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|  | **RESEARCH IMPACT PLANNING TEMPLATE**

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| **Research Aim** | Briefly explain the overall aim of the research. |
| **Potential Impact** | Thinking broadly, what aspects of the research findings could benefit stakeholders outside academia? This could include economic, social and or cultural impacts. The RCUK impact definition can be found at <http://www.rcuk.ac.uk/innovation/impacts/>  |
| **Stakeholders** | These could include policy makers, healthcare providers, schools and education providers, public services, defence, businesses, trade organisations, museums, galleries, medical charities, NGOs, individual citizens. |
| **Benefits to stakeholders** | These could include improving health and quality of life, wealth creation/economic growth, upskilling the workforce, increasing productivity, attracting R&D investment, improving social welfare, improving national security, enhancing culture, protecting the environment, influencing public policy, increasing public engagement with research. |
| **Impact activity - Communications** | How will you make stakeholders aware of the research? As appropriate, this may include PR, press releases and media appearances, articles published in non-academic media (e.g. magazines, trade journals), stakeholder consultations, conference talks or posters, targeted seminars, public engagement events, policy engagement workshops, project website. |
| **Impact activity - Collaboration** | Will stakeholders be actively involved in the research? This could include consultations through surveys/workshops, membership of a project advisory board, providing access to data or materials, undertaking work on the project e.g. testing samples, providing test sites or pilot facilities. |
| **Impact activity - Application and exploitation** | How could the results of the research be applied in practice? This could include (as appropriate) consultancy and advisory work, commercialisation - IPR licensing, people exchange - secondments, placements. |
| **Resource** | What resources (staff time, materials, event costs, web design costs, consultancy etc.) will be needed to carry out the communication, collaboration and application activities? Advice and support is also available from other sources e.g. your departmental/School Research or KT Facilitators, Cambridge Enterprise, the Centre for Science and Policy, the Public Engagement Team. |
| **Milestones** | What are the key decision points and events for impact activities? |
| **Experience** | What experience do the PI and research team have of relevant impact activities? |
| **Evidence** | What evidence could be gathered of the potential impact stated above? How will you collect and store the evidence for future reporting such as REF? |

