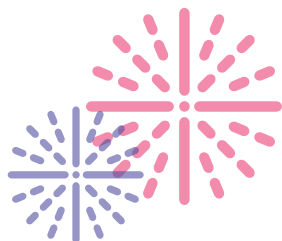




## ESRC Celebrating Impact Prize 2013

Celebrating outstanding social and economic  
impact of ESRC-funded research



## Welcome to the ESRC Celebrating Impact Prize 2013

As the UK's largest economic and social science funding organisation, the Economic and Social Research Council (ESRC) is committed to supporting the very best research that has wide-ranging impact.

Social science research provides a vital contribution to our understanding of many of the most significant challenges society faces. By encouraging ESRC-funded researchers to make the biggest possible impact, our research influences public policies and makes businesses, voluntary bodies and other organisations more effective, contributing substantially to the growth agenda.

The ESRC Celebrating Impact Prize is an opportunity to applaud the outstanding economic and social impacts achieved by ESRC-funded researchers. I take this opportunity to thank all the applicants for demonstrating their commitment to achieving impact throughout the research process.

Professor Paul Boyle  
Chief Executive  
Economic and Social Research Council



## About the Prize

*The ESRC Celebrating Impact Prize is a new, annual opportunity to recognise and reward the successes of ESRC-funded researchers who have achieved, or are achieving, outstanding economic and societal impacts. The prize celebrates outstanding ESRC research and success in collaborative working, partnerships, engagement and knowledge exchange activities that have led to significant impact.*

*A prize of £10,000 is awarded to the winners of each category and £10,000 to the department with the Impact Champion of the Year, with second prizes of £5,000. Each prize is to be spent on furthering knowledge exchange, public engagement or other communications activities to promote the economic and social impact of research.*

## Meet the Panel

**Mr David Walker** is a writer and broadcaster specialising in public policy and management. He is Chair of the Celebrating Impact Prize panel and member of the ESRC Council

**Dr Fiona Armstrong** is Deputy Director of Policy, Resources and Communications at the ESRC

**Mr Neil Serougi** is an independent health informatics research and policy consultant and member of the Methods and Infrastructure Committee, ESRC

**Professor Claire Wallace** is Professor of Sociology and Vice-Principal for Research and Knowledge Exchange at University of Aberdeen and member of the ESRC Research Committee

**Mr Graeme Nicol** is an SME Consultant and former ESRC Research Committee member

**Dr Karen Bultitude** is a lecturer in Science Communication and Director of Research in the Department of Science and Technology Studies at University College London

### Outstanding Impact in Society

Research that  
has made a  
contribution  
benefiting society  
more widely or a  
specific group of  
the public

### Professor Cathy Nutbrown, University of Sheffield



Professor Cathy Nutbrown worked with 20 early-years practitioners to adapt a family literacy framework – Opportunities, Recognition, Interaction

and Models (ORIM).

Through partnership with the National Children's Bureau the project reached local authorities and a number of networks concerned with early years education.

Practitioner workshops enabled the families they were working with to raise children's literacy achievements. The original 20 practitioners shared their work resulting in around 300 practitioners getting involved, between them reaching 6,000 families.

Professor Nutbrown's impact has influenced local policy and national practice in parents' role in literacy.

This has made a difference to parents, by increasing their confidence and knowledge about how to help their children; practitioners, in aiding new skills in working with parents on literacy; and the children themselves.

**“Working with the ORIM Framework in Kirklees we have been able to really help parents to recognise the small steps in children's literacy development”**

**Kay Davies, Early Years Consultant,  
Blenheim Preschool, Dewsbury**

## Outstanding Impact in Society

Research that  
has made a  
contribution  
benefiting society  
more widely or a  
specific group of  
the public

### Professor Helen Ball, Durham University



Professor Helen Ball has addressed how the care behaviour and environment associated with infant sleep is understood by parents, health professionals,

policymakers and those who advise these groups.

Parents' experiences of infant sleep, such as night-time breastfeeding and sleep disruption, did not match up with their expectations and infant health recommendations.

Professor Ball has collaborated with research user organisations, including UNICEF's UK Baby Friendly Initiative, for the Infant Sleep Information Source (ISIS) project. ISIS translates academic research on normal infant sleep into

an authoritative online resource to support ongoing education and engagement.

Professor Ball contributed to the re-evaluation of guidance to parents, clinical and public health policy, and engaged in discussion about infant sleep at every level from schools to government departments.

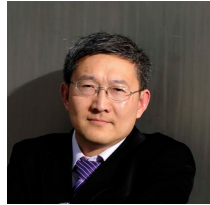
**“We value Professor Ball’s input to the development of our policies and guidance. The Baby Friendly Initiative has worked with her over many years to disseminate the results of her infant sleep research”**

Sue Ashmore, Programme Director,  
UNICEF UK Baby Friendly Initiative

### Outstanding International Impact

Research that has achieved impact at an international level in business, policy or societal issues

### Professor Fulong Wu, University College London



Professor Fulong Wu's research has explored a socially sustainable form of urbanisation and integration of rural migrants in urban China, and he continues to

work at the forefront of impacts on Chinese urban and planning policies.

More than half of China's population now lives in cities. Rapid urbanisation has raised profound challenges. Professor Wu's ESRC/DFID jointly funded projects, on 'urban poverty' and 'urban redevelopment and villages', have generated impacts instrumental in urban redevelopment planning and village improvement programmes, reframing debates and enhancing research and professional capacities in the country.

The impact was maximised by collaborating with Chinese academics, engaging with Chinese policymakers and providing continuing professional development to Chinese planning professions to help China achieve a sustainable urban future.

**“Professor Fulong Wu’s research has inspired our work, especially his study on rural planning and development, and rural environmental improvement. We look forward to working with him again in the future”**

Zhou Lan, Director of the Department of Construction, Jiangsu Provincial Government

## Outstanding International Impact

Research that has achieved impact at an international level in business, policy or societal issues

### Dr Emla Fitzsimons and team, Institute for Fiscal Studies



Dr Fitzsimons and her team designed a programme to improve development in early childhood in Colombia.

Weekly home visits to mothers with children aged one-to-two years were carried out by local women, ensuring cost-effectiveness and scalability. Dr Fitzsimons and her team set up a randomised controlled trial to test whether the programme affected child development, finding that it improved the cognitive and linguistic development of the participating children.

As a result of this research, and owing to close collaboration with early childhood development specialists from the Inter-American Development Bank, the findings have

transformed the Early Childhood Development policy of the Peruvian Government, set to reach 135,000 children across the poorest districts of Peru by 2016.

**“The team has provided, and continues to provide, excellent guidance and technical support. We believe this study has and will continue to be of high relevance to the lives of many Peruvians”**

**Andrea Portugal, National Program Cuna Más, Ministry of Development and Social Inclusion, Peru**

### Outstanding Impact in Public Policy

Research that has contributed to the development of UK public policy, at the local, regional or national level

### Professor Kevin Morgan and Dr Roberta Sonnino, Cardiff University



Professor Kevin Morgan and Dr Roberta Sonnino have highlighted the potential of public procurement to promote sustainability, by focusing on local

authorities that were spearheading school food reform in the UK and Italy.

Their research analysed and inspired the reform of public policy at national and local levels in England, Scotland and Wales. In Wales, their research inspired the Welsh Government's reform of the national school food policy, Appetite for Life, and is now having a wider impact on procurement policy across the public sector.

Professor Morgan and Dr Sonnino have been invited to present at a range of high-level policy and practice events in Europe, North America and Brazil, turning the UK's public policies into a reference point for school food reformers around the globe, including the UN's World Food Programme.

**“Professor Morgan and his team have always fully supported the work of the Soil Association and provided us with guidance and expertise to better understand good practice in school food provisioning”**

Helen Browning, Chief Executive, Soil Association and Libby Grundy, Director, Food for Life Partnership



## Outstanding Impact in Public Policy

Research that has contributed to the development of UK public policy, at the local, regional or national level

### Hull Floods Project Team, Lancaster University



The Hull Floods Project team at Lancaster University has transformed policymakers' understanding and management of the human impacts of the flood recovery process.

Previously, the social and emotional aspects of recovery did not feature much in policy. The team showed that many people find the flood recovery process more traumatic than the flood event itself. This was due to a policy gap between the kinds of support provided to flooded residents by public sector agencies and the less well-defined services provided by the private sector (eg, builders, insurers).

The team had continued engagement with policymakers and practitioners, within and beyond the life of the project. They also produced innovative training materials, including 'Flood Snakes and Ladders', which can be used by policymakers and practitioners to improve understanding of the impacts of flood recovery.

**“The team has provided useful resources for the Civil Contingencies Secretariat (CCS) in identifying key issues and gaps which exist within the UK National Recovery Guidance, and how the CCS might fill them”**

**Nick Brown, Recovery Policy Manager, Civil Contingencies Secretariat, Cabinet Office**

### Outstanding Impact in Business

Research that  
has generated  
business impact  
through successful  
knowledge  
exchange and  
engagement

### Professor Paula Jarzabkowski, City University



As a result of three interlinked projects funded collaboratively by the ESRC and industry, Professor Paula Jarzabkowski has had global business impact

on the re-insurance industry. She gained deep insights and a global overview of industry supply and demand through applying the ethnographic research method.

Professor Jarzabkowski identified a potential systemic risk, arising from an industry trend for increased complexity and global connectivity in re-insurance products. She developed a suite of tools to diagnose industry change and enable firms to address changes through improved strategic positioning, relationship management, risk analysis and risk trading.

Impact was maximised through tailored reports and company-specific strategy development workshops to participating companies in the UK, continental Europe, USA, Bermuda, and Asia. The results have been observable in firm behaviour change and high-profile industry debate about systemic risk.

**“Professor Jarzabkowski’s work has had tangible benefits through the specific frameworks, tools and diagnostics she has developed. They bring an academic perspective that shows the big picture but is also practical”**

**Bronek Masojada, Chief Executive,  
Hiscox Group**

### Outstanding Impact in Business

Research that  
has generated  
business impact  
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### Professor Mary Rose and Dr Eleanor Hamilton, Lancaster University



Professor Mary Rose and Dr Eleanor Hamilton, founders of the Institute for Entrepreneurship and Enterprise Development (IEED) at the Lancaster University Management

School, explored how universities establish productive knowledge exchange relationships with SMEs.

Prompted by the findings, the team implemented the 'in residence' model to enhance business engagement and developed the Leading Enterprise and Development Programme (LEAD), now delivered across the UK. Entrepreneurs in Residence can offer their expertise to other developing businesses, mentoring undergraduate and postgraduate students.

As a result, LEAD has also informed policy initiatives. Post-LEAD, 70 per cent of participants report a profit increase and 65 per cent a productivity increase. Conservative estimates suggest LEAD companies employ an additional 3,315 staff each year:

**“Through acting as an interviewee to individual entrepreneurship students, tutoring undergraduate groups and networking with other Entrepreneurs in Residence, from what I see the impact is substantial”**

**Philip Coatesworth, Entrepreneur in Residence, Lancaster University Management School**

### Outstanding Early Career Impact

Student researchers who have achieved or shown potential in achieving outstanding impact

### Dr John Jerrim, Institute of Education



Dr John Jerrim has influenced how statistical evidence on educational achievement is presented to the British public by government departments and

policymakers. His research investigated the claim that England has fallen down the Programme for International Student Assessment (PISA) rankings of school pupils' academic achievement.

Accurate representation of data is fundamental to maintaining both public trust in official statistics and the credibility of quantitative social science research. Dr Jerrim has reframed the debate on school pupils' academic achievement, concluding that England's apparent declining performance on international tests is not a

statistically robust finding and that public policy should not be based upon these claims.

Dr Jerrim created a dissemination strategy, including early engagement with key stakeholders and a close working relationship with the Institute of Education communications team, to avoid any potentially hostile response to his work.

**“His work has clearly addressed an issue of great interest to policymakers, while also highlighting the importance of accurate statistical communication to wider society”**

Andrew Dilnot CBE, Warden, Nuffield College, University of Oxford

## Outstanding Early Career Impact

Student researchers who have achieved or shown potential in achieving outstanding impact

## Mr Richard Murphy, Centre for Economic Performance



Mr Richard Murphy collaborated with the Sutton Trust to produce a report that summarised research on teacher quality and the effect on pupils, and methods of measuring teacher effectiveness.

Aimed at practitioners and policymakers, the report made recommendations about the use of classroom-based measures of teacher effectiveness. As a result the recommendations were accepted by the government, influencing the decision of the Secretary of State for Education to give schools the freedom to set pay in line with performance and to heighten the selectivity of teacher training routes.

Mr Murphy illustrated large variations in teacher effectiveness and that they cannot

be easily seen outside of the classroom. He recommended that a more flexible promotion and pay system in line with individual talent could improve the effectiveness of teachers and with this the potential to attract and retain more high-quality applicants into the profession.

**“The report was seen by me as a breath of fresh air, free from the polemics of other interested parties that influence education. An objective view about what really makes a difference to young people’s education”**

**Simon Cooper, Vice Principal,  
Mossbourne Community Academy**

### Impact Champion of the Year

A nominated individual who has a significant personal track record in knowledge exchange, and supporting and enabling impact

### Professor Alan Walker, University of Sheffield



Professor Alan Walker has an exemplary career-long record in championing impact – most recently demonstrated as the central aim of the New

Dynamics of Ageing (NDA) Programme, in capacity-building among researchers at all stages of their careers, pioneering new approaches and in achieving direct impact, particularly in the policy field.

Professor Walker's dedication to impact has proved inspirational across a wide range of disciplines as well as among non-researchers.

“Professor Walker’s work and that of the NDA Programme has provided much of the conceptual framework that Age UK has adopted in its corporate strategy, research, policy development and service development. We have taken his concept of active ageing and applied it to all that we do. It has a huge impact and application at the UK’s largest older people’s charity”

Michelle Mitchell, Charity Director General, Age UK

## Impact Champion of the Year

A nominated individual who has a significant personal track record in knowledge exchange, and supporting and enabling impact

## Professor Matthew Flinders, University of Sheffield




Professor Flinders was nominated because of the breadth and depth of his impact. His research has underpinned government policy and his writing and

broadcasting have stimulated major public debates within and beyond the UK.

Professor Flinders has also played a key role in supporting the social and political sciences, particularly new entrants in the profession, in terms of skills development and professional linkages that span academic and non-academic audiences. His impact-based teaching led him to design the first ever module to be formally accredited and co-taught by the Houses of Parliament.

**“Underpinning Professor Flinders work is his impressive and atypical ability to adapt his research and modes of communication to different audiences. I believe this is a critical factor that enables his work to play such an important role in contemporary policymaking”**

Timothy Crouch, Senior Policy Adviser,  
Public Bodies Reform, Cabinet Office



The Economic and Social Research Council (ESRC) is the UK's largest organisation for funding research into the big social and economic questions facing us today. Our research informs public policies and helps make businesses, voluntary bodies and other organisations more effective.

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