the governments of Botswana and Kenya on monitoring HIV progress and prevention strategies and Melinda Gates on family planning among needs of poor African women; Padmadas is advising the government of Rwanda on rebuilding their capacity within social statistics; and Bijak presented expert witness evidence at the UN International Criminal Tribunal for the Former Yugoslavia in 2013; Zaidi developed a Global AgeWatch Index in 2013 on the social and economic wellbeing of older people for HelpAge International, and Evandrou, Falkingham and Zaidi are writing a background paper on vulnerability and ageing for the 2014 UNDP Human Development Report; Berrington acted as advisor to the Department of Children, Schools and Families on the Prime Minister's Strategy Unit Project on Adolescence; and Fleming is advisor to the Police Commissioner for Hampshire since 2012. We consider **memberships on high-level advisory committees** as important entry points to shaping and influencing research and policy. For example, Falkingham sits on the UK Population Advisory Board and is a member of the BIS Foresight expert advisory group on demographic change; Madise is a member of the DFID-BIS Higher Education Task Force, sits on the Board of Directors for the New-York based Guttmacher Institute, and is a Commissioner of the UK Commonwealth Scholarship Commission.

**Promoting an ethos of engagement** - as well as embedding an ethos of collaborative research we actively encourage **engagement with non-academic audiences** from local events e.g. academics in CRA regularly give public lectures at the Southampton Pensioners forum (2009, 2010, 2011, 2012, 2013), Falkingham gave a talk to Cafe Scientific on the Isle of Wight (14/3/2011) and Büch gave a keynote lecture at the Transition Island Communities conference in Southampton (8/9/2011); national events e.g. Halford's and Leonards keynote speeches on

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Gender Equality and Work at the Houses of Parliament (March 2013); to presentations at an international level, e.g. Nutbeam's keynote lecture on Health Literacy at the UN's Economic and Social Council (April 2009) and Zaidi's keynote address at the Closing Conference for the European Year for Active Ageing and Solidarity between Generations (Nicosia, 10/12/2012).

**Media engagements** include numerous interviews with broadsheet and other journalists and on TV and radio e.g. Falkingham on the *BBC World Today* (31/10/2011) in relation to the world reaching 7 billion population; and on *BBC News at Ten* (30/6/2011) on the latest population estimates and the *Today Programme* (2/9/2013) on the future of the Census; McGhee's research on post-accession EU migration was cited on *Channel 4 News* (23/4/2013), Berrington's research on fertility and family change was cited in *The Telegraph* (23/9/2010), *Daily Mail* (22/9/2011, 21/10/2012) and *The Sunday Times* (21/10/2012). Academic staff are also proactive in engaging with practitioner publications; for example, Leonard has written for and had her research on sustainability and the redesign of workspace featured in two publications for practitioners: '*Public Servant*' and '*Government Today*' where it was 'Editor's Choice' (in December 2012). Matthews posted an article on her research on mapping maternal and new born health on the influential US *Huffington Post* blog site (18/4/2013).

Dissemination to non-academic audiences is supported through **policy briefings**. For example, since 2011, CPC has published ten briefing papers (total 24,343 downloads as of 30/9/2013) with BP#7 on 'The Changing Living Arrangements of Young Adults in the UK' downloaded 5,266 times. The UoA benefits from a Faculty **social media strategy** aimed at maximising the reach of our research. Policy briefings/reports, working papers and journal articles are promoted through research centre social media accounts. Since the CPC Twitter account (@CPC\_population) was launched in October 2012, we have attracted 672 followers (as of 30/9/2013) including AgeUK, ESRC, the Joseph Rowntree Foundation, Migration Watch, Royal Statistical Society and a number of MPs, including Grant Shapps, Steven Lambert and Karen Buck. The ESRC National Centre for Research Methods (NCRM) has also cultivated an influential following including the Times Higher Education, Joseph Rowntree Foundation, Bank of England, LSE Politics and Policy and ESRC, as well as influential individuals including Ben Page (Chief Executive of Ipsos MORI, Sir Prof John Beddington (Former UK Government Chief Scientific Adviser) David Walker (Ex-Managing Director of the Audit Commission). After launching the Facebook site (02/2013), monthly hits on the CPC website exceeded 534,000 and monthly visits exceeded 17,800 (March 2013). Our research partners in government (e.g. ONS, DFID, the former Office for the Third Sector) co-host **research dissemination events** with us. For example DFID hosted '*The World at 7 Billion*' (31/10/2011) where Falkingham, Madise and Bijak were amongst the presenters; whilst the Local Government Association hosted a half-day event on the *Changing Living Arrangements of Young Adults* (22/11/2012) where CPC's research was presented.

**Institutional support** – members of the UoA are provided with funding to support engagement with end-users of research, guidance, and training in public engagement, media skills, and effective dissemination of research to non-academics. Furthermore, a senior colleague (McGhee) serves as Impact Champion who provides guidance and support on achieving impact within the unit. The Unit is also supported by the University Media Office, and from Communications and Marketing, and Knowledge Exchange staff embedded in the ESRC research centres assist us in the production of press releases and briefings.

### c. Strategy and plans

The UoA's impact strategy exemplifies the following principles:

- (a) team-based collaborative approaches that create synergies across disciplinary boundaries;
- (b) the cultivation of long-term constructive relationships with government and non-governmental agencies to shape the applied research agenda, and to provide advice on policy matters;
- (c) adding value through direct or media-based engagement with the public and professional groups; and
- (d) embedding research excellence with social value in all of our research activities.

Since 2012 the Unit has extended its Strategic Research Development Funding to include activities for enhancing research impact and engagement with government and non-governmental agencies; the take up of this type of funding has steadily increased, and we expect this to continue post REF 2014. Going forward, we plan to work closely with the University-wide, external facing Public Policy@Southampton (PP@S), which is co-ordinated by social scientists (McGhee and Fleming

are Deputy Directors) and was launched Autumn of 2012. PP@S funds and supports strategic engagement events between key policy makers and academics and co-ordinates annual competitions for policy commissions, and policy workshops across the University. The 'reach' of these events is extended through the posting of podcasts, blogs and policy briefings on the PP@S website and promoted through multi-platform social media campaigns orchestrated by the PP@S team. PP@S is already extending the reach of the Unit's research through the Policy Commissions it funded and facilitated in 2013; for example the public and policy maker engagement events associated with Halford and Leonard's *Gender Equality at Work Policy Commission*, including an event at the House of Commons, and Vlachantoni and Guntupalli's Policy Commission focusing on the relationship between *Ageing, Nutrition and Fuel Poverty*. We will set up a network of 'Policy Fellows' through PP@S and our Alumni Office, where fellows will be senior members of key organisations with whom our research centres will build close relationships. On training, we will build the capacity of early career researchers for providing evidence to Select Committees through a number of workshops throughout 2014 and social media training events in 2014-15 to enhance our capacity to communicate with a wider range of audiences. From the experience of the ESRC-funded centres, we have seen the value of having external advisory boards with end-users of research as members. We will encourage all research centres in the Unit to create similar boards.

Monitoring and evaluation of our Impact Strategy will be undertaken by the Unit's Research and Enterprise Advisory Group (chaired by the Director of Research in the Unit). This will include periodic end-user surveys for feedback on our research centres' impact activities, website and policy document trawls for citations of our research, and external evaluations through RCUK Impact Reports.

#### d. Relationship to case studies

During the REF period, our aim has been to produce high quality research with diverse impact at a range of scales, facilitated by our various approaches to impact described in section (b) above. The success of this aim is exemplified by the five Impact Case Studies (ICS) selected from a wider set of exemplars within the UoA. Two of our case studies with impacts on public policy, that is, '**A Numbers Game: Revamping Official Statistics on Migration and Population**' and '**Ageing, Intergenerational Relations and the Life Course**' are both associated with our ESRC funded CPC, highlighting the importance of partnerships and engagement. The primary beneficiaries of the ICS on Migration and Population statistics are the Office for National Statistics, EUROSTAT and the European Commission. The research has directly impacted on ONS' working practices, changing the way they estimate migration. In addition to instrumental impact, this could have subsequent conceptual impacts through improving the general public and policy makers' understandings of migration trends. The ICS on Ageing and Intergenerational Relations reports on the influence of CPC's work on policy makers' understanding of population ageing and its implications for social policy through participation in a range of high profile events.

Our ICS with impacts on practitioners and professional services - '**Shaping UN-backed Reforms to China's Reproductive Health and Family Planning Policies**' and '**Influencing Maternal health and Child health Policies in resource-poor countries**' - are exemplars of our work in global social and health policy from the GHP3 Research Centres. The main beneficiaries of the 'Maternal and child health' and the 'Family planning and reproductive health' ICS are: (1) Organisations (e.g. WHO, DFID and the United Nations) who have adopted new indicators of health and well-being as a consequence of this research; (2) Practitioners working with individuals and families and (3) Individual members of society across the globe. By directly influencing policy makers and practitioners, our research has indirectly improved the life-chances of women and children across a range of resource poor countries. For example, working in partnership with UNFPA and Chinese government agencies has meant that changes to policies and practices have directly enhanced the reproductive well-being of millions of Chinese families.

Research included in the ICS on **Managing and Adapting to Organisational Change** is located in the TSRC and WFRG. Here the multi-sectorial (private, public and third sector) impacts come from a portfolio of research projects and consultancies. The research outputs have influenced a range of national organisations (e.g. British Medical Association) and local (Nottingham NHS Vocational Training Scheme) User Groups. The impacts have been instrumental by influencing professional standards, guidelines and training, and conceptual through informing policy.