

## ***Identifying and involving external stakeholders and potential beneficiaries – who at UoM can help?***

### **Industry, business, organisations, third sector, etc.**

When engaging in a new collaborative partnership, it is helpful to mention if the company/organisation have any existing relationship to the University (*e.g. Met Office are a government body, end-user and expert contributor to University research*). Faculty-based business engagement managers can advise on this.

It is also worth exploring whether there are relevant joint post holders in your Faculty/School, who can provide a mechanism for engaging with the Organisation/Company and to consider other associated companies/supply chain/membership to this company/organisation.

**Examples of activities/milestones** – stakeholder meetings/workshop, co-production of materials, presentation of research findings at an Organisation seminar.

### ***Who can help/provide advice?***

The University **Business Engagement Support Team** work across all Faculties and can help make connections and advise on whether companies or organisations you are interested in working with have an existing relationship with the University.

A wide variety of activities are organised at School/Institute level, including showcasing events and ‘Industry Study Days’ (bringing together business challenges with University expertise to explore solutions and future project ideas)

<http://www.staffnet.manchester.ac.uk/services/rbess/business-engagement/>

The University’s **Knowledge Exchange team** can provide help with the different stages of research projects, from applying for funding, to project planning and evaluation. They actively seek external businesses and organisations to engage with and can also direct researchers towards collaboration funding streams, including Impact Accelerator Accounts and Knowledge Transfer Partnerships to speed up the real-world impact of academic research.

There are a number of **KE Fellows**, whose role is specifically to make sure that UoM research informs end-users and is also informed by them. They have contacts that may be of use and through Newsletters, Open days, Knowledge Transfer Networks, etc., could act as a useful dissemination route.

<http://www.staffnet.manchester.ac.uk/services/rbess/business-engagement/knowledge-exchange/>

**UMIP** focuses on commercialisation of relevant University research results: licensing or spinning out companies, and development of a ‘best practice’ Intellectual Property policy and model. They also provide and advice and support on social enterprises:

<http://umip.com/> ; <http://umip.com/social-enterprise-overview/>

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**University Institutes** have strong sector links and can help gain access to associated industry sectors and supply chains – this may provide a conduit to you presenting your findings to the right people.

**Examples of activities/milestones** – Presentation at an industry/sector specific event; meetings with associated industry/supply chain, participating in open days (if appropriate), participation on advisory committee made up of stakeholders.

***Who can help/provide advice?***

University institutes and networks: <http://www.manchester.ac.uk/research/structure/institutes/>

## **Policy Makers**

If your research can be used to shape decision-making describe how you will translate your research findings and target them to the right people at the right time.

Research councils regularly host workshops for researchers on policy engagement and media relations – these are advertised via their websites and newsletters.

The government has also produced a useful guide entitled “Engaging with academics: how to further strengthen open policy making” (<https://www.gov.uk/government/publications/engaging-with-academics-guide-for-policy-makers> )

**Examples of activities/milestones** – production of policy briefing/s, blog posts, production of infographic, dissemination of key recommendations, panel discussion, joint workshop, providing evidence to Select Committee.

***Who can help/provide advice?***

Policy@manchester can offer expert advice on this and have support tools such as access to the Dods database of MPs, Peers, Civil Servants and Special Advisors, a Policy Briefing Toolkit and assistance with producing blog posts ([www.policy.manchester.ac.uk/resources](http://www.policy.manchester.ac.uk/resources) ).

## **General Public**

Research Councils are keen to report research highlights – it is good to mention in your P2I that you will ensure the Research Council press office are suitable informed of any major developments. UoM staff often participate in public engagement activities such as Science Festivals, Universities Week, Science Busking, etc. to discuss their science.

The University is also fortunate to have cultural assets such as The Whitworth Art Gallery, The Manchester Museum and the The John Rylands Library all of which have strong links to local communities.

**Examples of activities milestones**– these might include articles in the press, case studies sent to Research Council, blog posts, tweets and other social media dissemination, participation in Science Festivals/Community Open Days

***Who can help/provide advice?***

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Manchester Museum can support researchers in identifying innovative ways to involve the public in research and evaluation techniques. Further information:

<http://www.museum.manchester.ac.uk/aboutus/researchandstudy/researchimpact/>

The engagement@manchester network run regular lunchtime meetings exploring different ways to involve people in research.. There are a large number of open days and festivals, open to researcher involvement and initiatives such as 'science busking' and Scibar. Further info:

<http://www.engagement.manchester.ac.uk/resources/engagement/>

The Public Engagement at Manchester network:

<http://www.engagement.manchester.ac.uk/about/index.html>

Manchester Science Festival is an annual event with many opportunities for researchers to get involved: <http://www.manchestersciencefestival.com/>

### **Media relations**

If you have a research paper coming out, or if you'd like to be put forward to the media to speak about topical issues which relate to your area of expertise, please contact the Media Relations Officer for your area.

If you'd like a good introduction to writing for the media, then consider an article for the Conversation (<http://theconversation.com/uk> ). This news website features articles written and approved by academics. Writers gain access to their readership numbers and articles are often picked up by national media outlets.

If you would like to book a University approved photographer, you can request a list, including prices from the Media Relations team - <http://www.manchester.ac.uk/discover/news/contact-media-relations/>

Further reading: guidance from Media Relations on 'What is news?'

<http://www.staffnet.manchester.ac.uk/services/communications-marketing/media/coverage/>

The University also has a wide range of social media channels which can be used to disseminate research findings <http://www.manchester.ac.uk/connect/social-media/>

### **Research staff**

Research staff could benefit from working on your project, helping to bring new skilled people into the market. In the Impact Summary section you could describe in particular what expertise they would obtain. Pathways to Impact might include exposure to contacts and stakeholders, and training and development activities such as attendance at Research council organised courses.

***Examples of milestones*** – Usually by the end of the project they would be fully trained (especially for PhDs); you may describe when you anticipate they would attend courses.