

Government and funding organisations generally expect researchers to be aware of the potential difference their research could make and to be able to articulate the means by which impacts could be generated. Currently, impact is defined as 'a demonstrable effect, change or benefit, beyond academia'. It includes, *but is not exclusive to*, influences on, or changes to:

- Policy
- People/capacity-building
- The economy
- Professional practice
- Industry/business
- Culture
- The environment
- Society, health and well-being

This is the definition you should principally keep in mind, but you should also remember that impact can take place *within* academia (for example through teaching, building curricula, mentoring). This kind of impact is often a precursor to impact beyond academia, and documenting it is just as important as the recording of impacts in the wider world.

Impact can stem from publications, conferences and traditional dissemination as well as from Knowledge Exchange (KE), the transfer of knowledge, expertise and skilled people between the research environment and user communities, including the general public. Think about the conversations that could lead to collaboration, effective KE or influencing a process. Think about tracking where your research may have been used to influence or creating a change and where it could go in future.

? Use the following questions as a guide to formulate your **Personal Impact Plan**, a personal, iterative document which you should revisit as and when required as your project(s) are developing:

? **What is the ultimate objective of your research?**

Go on, be honest, why do you do what you do? This can be as big as it possibly can. Think about what is known or is happening currently – or not known or happening – that your research could potentially change.

? **Who might benefit from or deliver the change?**

For example, audiences, individuals, organisations or other stakeholders.

? **Would your research beneficiaries gain anything from talking to you or knowing about your work?**

Have you considered things from their perspective such as their needs or expectations?

? **What do you want from the likely beneficiaries/intermediaries of your work?**

For example, views, experiences, requirements, feedback.

? **How can you engage effectively with them? What language or channel is appropriate?**

Such as collaboration, consultation, membership of expert panels, advisory roles, public talks, public engagement, festivals of science, policy events or briefings, media dissemination, strategic social media, business breakfasts, secondments, placements, training, patents, licensing, co-authorship, funding, Explorathon, European Researchers' Night, exhibitions, co-production.

? **What will they potentially gain through the engagement or miss out by not engaging?**

Policy, capacity, economical, practice, culture, societal, health, well-being, environmental benefits or detriments.

? **How might you document any change or influence?**

For example letters of support from external partners, minutes, meeting agendas, flyers, metrics of website / articles / blog posts / tweets / social media, statements, feedback, endorsements, video / radio clips, press releases, acknowledgements, citations.

Please use the above questions to elaborate on your academic impact, if appropriate.



Who can help

To find out more about research impact at the University

Impact team

T: +44 (0)1334 46 4141

E: impact@st-andrews.ac.uk

For external businesses interested in working with or sponsoring research and development, or research staff interested in commercialising their research

Knowledge Transfer Centre

T: +44 (0)1334 46 2163

E: ktcdesk@st-andrews.ac.uk

To get help or advice in planning, developing or evaluating public engagement activities, or looking for support for grant and funding applications

Public Engagement team

T: +44 (0)1334 46 4809

E: standengaged@st-andrews.ac.uk

For information about research services provided by the University Library

Open Access

T: +44 (0)1334 46 2319

E: openaccess@st-andrews.ac.uk

Research data management

T: +44 (0)1334 46 2343

E: research-data@st-andrews.ac.uk

Digital humanities and research computing

T: +44 (0)1334 46 4727

E: res-comp@st-andrews.ac.uk

For support and advice in all aspects of research awards and contracts

Research funding support

T: +44 (0)1334 46 2006

Business development: busdev@st-andrews.ac.uk

Contracts: contracts@st-andrews.ac.uk

To find out more about our policies and procedures regarding integrity and ethics

Research integrity

T: +44 (0)1334 46 7220

E: researchintegrity@st-andrews.ac.uk

Research involving humans

T: +44 (0)1334 46 2368

E: utrec@st-andrews.ac.uk

Research involving animals

T: +44 (0)1334 46 2527

E: holo@st-andrews.ac.uk

The Press Office handles all media enquiries and can provide media assistance including permissions to interview a member of staff

Press Office

T: +44 (0)1334 46 2530

E: proffice@st-andrews.ac.uk

For information about continuing professional and academic development, including bespoke programmes for staff and students

Centre for Academic, Professional and Organisational Development (CAPOD)

T: +44 (0)1334 462141

E: capod@st-andrews.ac.uk