



What issues do we face using research to tackle inequalities?

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**For real  
and lasting  
change.**

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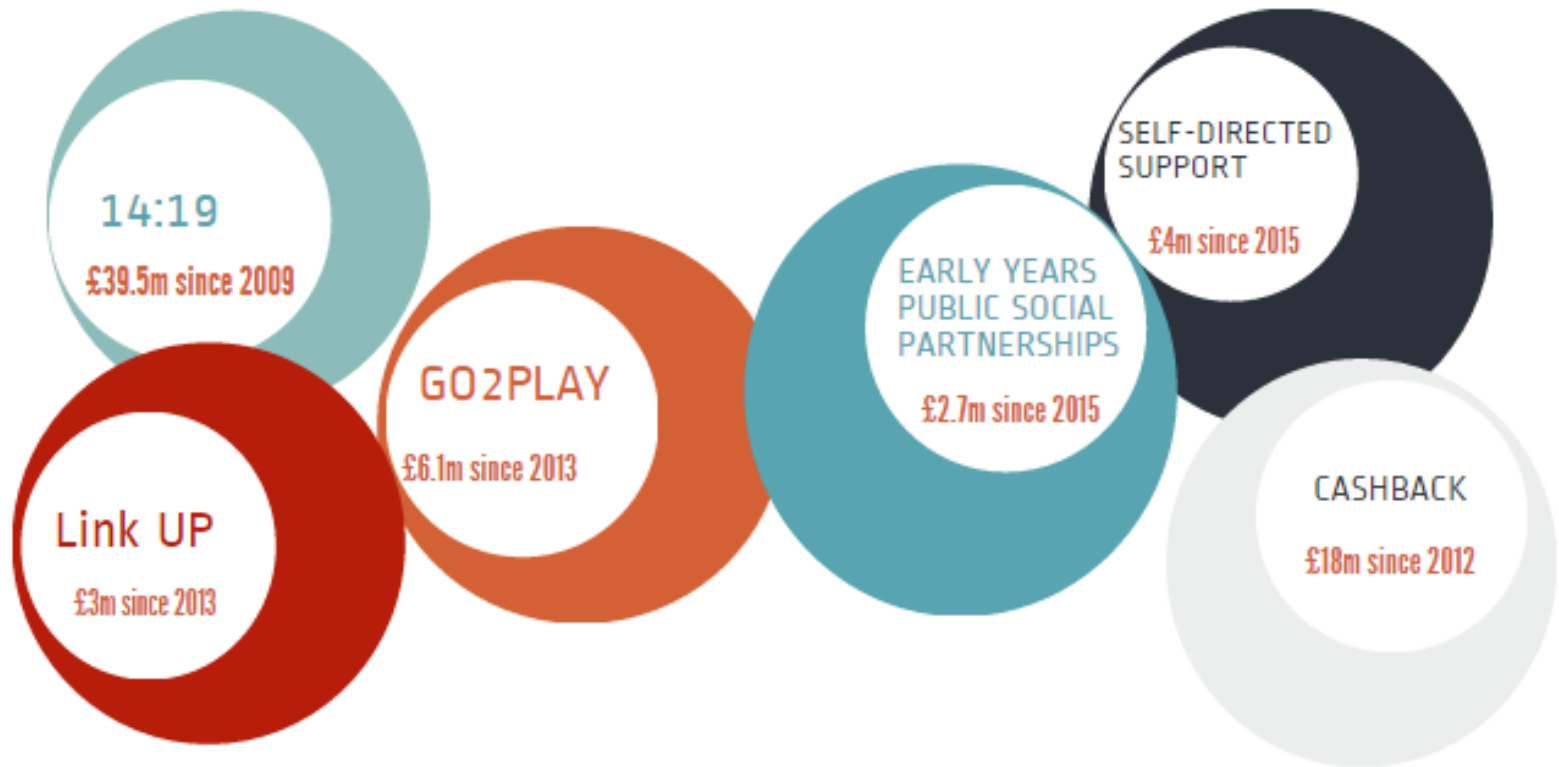
- Context
- Challenges
- Pragmatic suggestions

# Our Mission

We create sustained, and long lasting change for Scotland's most disadvantaged people and communities.

We achieve this by tackling tough social issues through partnership and collaboration across all sectors

# Tackling tough social issues by raising money & investing in Scotland's 3<sup>rd</sup> Sector



# Context

- Funder
- Policy maker
- Commissioner
- REF Impact Assessor
- Participant

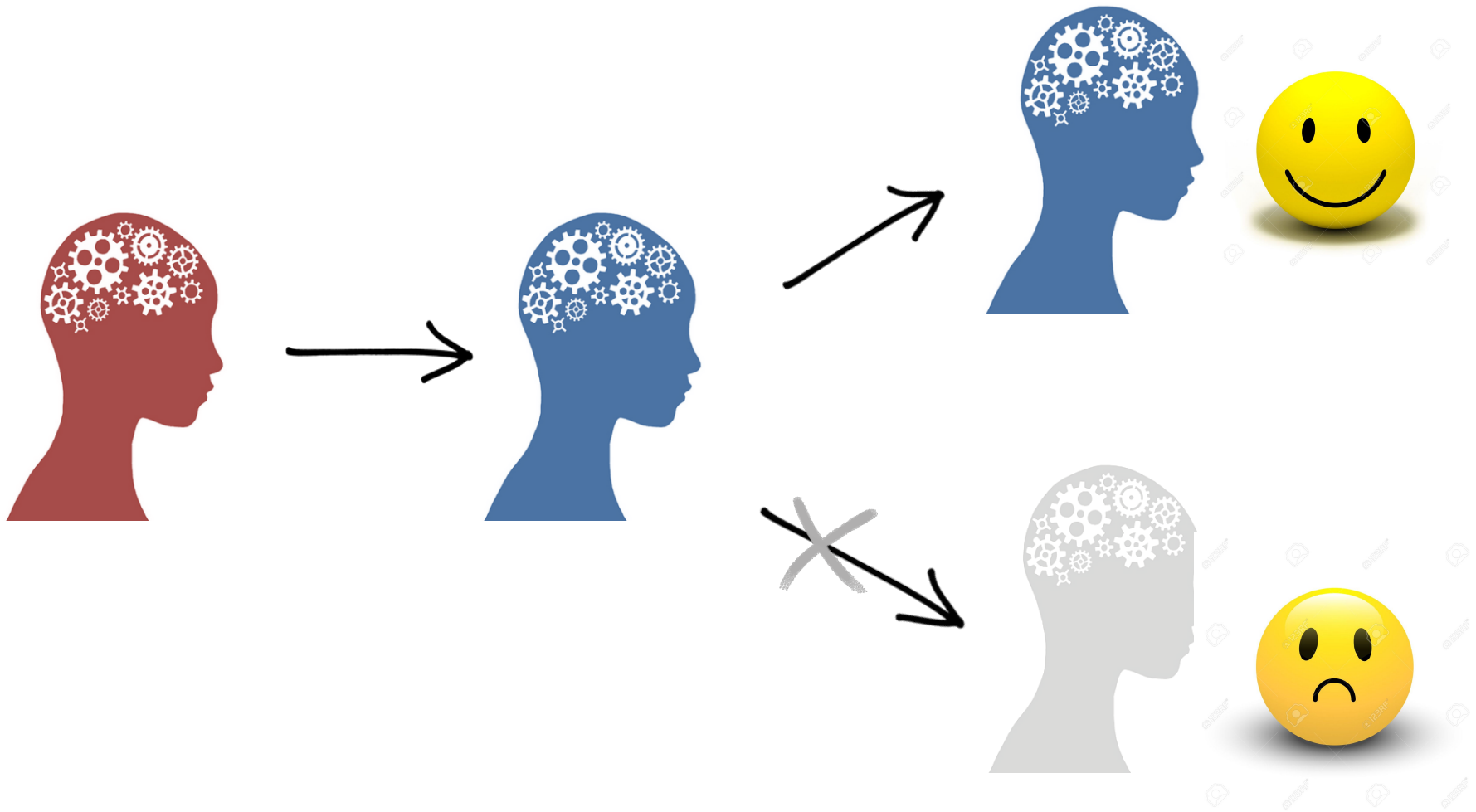
# Environment

- Policy impatience and frustration
- Fiscal challenge
- ‘Unhelpful’ demographics
- Resource challenge:
  - SHEFEC £1.5bn
  - ESRC £20m

# Real context

- Damaged children
- Damage adults
- Damaged communities





# Assumptions

- Logical, rationale, linear policy development/ spending
- Sensible, aligned timescales
- Funding aligned to policy need
- Practice is based in evidence
- Scaling based on evidence

# Reality

*(much of the time)*

No time/skill/funds/access to research

Ongoing inability to scale evidence based impact

# An impasse?

Strategic/systemic change to enable and resource collaborative engagement

*in the mean time...*

Pragmatic behaviours that aid the situation

# Audience

- Time poor
- 'Attention Deficit Disorder'
- Action orientated environment
- Under skilled/poor background knowledge
- Large 'span of control'
- Systems inertia



# How to keep a secret from us

- Publish in an academic journal
- Speak at an international academic conference
- Blog on a University/Research Institute website
- Tweet
- Send an email/hard copy report

# *It's not just how you get it to us...*

- Inaccessible
- Irrelevant
- Behind the curve
- Impenetrable
- Slow
- Contradictory
- Fence sitting
- Oppositional
- Ego-driven

# What you do guides how/when to engage

*(what are you for..?)*

- Intrinsic worth
- Research not based on current policy focus
- Research based on policy existing focus
- Commissioned by policy maker/funder

# Understand your audience

- Who are they?
  - Policy analysts/funders/NGOs/state actors
- What do they want to know?
- Why?
- What are their BIG deadlines
- Engage early, engage often, talk
- Be interesting – to them

# Some suggestions...

- Tailored bullet point 'area' summaries
- 'All you need to know about X' half day seminars (webinars?)
- Use infographics
- Invite NGOs/policy makers to pan-Institution topic updates – short and snappy
- Dump PI, takes-ages, models (fast, equitable accelerated delivery teams?)
- Co-produce
- COST ALL THIS INTO BIDS AND PUT IT IN TIMELINES...
- Change how status is achieved in academia?

**LIFE HAS  
NO REMOTE,  
GET UP AND  
CHANGE IT  
YOURSELF.**

KUSHANDWIZDOM



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