

Practical exercise

The task

In small groups, we are going to draft 'impact plans' for a piece of research.

Each group will need to answer to 3 questions about their research:

1. Who are the potential impact stakeholders?
2. How would you reach them?
3. What opportunities and obstacles might you face?

Tips

- Think broadly about stakeholder groups – policy and practice changes aren't made by just one person or organisation.
- Consider using a mix of channels to communicate with your stakeholders
- Think about who has 'pull' with your stakeholders – can you get some key influencers on board in order to reach others?
- Create your own luck – think about things like policy announcements, public campaigns, etc. that might help or hinder you

Types of stakeholders

Funders

Parliamentarians

Third sector

Whitehall departments

Academic nodes, networks or collectives

Arms-length government bodies

Cross-government bodies, working groups and commissions

Devolved administrations

European government

Learned societies

Local government

Media

NHS

Parliamentary bodies

Political parties

Private consultancies

Private firms

Professional associations

Public service contractors

Regulators

Research institutions (not universities)

Service providers (all sectors)

Think tanks

Trade bodies and trade unions



Llywodraeth Cymru
Welsh Government



NICE National Institute for
Health and Care Excellence



Stockport

Clinical Commissioning Group



www.parliament.uk



Northern Ireland
Executive

www.northernireland.gov.uk



The Scottish
Government



Public Health
England



Care Quality
Commission



Communities
and Local Government



DEMOS



Local
Government
Association



Department
for Education



solace

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SOCIAL WORK



BERA

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UKRLP UK Register
of Learning
Providers



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theguardian

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