

**Impact, Exchange and Making a Difference: Utilizing  
Academic Research to its Full Potential**

**School of Geography, Earth & Environmental Sciences**

**The University of Birmingham**

**Friday 8<sup>th</sup> June 2012**

**9.30 – 17:00**

**Schedule:**

- 9.30-1000:** Registration (Room NG08)  
*(Hot Drinks and Pastries Provided)*
- 1000-10.30:** Professor Ron Martin (University of Cambridge)
- 10.30-10.45:** Lucy Vernall (Ideas Lab)
- 10.45-1100:** Fiona Heatlie (Research Development Officer)
- 1100-1200:** Panel Session
- 1200-1315:** Lunch  
*(Provided in the Main Foyer Outside NGO8)*
- 1315-1600:** Third Sector/Policy or Business/Policy Workshop  
*(Hot drinks and cake provided)*
- 1600-1700:** Feedback from both Workshops
- 1700:** Drinks & Nibbles

### Overview:

One of the most important areas of debate in contemporary academic culture is the question of 'impact' – how academics can ensure their research is disseminated to, and used by, the widest possible audience, producing positive change in the wider world. This trend is increasingly reflected in the priorities of academic funding bodies, with research councils such as the ESRC and AHRC pushing the notion of impact to the forefront of their programmes. Moreover, the 2014 Research Excellence Framework has stated that 20% of their assessment on the quality of individual departments' research will be based on 'impact', underlining the fact this notion is only set to become more important in coming years.

And yet the notion of 'impact' is notoriously difficult to define and measure, and the question of how academics and early career researchers might achieve this modern holy grail of 'impactful research' continues to pose problems, especially in the face of shrinking higher education budgets. Academics are not alone in facing these challenges, however; third sector and business organizations are currently facing many of the same issues, and often meeting them with innovative and effective responses.

The Impact, Exchange and Making a Difference (IEMD) conference will take a two-pronged approach to the question of academic impact; the morning session will provide a forum to discuss and refine academic understandings of impact, asking where, how and why should academics generate impact and policy relevant research, and how can such impact be measured, with particular reference to what lessons could be learnt from the private and third sectors. The afternoon session will have a more practical focus, bringing Academics and Doctoral Researchers together with business and third sector representatives in workshops to facilitate mutual learning about impact and collaborative working practices

**Conference Organizers:****Rachel Mulhall**[Ram465@bham.ac.uk](mailto:Ram465@bham.ac.uk)

Rachel is a final year PhD student in the Society, Economy and Environment research group at the University of Birmingham. Her research explores the role of manufacturing in the UK economy and long term adjustments in the metal processing sector. She is a co-founder of the Start2Finish research group, which has run a series of development workshops for early career researchers in the social sciences.

<http://www.birmingham.ac.uk/schools/gees/people/dr-students/mulhall-rachel.aspx>

**Megan Ronayne**[msr772@bham.ac.uk](mailto:msr772@bham.ac.uk)

Megan is a first year PhD student in the Society, Economy and Environment research group within the School of Geography at the University of Birmingham. Her research is concerned with the long-term survival and competitiveness of UK manufacturing firms in the technical textile sector. Megan is also part of the Start2Finish research group.

<http://www.birmingham.ac.uk/schools/gees/people/dr-students/ronayne-megan.aspx>

For more information on Start2Finish please visit the research group's website:

[www.start2finishresearch.com](http://www.start2finishresearch.com)

**Tom Disney**[TND044@bham.ac.uk](mailto:TND044@bham.ac.uk)

Tom is a first year PhD student in the Society, Economy and Environment research group. His research is concerned with the role of space and childhood agency in orphan care.

<http://www.birmingham.ac.uk/schools/gees/people/dr-students/disney-tom.aspx>

**Elly Harrowell**

[Exh198@bham.ac.uk](mailto:Exh198@bham.ac.uk)

Elly is a first year PhD student in the Centre for Urban and Regional Studies. Her research is concerned with the links between collective memory and the post-conflict reconstruction of the urban environment.

<http://www.birmingham.ac.uk/schools/gees/people/dr-students/harrowell-elly.aspx>

### Before you Arrive:

We would like to ask all attendants to prepare a short answer to the statement:

### **Impact is...**

This should be one sentence on what you think impact is or what impact means to yourself. This will enable you to start thinking about the role of impact in your own research or your discipline.

Please note these statements will be anonymous and will provide background slides to enable all attendants to be reflective throughout the day. Your statements should be done as part of your registration forms.

To get the most out of this conference and to utilize the expertise available, please consider before the day where and how you could have impact in your own research? And can you think of any clear examples of research where there has been impact?

### Useful Reading:

James A., (2006) Critical moments in the production of 'rigorous' and 'relevant' cultural economic geographies, *Progress in Human Geography*, 30, 289 This paper begins to develop appropriate strategies on how academics might achieve impact in practice

Martin R., (2001) Geography and public policy: the case of the missing agenda, *Progress in Human Geography*, 25(2), 189-210 – This paper is advanced a theoretical debate within geography by making a plea for a new 'policy turn' in the discipline, and concludes with suggestions for how geographers might move towards a 'geography of public policy'.

### Getting There:

Please arrive at the foyer outside NG08 in the School of Geography, Earth and Environmental Sciences at the Edgbaston Campus (please refer to map overleaf).

### *By Rail:*

From Birmingham New Street Station there is a train to University Station every 10 minutes. The train journey takes about 10 minutes from New Street to University with a 5 minute walk to the campus.

### *By Bus:*

The bus numbers 61, X62 and 63 all travel to the University Campus from the City Centre

### *By Taxi:*

Taxi journeys take approximately 10 minutes from the City Centre

### *By Car:*

#### **Approaching from the north west or south east along the M6**

- Leave at Junction 6 (signposted Birmingham Central) to join the A38(M)
- At the end of the motorway, keep to the right, go over a flyover, then through some underpasses to join the A38 Bristol Road
- The University is on your right, two and a half miles from the city centre

#### **Approaching from the M42 north:**

- Leave at Junction 8 to join the M6 northbound and follow the instructions above

**Approaching from the south west:**

- Leave the M5 at Junction 4 signposted Birmingham SW) to join the A38
- The University is approximately eight miles from the motorway

**Approaching from the M40:**

- It is easier to turn south on the M42 and leave at Junction 1, heading north on the A38 Bristol Road
- The University is approximately eight miles from the motorway

**Visitor car parking**

Visitors to campus are requested to park in any of the 4 pay & display car parks, those are:

- South Car Park (access via Edgbaston Park Road)
- North Car Park (access via Pritchatts Rd)
- Pritchatts Road Car Park (at the junction with Vincent Drive)
- Grange Road Car Park (Main Campus)

**Non University Permit Holders**

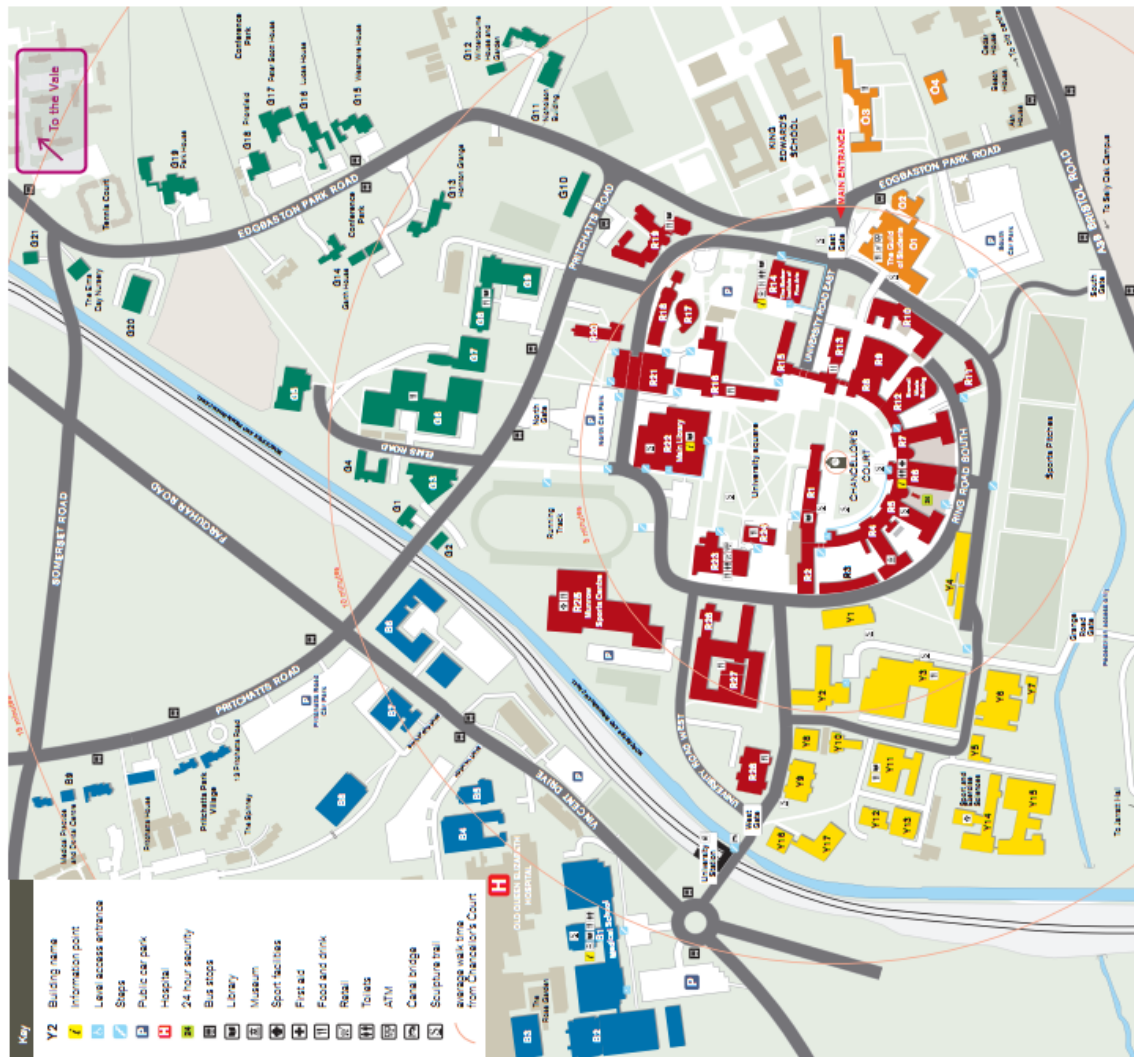
- Up to 1 hour £1.00
- 1-3 hours £3.00
- 3-5 hours £4.00
- 5-8 hours £6.00

Visitors who require access to the main campus for business purposes should contact the department they are visiting to request a permit which should be hung from the rear view mirror of their vehicle.

**Any Enquiries:**

If you have any enquiries before or on the day please feel free to speak to any of the conference organizers or contact the team at [impactconference@hotmail.co.uk](mailto:impactconference@hotmail.co.uk) or telephone 0121 414 3282





## Edgbaston Campus Map

### Index to buildings by zone

#### Red Zone

- R1 Law Building
- R2 Frankland Building
- R3 Hills Building
- R4 Aston Webb – A Block, Earth Sciences
- R5 Aston Webb – B Block
- R6 Aston Webb – Great Hall
- R7 Aston Webb – C Block
- R8 Physics West
- R9 Nuffield
- R10 Physics East
- R11 Medical Physics
- R12 Branall Music Building
- R13 Poynting Building
- R14 Barber Institute of Fine Arts
- R15 Watson Building
- R16 Arts Building
- R17 Ashley Building
- R18 Stratford Building
- R19 Education Building
- R20 J G Smith Building
- R21 Muirhead Tower
- R22 Main Library
- R23 University Centre
- R24 Staff House
- R25 Munrow Sports Centre
- R26 Geography
- R27 Biosciences Building
- R28 Learning Centre and Primary Care

#### Orange Zone

- O1 The Guild of Students
- O2 St Francis Hall
- O3 University House
- O4 Elm House

#### Green Zone

- G1 32 Pritchatts Road
- G2 31 Pritchatts Road
- G3 European Research Institute
- G4 3 Elms Road
- G5 Computer Centre
- G6 Metallurgy and Materials
- G7 IRC Net Shape Laboratory
- G8 Gilbert Kapp Building
- G9 52 Pritchatts Road
- G10 54 Pritchatts Road
- G11 Nicholson Building
- G12 Winterbourne House and Garden
- G15 Westmere
- G18 Priorfield
- G19 Park House
- G20 Elms Plant
- G21 Park Grange
- G22 Elms Day Nursery
- G23 University Centre
- G24 Staff House
- G25 Munrow Sports Centre
- G26 Geography
- G27 Biosciences Building
- G28 Learning Centre and Primary Care

#### Blue Zone

- B1 Medical School
- B2 Institute of Biomedical Research including IBR West
- B3 Wellcome Clinical Research Facility (1st floor)
- B4 Robert Aiken Institute for Clinical Research
- B5 CRUK Institute for Cancer Studies and Denis Howell Building
- B6 Research Park
- B7 90 Vincent Drive
- B8 Henry Wellcome Building for Biomolecular NMR Spectroscopy
- B9 Medical Practice and Dental Centre

#### Yellow Zone

- Y1 Old Gymnasium
- Y2 Hawthth Building
- Y3 Mechanical and Civil Engineering Building
- Y4 Terrace Huts
- Y5 Estates West
- Y6 Maintenance Building
- Y7 Grounds and Gardens
- Y8 Chemistry West
- Y9 Computer Science
- Y10 Alta Bioscience
- Y11 Chemical Engineering
- Y12 Biochemical Engineering
- Y13 Chemical Engineering Workshop
- Y14 Sport and Exercise Sciences
- Y15 Civil Engineering Laboratories
- Y16 Occupational Health
- Y17 Public Health