

# Maximising the impact of your research on policy

Influencing policy is among the best ways of demonstrating the value of academic research.

Universities across the UK are investing in the tools their staff need to successfully influence policymakers and to showcase the resulting impact.

Policy impact strengthens the case for future funding.

Demonstrating the real-world influence of research findings is more important than ever; in a fast-moving political environment, Covid-19 and Brexit are presenting new opportunities and challenges.

Now is the time to lay the foundations for success.

Bulletin Academic offers support ranging from an independent strategic analysis of research strengths balanced against policy opportunities, through tailored training and support, to communications and PR services.



To find out more visit  
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## Strategic analysis: identifying your front-runners

Bulletin Academic can provide an independent analysis of the potential of your research to deliver guidance to policymakers by:

- Identifying policy areas where impact is most likely and mapping them against the strongest and most relevant research at your university
- Recommending research areas to be targeted to generate policy guidance
- Interviewing researchers to clarify the potential of their research to influence policy and identify any training needs

This delivers a set of focus areas and researchers, plus a practical policy strategy.

## Support materials

An institution-wide capability to influence policy can only be built by supporting all researchers. Bulletin Academic offers briefing materials, ideal for internal distribution via intranet, including:

- “How to...” information briefs. Examples are:
  - An overview of the policymaking process in the UK
  - Tips on how to engage with Parliament
  - Preparing and running stakeholder events
- Materials to provide motivation and support. Examples are:
  - Best practice and policy impact success stories from across the sector
  - Videos / podcasts / case studies / best practice advice from your own researchers

## Communications and PR support

Policy guidance is an excellent source of material for raising the profile of the institution and its researchers. Bulletin Academic can generate news stories from research and ensure these get in front of the right people. We:

- Author case studies
- Ghost-write articles in accessible language

- Place articles and interviews in suitable media
- Propose and organise targeted events to bring policy stakeholders and academics together

## Training and coaching

Researchers can engage with policymakers more confidently and effectively when they have received the right training. Bulletin Academic offer:

### Influencing policy: introduction for ECRs and mid-career researchers

A workshop designed to raise awareness of how policy is made and how academic research can inform it. Aimed at all research-active staff new to influencing policy.

### Writing effective policy briefs

A workshop looking at the content, language and structure a policy brief needs to make an impact. Each participant can work on their own policy brief and receive feedback.

### Policy brief surgeries

Individual feedback on draft policy briefs.

### Giving evidence to Select Committees

An informal briefing for individuals or groups on giving evidence to a Select Committee, by former MP Dr Nick Palmer.

### Engaging with the policy community: making your mark through social media

This workshop helps academics who have little experience of blogs, Twitter and other social media outlets, to get the best out of them.

### Media training

Workshops for academics wanting to influence the policy agenda through TV, radio, print or online interviews. Includes tips for being interviewed on Teams or Zoom. Tailored to participants' level of media proficiency.

For academics already active in providing policy guidance, we offer:

- Training and coaching for video interviews and presentations
- Policy brief writing and proofing support
- Preparation and coaching prior to appearing in front of Select Committees

