

# Session 5: Impact Capture and Monitoring

# Impact Capture and Monitoring

One of the most frequently-asked-about elements of impact!

- “How do I know if I’ve had impact”?
- “Do I need to collect evidence of impact?”
- “I don’t have time to track and record everything!”
- “What do I need to do to track my impact?”

# Alas .....

There is no easy answer!

- No single “right way” of doing this
- No one set of online tools or systems that will simply do this for you (as if by magic)
- How to “capture” or “record” or “evidence” your impact will inevitably vary from one impact type to another, and from one project to another

# Why am I doing this anyway?

- REF case study (or possibly)
- RCUK requirement (ResearchFish ....)
- Helping your department/university: your work part of their overall impact picture which they may need to demonstrate
- Self-fulfilment
- Useful to build up portfolio of evidence of your “impactfulness” e.g. supporting material for future bids, applications etc.

# Making it easier for yourself:

- A few tips
- An impact mapping approach
- Helpful tools and systems

# A few tips

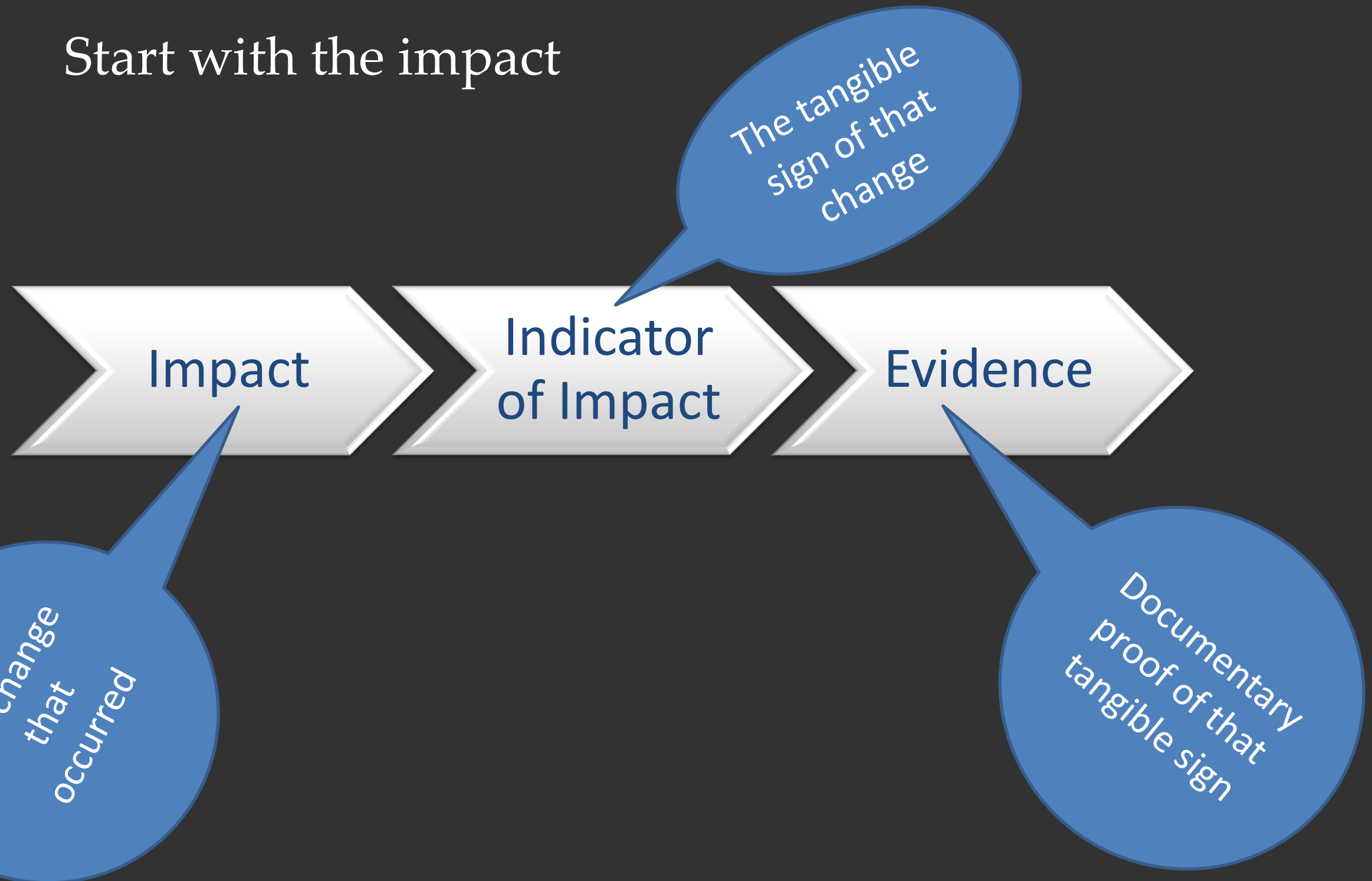
- Think about it in advance:
  - What impact am I planning to have?
  - What will success look like?
  - What evidence of that success might I be able to collect?
- Start with the impact not the evidence: don't think "what can I collect" but "what impact am I hoping to have"?
- Remember: you are looking to track/record the impact, not the route to impact: evidence that change has occurred, not that you undertook activities

# A few tips

- Think about two distinct stages to process:
  1. Finding out whether/what impact your work has had;
  2. Evidencing/recording that that impact has happened
- Set up any systems that might be helpful in advance: logs, spreadsheets, templates (e.g. from toolkits)

# An Impact Mapping Approach

- Start with the impact





# An Impact Mapping Approach



Impact

The actual change:

- Marine conservation in the UK has improved

Indicator  
of Impact

The tangible sign of change:

- 3 new marine conservation zones established since 2013 and 4 endangered marine species are now increasing numbers

Evidence

The documentary proof:

- Official documentation for establishment of zones; official statistics for species numbers; testimonial from DEFRA confirming the research was instrumental in these changes

# Remember ...

- This will involve work! For you, or a project assistant, or partners: or for all of you!
- BUT Advance planning will help you:
  - understand what you are seeking to achieve, track and collect
  - minimise wasted time looking for the wrong things
  - help you plan resources effectively and budget for this phase

# Recording your impact

Start with the Impact!  
(not with the system)

- An “Impact Log” approach may be helpful: this is likely to be a journey over time
- Set up your log at the start of your project. This could be:
  - In a Word document or Excel Spreadsheet
  - In a Google document (useful for multiple partners)
  - In PURE

# Recording your impact

Structure your Log around your hoped-for impacts.

This can be set up in advance with space to fill in as you go: makes recording activities and impacts much quicker and less daunting!



# A Possible approach

(this is just one idea!)

- A section for each broad impact you hope to achieve (if more than one)
- A list of your planned impact activities
- A space beneath each to describe those activities (or add in links if appropriate), how they went, what impact is emerging from them
- Lists of your possible “indicators of impact”
- Suggested lists of evidence that you might gather for each indicator
- Dates/responsibilities for who will collect
- “Tick off” and link to actual document once collected

# PURE – it can help you do this!

- Create an “Impact” record for each of your planned impacts (can do this in advance, and mark it “in progress”)
- Create an “Activity” record every time you have undertaken an impact-related activity; fill in the details, attach and store any related documents, and link it to the “Impact” record.
- As you start to see change/impact occurring because of the success of your activities, go to the “Impact” record and write up the emerging narrative of change
- When you have collected documentary evidence of impact, attach it to the “Impact” record

# PURE – why it's a good idea!



- It's the University's official repository of all research activity, and is the proper place to store records of your research-related impact and activities.
- It allows you to link your impacts and activities together, and to link both to relevant research projects and outputs, creating a “complete picture” of your research
- Impacts and activities can both be marked as “not for publication” if you wish
- Your Department, and the University, can see your record of impact, and will not need to ask you to write it up again!
- Can be used in official processes e.g. performance development review, promotions process etc.

# Creating an Impact record in PURE

Impact - Pure 5.6.4-4 - Mozilla Firefox

https://pure.york.ac.uk/admin/editor/dk/atira/pur.../impacteditor.xhtml?id=50271653

Id: 50271653

**ZooMS: archaeozoology, food security, traceability and authentication**

Impact

**EDIT**

**Metadata**

OVERVIEW

Relations

Display

HISTORY AND COMMENTS

History and comments

**Impact status** ⓘ

Impact status \*

Completed ▼

**Impact information** ⓘ

Title \*

ZooMS: archaeozoology, food security, traceability and authentication

**Impact Summary**

Demand for cheap meat has increased the potential for fraudulent food labeling, which exploded in public debate in 2009 and 2013. Zooarchaeology by Mass Spectrometry (ZooMS) is a technology originally developed to identify bone fragments from archaeological sites by determining the sequence of the bone protein, collagen. By applying this research to the food industry we have provided evidence of fraud. In 2009 ZooMS identified pig and cow gelatin being pumped into chicken meat to increase weight. Action taken by the food producers when confronted with our research respected the beliefs of up to 3.8milliona people in the UK who choose to avoid pig and cow products.

Use to describe the stage of evolution of the Impact record

Use to give title and overview. Try to make title specific and clear



Impact - Pure 5.6.4-4 - Mozilla Firefox

https://pure.york.ac.uk/admin/editor/dk/atira/pure/api/shared/model/impact/editor/impacteditor.xhtml?id=50271653

Id: 50271653

**ZooMS: archaeozoology, food security, traceability and authentication**

Impact

the UK who... products.

Who is affected?

Use to describe beneficiaries e.g. community group

Use to describe how the research lead to the impact. Also consider doing this through linking to other content (e.g. activities and publications)

EDIT

**Metadata**

OVERVIEW

Relations

Display

HISTORY AND COMMENTS

History and comments

How did the research contribute?

ZooMS is a procedure developed at York by Professor Matthew Collins (Archaeology), in collaboration with Professor Jane Thomas-Oates (Chemistry), to identify the animal origin of worked bone and bone fragments from archaeological sites<sup>1</sup>. Bone is composed of two major constituents, mineral (apatite) and protein (collagen). Most ancient proteins decay, by cross-linking to other molecules (humification) and by cleavage (hydrolysis) into random fragments. These twin processes make analysis of ancient proteins a challenging research area. We have been researching the application of protein mass spectrometric methods to analyse proteins in archaeological bones<sup>2</sup>. The highly conserved main collagen chain is a robust triple helix which (we believe) is

Narrative

The new research has had impacts in the detection... ready meals containing meat have become more popular (now estimated at 5% of the UK food budget), the potential for fraudulent food labelling has increased. The potential for mislabelling came to the fore in 2009 and again in 2013. The Food and Environment Research Agency (Fera), part of DEFRA, guides the science evidence base in the food and environment sectors to ensure that UK policy-makers are well informed, undertaking both surveillance and research and development activities. Its services underpin regulatory frameworks as well as supporting religious and cultural factors such as food provenance (e.g. halal or kosher).

Space to give an expanded narrative

Id: 50271653



**ZoomS: archaeozoology, food security, traceability and authentication**

Impact

EDIT

**Metadata**

OVERVIEW

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Display

HISTORY AND COMMENTS

History and comments

Impact Type

Add Impact Type...

Impact sector

No value ▼

Period

☒ Specific date

☐ Period of time

Use to add further information on type (e.g. cultural, environmental, legal....) of impact and time period over which it applies

Evidence ⓘ

► **Impact Evidence**

Evidence date: 1 Jan 2008 – 31 Jul 2013

Add impact evidence

Use to add supporting evidence for the impact – useful for REF!

Participants and affiliations ⓘ

Persons \*



**Matthew James Collins**, Participant

Internal participant



**Archaeology**

Organisational unit: Academic Department



Edit

Add person...

Add organisational unit...

## Edit impact evidence

## Evidence information

Evidence indicator

No value ▼

Period \*

☐ Specific date☒ Period of time

Year \*

2008

Month

1

Day

1

Year

2013

Month

7

Day

31

Evidence title

Evidence summary

## Evidence contact information

Evidence contact information

[Add evidence contact information](#)

## Evidence documents and links

Documents

 <b>Annual report of the Chief Scientist_FSA_2009-10</b>	Show	Edit	↓	—
Annual_report_of_the_Chief_Scientist_FSA_2009_10.pdf, 3 MB				
Pure Users – Visible within Pure only				
 <b>Independent_Chicken injected with beef waste sold in UK</b>	Show	Edit	↓	↑
Independent_Chicken_injected_with_beef_waste_sold_in_UK.pdf, 128 KB				
Pure Users – Visible within Pure only				
 <b>Mail Online article_Chicken injected with beef</b>	Show	Edit	↓	↑
Mail_Online_article_Chicken_injected_with_beef.docx, 426 KB				
Pure Users – Visible within Pure only				
 <b>ONS report Census 2011 Religion</b>	Show	Edit	↓	↑
ONS_report_Census_2011_Religion.pdf, 452 KB				
Pure Users – Visible within Pure only				
 <b>Tom Heap web pages_what's really in our food</b>	Show	Edit	↑	—
Tom_Heap_web_pages_what's_really_in_our_food.docx, 853 KB				

## Relations

Impact



Equipment



Research output



Activities




### Royal Society Open Science

Matthew James Collins (Editor), 1 Jun 2015 → 1 Apr 2018

Activity: Editorial work or peer review of publications > Editorial board member

### Gordon Research Conference

Matthew James Collins (Invited speaker), 2 Aug 2016, Gordon Research Conference

Activity: Conference participation > Participation in conference

### International Meeting of Ancient DNA

Matthew James Collins (Contributor), 20 May 2016

Activity: External academic engagement > Invited talk

### Niels Bohr Professorship

Matthew James Collins (Recipient), 1 Oct 2016 → 30 Sep 2021

Activity: Awards > Appointment

ID:

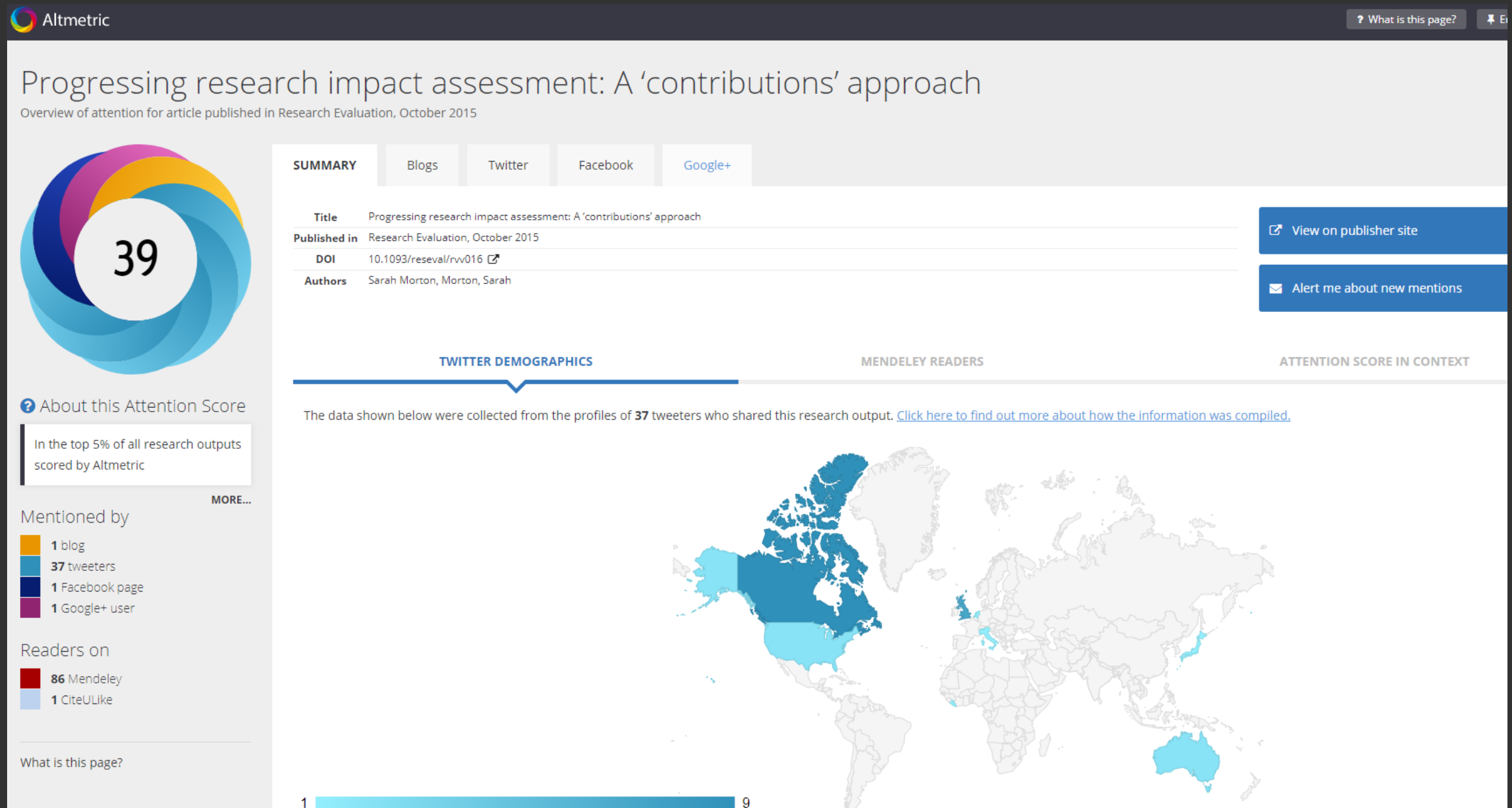
# PURE – guidance on Impacts and Activities

<https://www.york.ac.uk/staff/research/research-impact/impact-support/pureimpacts/>

# Other tools

- University Impact Toolkit:  
<https://www.york.ac.uk/staff/research/research-impact/impact-support/impacttoolkit/> (York log-in required)
  - Includes tools on tracking and evidencing impacts such as an impact-indicator-evidence mapping tool
- In addition to PURE, the University's own filestore and Google drive systems are safe repositories for documentary evidence

# Other tools - Altmetric



# Other tools - Altmetric

- A system that allows you to see the number of social media interactions with your open access paper, and where in the world they are; can follow-up links for more details
- Free-to-download widget can enable this for any paper;
- Beware of limited use: social media interactions may or may not be indicators of non-academic impact!
  - Can give only a limited idea of who has interacted with your paper, for what purpose, and any “onward use”;
  - May give you a few statistics, but only (a small!) part of the picture.



