

IMPACT STRATEGY FOR RESEARCH AND KNOWLEDGE EXCHANGE

The University has an approach to innovation that is characterised by a focus on economic and social development and is underpinned by international excellence in selected areas of applied research. Our research strengths are designed to promote solutions that have a positive impact on the quality of life, to questions of public policy, and contribute to the knowledge economy.

We will leverage these strengths to influence the thinking of the world beyond academia, including policy makers, businesses, public sector, voluntary and community sectors, and the wider public. We aim to use our skills to support innovation externally, working with organisations and companies to achieve economic and societal transformation, regionally, nationally and internationally.

A commitment to delivering rich and diverse impact beyond academia runs through all our activities. This strategy is focussed on ensuring the full potential of the University's research and knowledge transfer is realised. It sits alongside impact arising from other areas of the University's activity, in particular the employability framework, but does not address teaching and learning or the University's broader economic and societal impacts.

Our objectives are structured around four themes, and will be implemented against a supporting action plan.

1. Successful partnerships

We will be known for the quality and range of our partnerships with the professions, business, industry and government. These partnerships will ensure that our research and innovation is focussed on addressing real-world challenges, and that we are in a position to influence thinking at the right time. The partnerships will also benefit the University, bringing additional opportunities for collaborations and enriching our wider academic activities. We will achieve this by:

1.1 Proactively developing strategic networks and partnerships with selected partners in business, government, charities, hospitals and care organisations, schools, public bodies and other organisations, in key sectors. By understanding our partners' challenges and priorities, we will optimise the potential of our research and innovation to benefit the economy and society.

1.2 Maintaining and developing our role as an active partner in the Sheffield City region, and the wider region, to support economic, social and cultural success. We work closely with local government, Local Enterprise Partnerships, the University of Sheffield and other relevant bodies to deliver an integrated approach to regional challenges.

1.3 Ensuring that our research and innovation has national and international quality and focus to drive research collaborations and extend the reach of our impact.

1.4 Developing our focus on supporting external innovation through collaborative and contract research and consultancy, and work with our partners to respond to external funding opportunities where appropriate.

1.5 Collaborating with key academic and research partners to contribute to and advance knowledge and the discipline.

2. Knowledge exchange

To have maximum potential for impact, our research and knowledge must be accessible and communicated widely. Proactive engagement with audiences across the commercial, public, voluntary and community sectors

will enhance opportunities for our work to stimulate economic and societal transformation. We will achieve this by:

2.1 Communicating our knowledge to maximise opportunities for impact through relevant publications, the University website and other online channels, and specialist media.

2.2 Managing our intellectual property to generate impact, investing in potentially exploitable IP and working with external partners on collaborative opportunities.

2.3 Optimising the contribution of research and innovation across all the University's activities to contribute to our learning and teaching, CPD and scholarship.

3. Public Engagement

Alongside partnerships and collaborations with organisations, links with other potential users of our research are equally valued. We will promote wider engagement with the University's research and innovation, stimulating thinking and debate, and facilitating a shared understanding. We will achieve this by:

3.1 Opening up Research Centre/ Institute activities to a public audience to actively involve and engage with beneficiaries/ end users in the research process, where appropriate, thereby generating potential for greater research application and impact.

3.2 Ensuring our research is accessible to the general public, through 'open access' initiatives and the marketing of Sheffield Hallam University's research archive.

3.3 Increasing the use of social media as a means of public communication and engagement.

4. Culture, infrastructure and support

In order to realise the full potential of our research and innovation, activity needs to be underpinned by effective support, capability and capacity. We will ensure internal structures and processes support delivery of this strategy by:

4.1 Providing opportunities to optimise knowledge exchange through our engagement with relevant external professional networks, and facilitation and support for active networks of practitioners internally. These networks will facilitate cross-disciplinary approaches, communication and shared knowledge of the University's expertise.

4.2 Providing a dedicated gateway for external organisations to ensure an accessible and professional response to enquiries, alongside clearly identified contact points in Research Centres/ Institutes where appropriate.

4.3 Embedding impact and knowledge exchange within the culture of the University. Research Centres/ Institutes should develop research impact plans appropriate to their centres and areas of expertise, including processes to support the systematic capture of impact.

4.4 Ensuring that staff are properly equipped to generate and exploit opportunities for impact, including appropriate recognition of knowledge exchange and impact within appraisal processes, and providing skills enhancement programmes as required.

4.5 Improving our understanding of the impact of the University's research and innovation activities, and developing processes to capture, collate and celebrate our impact