

EVALUATING THE IMPACT OF THE NEW DYNAMICS OF AGEING RESEARCH PROGRAMME

FINAL REPORT

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Executive Summary

This report presents the findings and conclusions from an impact evaluation of the New Dynamics of Ageing (NDA) research Programme carried out by the National Development Team for Inclusion (NDTI) between October 2013 and December 2014.

The NDA Programme was the first, cross-Council, multi-disciplinary research Programme on ageing to be commissioned, with the ultimate aim of improving quality of life of older people. Launched in 2006, it was a unique collaboration between five UK Research Councils: the ESRC (Economic and Social Research Council), the Engineering and Physical Science Research Council (EPSRC), the Biological and Biotechnology Research Council (BBSRC), the Medical Research Council (MRC) and the Arts and Humanities Research Council (AHRC).

The impact evaluation was commissioned to:

- Identify the ways in which research conducted through the Programme has been used by policy makers, practitioners, businesses and other research users.
- Critically assess the degree to which the Programme's research and related activities contributed to and influenced the development of policy, practice or products.
- Identify and assess the range and nature of NDA's policy, practice and product development impacts.
- Evaluate the processes through which impacts were generated.
- Identify and analyse the determinants of impacts identified (i.e. why and how impact was generated).
- Assess the effects of the interdisciplinary nature of the Programme on impact generation.
- Assess the effects of Programme organisation, leadership and management structure on impact generation.
- Identify good practice and lessons learned, to support the development of impact generation.
- Inform the development of methodology for future impact evaluations.
- Determine the nature and extent of conceptual, instrumental and capacity building impacts in relation to policy, practice and product developments.

Four issues are presented as the main evaluation conclusions in Chapter 3 of the main report. These issues cover the wide range and diversity of impacts achieved, particularly at a project level; whilst also highlighting the need to emphasise and make explicit the "programme level" impacts i.e. the added value of a multi-faceted research programme that links individual projects together. The four issues are:

1. Understanding the **added value of the Programme** in achieving impact.
2. The importance of understanding and working with a **diversity of audiences** and forms of impact (in order to influence policy, practice and product development).
3. The benefits of **promoting successful impact generation** methods.
4. Lessons for developing **impact evaluation frameworks** and methods.

In line with the diversity of the Programme, the evaluation found a range of outcomes and types of impact, outlined in Box 1 (Section 2.1) and summarised below:

Instrumental impacts

- Sus-IT influencing national policy on digital inclusion.
- Ageing & Poverty in India influencing the introduction of a universal pension in South India.
- TACT3 developing a national toilet map and smart underwear.
- SomnIA introducing cognitive behavioural therapy for insomnia (CBTI) in several NHS Trusts.

Conceptual impacts

- Dignity in care helping professionals to think differently about older people with high support needs.
- Look at me! challenging ageism and sexism through the use of co-produced images of older women.

Capacity building impacts

- Design for Ageing Well bringing specialist expertise into small clothing companies and increasing understanding of the needs of older consumers.
- Ages and Stages leaving as a legacy a thriving intergenerational theatre company.
- The NDA Programme providing support and guidance to projects and researchers on achieving and promoting impact (including prior to this being a requirement of the Research Excellence Framework); and developing case studies to demonstrate how to achieve impact from previous research.

Participation in the Programme was in itself enormously valuable in delivering and supporting impact, not just for researchers but also advisory group members, partner organisations and older people, as illustrated below:

Group	Impact
Older people	New networks, activities and increased confidence
Advisory group members	Ability to make use of research evidence in their practice
Partner organisations	Access to specialist skills and advice from Principal Investigators (PIs)
Researchers	New skills, a changed focus towards ageing research

Evidence of impact, perhaps not surprisingly, has been most evident at an individual project level rather than at a Programme level. It has been easier to identify and assess specific benefits (as outlined above) than it has to define tangible outcomes and impacts at this broader level. The research funders did not anticipate that impact would necessarily be visible at a Programme level because of the diversity and range of the projects involved. However, there is no doubt that for some external stakeholders, the perceived absence of explicit aspirations for the impact of the Programme as a whole meant that its overarching purpose or relevance to their work was not always clear to them. That said, there is no doubt that some of the key impacts identified were indeed at this wider Programme level, and that support provided through the Programme facilitated and enhanced project level

impacts. Our key finding in this respect is the need to emphasise and promote these impacts to the Programme’s target audiences across all industries and sectors – and to policymakers in particular. With greater recognition now paid to the opportunities and challenges of an ageing population, this level of influencing activity (e.g. offering help with how best to use research findings to inform policy/strategy) is both crucial and timely.

The main evaluation report draws together significant learning about what enabled impacts to be generated as well as barriers to impact experienced by projects. These are summarised below.

What enables impact to occur?	What are the barriers to impact?
Enabling working style and approach	Working in uncertain political contexts
Enabling allies and relationships	Insular academic environments
Opportunistic timing and synchronicity	Uncertain funding contexts
Older people as partners and colleagues	Inflexible academic timescales

Further detail on each of these enablers and barriers is provided in Chapter 2.

The processes through which impacts were generated were extremely diverse; the following paragraphs highlight the mechanisms and approaches that were found to be most successful across all projects (further details relating to each of these pathways to impact are provided in Chapter 2, section 2.2).

All projects, as a minimum, **shared their findings** through publications and events. Their audiences were broader than is often the case, hence many of these were tailored to a particular policy or practice audience. For example, performances and exhibitions were central to the arts projects and proved a powerful dissemination technique, which also influenced the approach of other projects. The use of social media was limited, and many NDA researchers felt it could have been used more widely, particularly when they had seen the potential for impact that social media can offer over time. Whilst much of this dissemination activity was planned, a great deal of attention was given to responding to emerging opportunities, such as a media story or new policy developments. Opportunities to develop additional, practical outputs for different audiences, such as resource packs and guides, also often developed once projects were underway.

The quality and extent of **relationships and networks** have been key determinants of positive impacts, with the success of impact activities being closely linked to existing and new relationships that NDA researchers had with people they wanted to influence. PIs with credibility and profile in their field were more successful in generating partnerships that contributed or resulted in impact.

Engagement with older people was a guiding principle of the Programme, although in practice was highly variable. Where it worked well and older people were seen as valuable contributors to research teams, they acted as powerful project advocates as well as directly influencing how the research was undertaken.

Involving target audiences, including end users, was an important route for generating impact. Projects that proactively engaged their target audience(s) were more successful in making progress towards and generating impacts.

Multi-disciplinary approaches were a central feature of the Programme, bringing many benefits to research teams, as well as some disadvantages. The rich diversity of projects, contexts and research methods was a positive feature for Programme participants. Many commented on the creative and stimulating environment that existed within and across projects, and the opportunities for peer learning that this created. One disadvantage of the ambitiously broad scope of the Programme was that some external stakeholders saw it as lacking coherence and focus. Some PIs highlighted the time and skills required to build and maintain a multidisciplinary project team. Project teams reported that inter-disciplinary working generated a greater degree of cross fertilization and wider impact than multi-disciplinary teams where different roles and perspectives remained delineated.

The **Programme organisation, leadership and structure** made a significant contribution to impact generation. The Programme offered personal support and professional development as well as creating opportunities for projects to share their findings collaboratively, for example through themed events on issues such as nutrition or technology and ageing. The Programme exposed projects and project teams to settings and environments they would have been unlikely to access alone, such as policy fora or industry groupings. This created opportunities to influence and new ways of generating impact. The status of the Programme and those leading it was also seen as an advantage to projects and PIs.

A number of key lessons about effective approaches and strategies emerged from through the evaluation:

- **Stakeholder engagement** needs to be strategic and embedded in projects from the outset.
- **Working in partnership** with the range of potential end users builds support and ownership for the work, ensuring that outputs and key messages are topical and relevant, making impact more likely to occur. These academic/practitioner partnerships are most effective where they have developed over time with increasing mutual understanding and trust, rather than when set up for a single project.
- **Outputs** (publications or events) can make an important contribution to impact but as a starting point, not an end in themselves. A well- tailored publication or carefully designed and facilitated meeting can stimulate conversations and relationships through which impact occurs, generating interest among stakeholders and opportunities for further impact work.
- **Working style** is fundamental for creating impact, with successful PIs demonstrating a range of leadership, people and process skills and personal qualities that are not always nurtured or valued highly within academia.
- **Social media** offer a valuable route to impact that was not always used widely by projects within the NDA Programme (although for the earlier projects, the range of social media was not so widely available and used in academic circles; it is also recognised that the Programme overall did become an established presence on Facebook and twitter). Guidance on how best to use social media as a research tool and dissemination route is available at (for example) <http://www.rin.ac.uk/our-work/communicating-and-disseminating-research/social-media-guide-researchers>
- **Older people** played a key role in maximising impact, in particular by challenging ageist assumptions, raising the profile of older consumers and acting as powerful advocates for change.
- **Synchronicity and happenstance** contribute to impact when an external event or policy development occurs that relates to the research topic. This is more than a matter of luck; rapid, assertive action is required to exploit opportunities that arise,

as well as good horizon scanning to identify potential future action and opportunities.

We spoke to many committed, persistent and inspirational researchers over the course of this evaluation. They were clearly giving their all, often without any funding and little support from their institutions, to ensure their work makes a difference to older people, as well as to policy, practice and product development. Chapter 4 of the main report sets out four recommended actions, a common theme of which is the importance of developing skills among researchers and changing culture in academic settings to acknowledge, value and embrace the working styles, qualities and relationships (as well as knowledge and academic profile) that are more likely to lead to impacts.

Chapter I: Background to the Evaluation

I.1 The Evaluation Brief – context, scope, aims and objectives

The NDTi was commissioned to assess the impact of the New Dynamics of Ageing Programme (NDA) on policy makers, practitioners, businesses and other groups outside academia. This eight year, multi-disciplinary research initiative had the ultimate aim of improving quality of life of older people, and was a unique collaboration between five UK Research Councils: the ESRC, the Engineering and Physical Science Research Council (EPSRC), the Biological and Biotechnology Research Council (BBSRC), the Medical Research Council (MRC) and the Arts and Humanities Research Council (AHRC).

The evaluation was designed to:

- Identify ways in which research conducted by the Programme was used by policy makers, practitioners, businesses and other research users.
- Critically assess the degree to which the Programme's research and related activities contributed to or influenced the development of policy, practice or products.
- Identify and assess the range and nature of NDA's policy, practice and product development impacts.
- Evaluate the processes through which impacts were generated.
- Identify and analyse the determinants of impacts identified (i.e. why and how impact was generated).
- Assess the effects of the interdisciplinary nature of the Programme on impact generation.
- Assess the effects of Programme organisation, leadership and management structure, on impact generation.
- Identify good practice and lessons learned, to support the development of impact generation.
- Inform the development of methodology for future impact evaluation studies in this area.

The evaluation was commissioned over the summer of 2013, towards the end of the NDA Programme's funded activity. It was the first of two evaluations intended to assess the delivery, outcomes and impacts of this initiative, and focused on the impact of the Programme on policy makers, practitioners, businesses and other groups outside academia (a second, separate study is due to be commissioned to determine the scientific quality and academic impact of the Programme).

The evaluation had a clear, multi-disciplinary focus and examined evidence of impacts that were:

- **Instrumental** (influencing the policy, practice and product development and service, legislative and behavioural change);
- **Conceptual** (contributing to the understanding of critical issues and informing debates); and
- **Capacity building** (through technical and/or personal skill development)¹.

¹ As described by Nutley et al (2007)

The work was delivered in four phases between November 2013 and December 2014 and comprised two components:

1. Tracking a sample of 25 project outputs *forward* to assess the Programme's contributions and identify examples of impact on policy, practice and product development across the range of disciplines and sectors involved.
2. A 'tracking *back*' exercise to understand both the multiple influences on and contributions of the Programme through examining the impacts of a sample of eight projects on key policy, product and practice developments.

Figure 1 below, summarises the main evaluation activities by phase.

Figure 1: Evaluation phases and activities

Phase	Focus	Activities
Phase 1	Inception and Context / Stakeholder Mapping	<ul style="list-style-type: none"> • Initial meetings with ESRC and Programme team • Mapping of context and stakeholders
Phase 2	Developing overview of project impacts	<ul style="list-style-type: none"> • Survey of Principal Investigators and other team members for all 35 projects • Documentation review and stakeholder interviews with sample of 25 projects • Meeting of external Sounding Board • Start of Programme stakeholder interviews
Phase 3	Case study development (Eight projects)	<ul style="list-style-type: none"> • Further evidence gathering on relevant policy developments • Additional follow up interviews with project staff relating to sample of eight projects • Completed Interviews with Programme stakeholders
Phase 4	Analysis and reporting	<ul style="list-style-type: none"> • Triangulation and synthesis of evidence produced in preceding phases

Further information is provided in Appendix I.

1.2 Background to the NDA Programme

The NDA Programme was launched in November 2006 following an intensive first period of commissioning during 2005. By 2009, the full complement of 35 projects was established, including 11 Collaborative Research Projects (CRPs), 24 Programme Grants (PGs') and a number of significant international collaborations - most notably with the Canadian Institute for Health Research – Institute of Ageing. The immense scope, range and reach of the NDA Programme was unprecedented and marked an important milestone in ageing research in the UK.

The two groups of projects (CRPs and PGs) reflect the breadth and diversity of research commissioned and supported through the Programme. CRPs were large scale multi-disciplinary collaborations, spanning at least two of the participating Research Councils and involving multiple work packages delivered through partnerships. PGs were typically smaller

scale, focusing on specific issues or topics though also reflecting the multi-disciplinary focus of the wider Programme.

Figure 2, below, lists the full range of Collaborative Research Projects and Programme Grants commissioned over the course of the Programme.

Figure 2. Research projects commissioned under the NDA Programme

Collaborative Research Projects	Programme Grants
<ul style="list-style-type: none"> • SomnIA – Optimising Sleep among Older People in the Community and Care Homes: An Integrated Approach – Sara Arber, Surrey University (May 2011). • NANA: Novel Assessment of Nutrition in Ageing – Arlene Astell, St Andrews University (March 2013). • SUS-IT: Sustaining IT Use by Older People to Promote Autonomy and Independence – Leela Damodaran, Loughborough University (September 2012). • Working Late: Strategies to Enhance Productive and Healthy Environments for the Older Workers – Cheryl Haslam, Loughborough University (March 2013). • Grey and Pleasant Land? An Inter-disciplinary Exploration of the Connectivity of Older People in Rural Civic Society – Catherine Hennessey, Plymouth University (March 2012). • Healthy Ageing across the Life Course (HALCyon Project) – Diana Kuh, MRC (December 2013). • Design for Ageing Well: Improving the Quality of Life for the Ageing Population using a Technology Enabled Garment System – Jane McCann, Newport School of Art, Media & Design (April 2012). • Mappmal: Multi-disciplinary Approach to 	<ul style="list-style-type: none"> • A Combined Genetic and Small Molecule Approach to Studying the Role of the p38/MK2 Stress Signaling Pathway in a Human Premature Ageing Syndrome – Mark C Bagley, Cardiff University (December 2012). • Ageing, Well-being and Development: A Comparative Study of Brazil and South Africa – Armando Barrientos, University of Manchester (June 2011). • Ages and Stages: The Place of Theatre in Representations and Recollections of Ageing – Miriam Bernard, Keele University (July 2012; follow on funding August 2012 – July 2013) • Transitions, Choices and Health at Older Ages: Life Course Analyses of Longitudinal Data – David Blane, Imperial University (December 2009). • Psychometric Testing of the Multidimensional Older People's Quality of Life (OPQOL) Questionnaire and the Causal Model of QoL Under-pinning it – Ann Bowling, University College London (March 2009) (follow-on funding October 2010 – September 2011). • Towards Understanding the Biological Drivers of Cellular Ageing – Lynne Cox, University of Oxford (September 2012). • Detecting and Preventing Financial Abuse of Older Adults: An Examination of Decision-making by Managers and

<p>Develop a Prototype for the Prevention of Malnutrition in Older People: Products, People, Places and Procedures – Paula Moynihan, Newcastle University (April 2012).</p> <ul style="list-style-type: none"> • Modelling Needs and Resources of Older People to 2030 – Michael Murphy, London School of Economics (MAP2030) (June 2010). • Migration, Nutrition and Ageing across the Lifecourse in Bangladeshi Families: A Transnational Perspective – Janice Thompson, Bristol University (November 2011). • Tackling Ageing Continence through Theory Tools and Technology TACT3 – Eleanor van den Heuvel, Brunel University (April 2012). 	<p>Professionals – Mary Gilhooly, Brunel University (March 2011). (Follow-on Knowledge Transfer Grant September 2011 – August 2012).</p> <ul style="list-style-type: none"> • Promoting Social Engagement and Well-being in Older People through Community Supported Participation in Musical Activities – Susan Hallam, Institute of Education (January 2011; follow on funding September 2011 – December 2012). • Maintaining Dignity in Later Life: A Longitudinal Qualitative Study of Older People's Experiences of Supportive Care – Liz Lloyd, Bristol University (June 2011). • Synergistic Effects of Physical and Psychological Stress Upon Immunesenescence – Janet Lord, Birmingham University (December 2012). • Innovation in Envisioning Dynamic Biomechanical Data to Inform Healthcare and Design Practice – Alastair Macdonald, Glasgow School of Art and Design (January 2009). • Biomechanical and Sensory Constraints of Step and Stair Negotiation in Old Age – Constantinos Maganaris, Manchester Metropolitan University (February 2013). • New Metrics for Exploring the Relationship between Mobility and Successful Ageing – Lynn McInnes, Northumbria University (December 2009). • Promoting Independence and Social Engagement among Older People in Disadvantaged Communities – Michael Murray, Keele University (February 2011).
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	<ul style="list-style-type: none"> • Contemporary Visual Art and Identity Construction - Well-being Amongst Older People – Andrew Newman, Newcastle University (January 2013). (follow-on funding January 2012 – January 2013). • Transitions in Kitchen Living – Sheila Peace, Open University (November 2011). • Older People's Use of Unfamiliar Space – Judith Phillips, University of Wales (April 2010). • Dynamics of Cardiovascular Ageing – Aneta Stefanovska, Lancaster University (March 2012). • Trajectories of Senescence through Markov Models – David Steinsaltz, Oxford University (June 2012). • Fiction and the Cultural Mediation of Ageing – Phillip Tew, Brunel University (May 2012; follow-on funding September 2012 – July 2013). • Ageing, Poverty and Neoliberalism in Urban South India - Penny Vera-Sanso, Birkbeck College (April 2010). • Families and Caring in South Asian Communities – Christina Victor, University of Reading (June 2011). • Representing Self – Representing Ageing – Lorna Warren, University of Sheffield (November 2011). • Landscapes of Cross-generational Engagement – Peter Wright, Sheffield Hallam University (December 2010).
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The central objectives of the Programme were to:

- Explore the ways in which individual ageing is subject to different influences over the life course, including identifying the biological determinants of healthy ageing and the social and environmental factors contributing to ageing well.
- Understand the dynamic ways in which the meaning, understanding and experience of ageing are currently changing and becoming more diverse.
- Investigate the diverse ways in which ageing is understood and represented at different times and in different cultures.
- Encourage and support the development of innovative, multidisciplinary research groups and methods.
- Provide a sound evidence base for policy and practice (including the development of prototype systems, procedures and devices) so that research contributes to well-being and quality of life.

Figure 3 summarises activities and resources made available through the Programme to support funded projects to deliver these objectives.

Figure 3: Programme resources and activities

- A core Programme Team, national Advisory Committee and Older People's Reference Group
- Regular Programme network meetings and events, bringing together funded projects and PI's – with occasional additional meetings eg the Older People's Reference Group (OPRG)/PI meetings
- International collaborations eg with Canada, Brazil, India
- Newsletters (*ndanews*)
- Website
- Events, presentations, conferences, speeches
- Reports and publications
- Social media – Facebook and Twitter

1.3 Evaluation Methodology

A mixed methods design was used to deliver two key components:

1. Tracking project outputs *forward* drawing on the perspectives of different stakeholders (see Appendix 7) and relevant documentation to identify and assess the Programme's impacts on policy, practice and product development.
2. A mixture of tracking forward and back a sample of eight projects to identify where and how they contributed to and impacted key policy, product and practice developments.

In addition, the evaluation had an explicit focus on the nature and effects of multi-and inter-disciplinary research on impact generation.

A key feature of the evaluation was its emergent nature, flexing to meet specific challenges and issues whilst focusing on the objectives set out in the brief. Evidence was built, deepened and triangulated throughout the course of the project across the different activities, sources of data and phases of work, as described in the following sections.

Examining and Analysing Project Impacts

Project level impacts were examined during Phases 1 and 2 of the evaluation, which together identified and analysed the contributions and impacts of individual projects to policy, product and practice developments, as well as the overall aims and impacts of the Programme.

Key activities for achieving this analysis included:

1. An online survey to all project teams to examine planned and actual outcomes and impacts. Detailed responses were received from 27 of the 35 project teams (77 per cent of funded projects) and the resultant data was analysed using NVIVO. See Appendix 2 for a copy of the survey tool followed by a summary of key findings.
2. Sampling 25 projects (see Appendix 3), each of which was examined to identify:
 - the rationale and purpose of sampled projects;
 - target beneficiaries/audiences;
 - relevant contexts;
 - desired outputs and outcomes;
 - methods used to undertake the research;
 - key findings; and
 - actual outputs and outcomes.

The 25 projects were selected to achieve a spread of studies across the eight categories² identified by the evaluation team to inform the survey design and this sample (ideally two-three per category); a mix of different size grants; a mix from the two main waves of the Programme (2005-2008; 2009-current); and a mix of different kinds of grants (programme grants and collaborative grants).

Information for this phase was obtained through the following sources:

- A review of project documentation to identify actual outputs, outcomes and impacts, including a focus on multi-disciplinary and cross-sectoral projects working across different policy/product/practice agendas.
- Semi-structured telephone interviews with project stakeholders providing a rounded picture of how these impacts were generated (see Appendix 5).

A thematic analysis of these data, carried out using the Impact Framework developed by ESRC³ (see Appendix 4), was presented in the Interim Evaluation Report (NDTi, May 2014).

Towards the end of Phase 2, we worked with the lead Research Council for the evaluation (ESRC) to agree a sample of eight projects that formed the basis of Phase 3.

² Healthy ageing; biomedical and technological advances; work, occupation and resources; global ageing; environment, place and space; ages and stages of life; engagement & inclusion; cultural representations of ageing.

³ *Taking Stock: A summary of ESRC's Work to Evaluate the Impact of Research on Policy and Practice* ESRC (2009)

Evidence of Impacts

In Phase 3, a set of illustrative case studies was developed to share evidence of and important learning from projects that achieved impact, focusing on type and 'location' of these impacts and how they were generated. Appendix 5 explains that, whilst nine impact case studies were initially identified (eight individual projects and two linked projects, giving a total of nine impact case studies), information was only available to inform the development of eight full length impact case studies. The eight, full length case studies are provided in Appendix 5.

The process used to identify evidence of impacts achieved within and across these case studies is as follows (see also Appendix 6):

- Desk based evidence review of impacts for each sampled project.
- Further stakeholder interviews (see Appendix 7).
- Follow up discussions with researchers to better understand contemporary issues, outcomes and key influences on impacts achieved.

The resultant intelligence was recorded and analysed using a case study template derived from the Impact Framework outlined above and the standard case study template used by ESRC.

National stakeholder interviews were held throughout the evaluation to explore the connections between the Programme, its projects and the key contexts within which they operated and sought to influence. A list of national stakeholders engaged in the evaluation is included in Appendix 7.

1.4 Complexities and challenges associated with the evaluation

Three main challenges were experienced in the delivery of this evaluation, relating primarily to practical issues of engaging key stakeholders, the scheduling of the evaluation in relation to the Programme's timetable, and the nature of strategy and policy making over the course of the Programme:

- The evaluation started at the point when the active period of the Programme was coming to an end (i.e. when funded projects were active and prior to the extension granted to the Programme to focus on dissemination and impact generation). Some of the projects, however, ended a number of years before the evaluation began, which inevitably impacted on the team's ability to engage the project teams in the evaluation. Many project leads had moved on to other projects or institutions, or retired, while teams had dispersed. In some cases, organisational change, including institutional mergers or departmental closures, was an additional complicating factor (for example in the case of the Families and Caring in South Asian Communities project which had to relocate from Reading to Brunel University). This meant that in some cases finding the right contact details and confirming their engagement in the study proved to be a minor, practical challenge. Once we succeeded in finding project leads, however, they were generally keen to contribute.
- As noted above, some projects ended a number of years before the evaluation started, and their project teams dispersed. Whilst some of these responded to the survey and subsequent phases of the evaluation, there were some who did not respond and therefore our ability to examine their impacts was limited. Others, however, were still

in their final stages, making it difficult to assess or reflect their longer-term impact, as bringing about change in policy and practice can be a complex and slow process. It is not surprising that, with a few notable exceptions, these projects tended to talk about “potential for impact” rather than actual impact. All project teams that participated in the evaluation talked at length about the opportunistic, non-linear nature of findings being translated into on-going actions and developments, particularly in relation to product and policy developments.

- The wider context of ageing strategy, policy and practice has changed substantially over the course of the NDA Programme, and in the last five years in particular. The NDA Programme team and other national stakeholders have commented at length on the difficulties encountered in influencing externally in an environment characterised by a focus on financial constraint, a reducing public sector and limited policy making and influencing capacity.

The remainder of this report presents the findings and lessons about impact generation identified (Chapter 2); conclusions drawn from this analysis (Chapter 3); and recommendations for different audiences to inform the design and delivery of future multi-faceted research programmes.

Chapter 2: Evaluation Findings and Lessons about Impact

This chapter shares the main findings and lessons identified from the evaluation about Programme and project specific impacts. It does this in six sections:

- Section 2.1 shares important findings on project specific impacts, highlighting the range and nature of these impacts including evidence of findings used to influence policy, product and practice developments.
- Section 2.2 examines the processes through which these impacts were generated;
- Section 2.3 discusses the role that relationships, networks and stakeholder engagement played in achieving impacts.
- Section 2.4 assesses the benefits and drawbacks of multidisciplinary approaches in generating impacts.
- Section 2.5 describes the important contribution made by the Programme's organisation, leadership and support structures in helping projects achieve an impact.
- Section 2.6 highlights the important enabling factors and barriers to impact, and the lessons that can be drawn from the experiences of the NDA Programme to inform future Programmes and impact evaluations.

Short versions of the eight impact case studies are included to illustrate key findings throughout this chapter. In addition, short case studies of the two linked projects (that would have made up the ninth full length case study, as explained in Chapter 1) are also included in this chapter, as important lessons were identified about barriers to impact from these project journeys.

2.1 What impacts did the NDA Programme achieve?

The evaluation identified a range of specific examples of impacts on policy, practice and product development at a project level, examples of which are provided here in narrative form using the three types of impact as a framework. These are summarised in Figure 4, which also illustrates the spread of projects from the sample used in Phases 2 and 3 of the evaluation that evidenced impacts on policy, product and practice development (the 'location' of their impacts) in the evaluation sample.

Instrumental (Direct) Impacts

Projects could point to a large number of direct impacts on policy, practice and product development that resulted from their involvement in the NDA Programme:

- The Tact3 team is planning to trial a smart underwear product in 2015 for use in care homes, and created the GB Public toilet map which (at the time of writing) has over 9,000 public toilets identified across the country.
- Ageing, poverty and neoliberalism in urban south India has influenced the availability of pension provision to older people in south India.
- Cognitive Behavioural Therapy for Insomnia (CBTI), developed by SomnIA, has been rolled out across several NHS Trusts as an alternative to medication for older people with sleep problems.
- The Music in later life team made a conscious decision to "build from the bottom up" through local music hubs. The training manual they developed in their second

phase supported them in making the case for music groups at a local level, and in establishing them in ways that engage and motivate older people.

- Design for Ageing Well has influenced the way in which a number of niche manufacturers and designers of outdoor clothing produce clothes for older people, with positive feedback on their new ranges.
- Age UK used the project findings from Grey and Pleasant Land to inform their campaign on rural ageing, and for a chapter in a recent best practice guide for supporting people in rural areas. Prime Minister's group on Dementia Friendly Communities is also referring to findings from this research.

Conceptual Impacts

The NDA projects have influenced attitudes and understanding in a number of areas:

- Art and Identity helped arts providers to think more broadly about older people and change their cultural offer accordingly
- Look at me! stimulated debate in Sheffield and beyond about the stereotyping of older women.
- Dignity in Care's findings have been built into training for practitioners in palliative care, making them 'think differently' about dignity
- The development of a new theatre production 'Ages' at the New Vic.

Capacity building Impacts

Involvement in NDA projects had an impact on the skills, confidence and career pathways of the range of different players and helped industry partners, such as designers and manufacturers, to better understand the purchasing power and needs of older consumers.

- Older people

Being part of the NDA projects had a lasting impact on many older people, in terms of making a contribution and improving wellbeing. For example, older people who had been part of the arts projects continued working together after the formal end of these studies.

This was not anticipated by some of the researchers.

It has been just fabulous because it gives you a lift...it's thrilling and you have a new importance in your life. As you get older life can be a bit on the level but this is a new incline.'
(Older research participant)

It's an academic project, but it's more than that. (it's also about) Improving life by being a research participant, having an opportunity to be more connected with society. It was a revelation that you're not just doing research. (PI)

- Researchers

For many of the researchers, NDA was their first exposure to the field of ageing research. This experience profoundly affected their interests and the focus of their academic careers, as they chose to continue working on ageing issues.

It's changed my trajectory. (PI)

- Advisory Group members

A number of advisory group members commented that working alongside academic colleagues increased their confidence in their practice, and their understanding of evidence, which in turn informed their work. Others were influenced by the older people they worked with through the project, taking a more innovative approach to service provision that challenged stereotypes.

What we do now with our services is to challenge older people's aspirations. I don't want to collude with dependency, victim status. (Advisory group member)

Having the university on board has given weight to our practice and informed our practice. We've also informed them. There's been mutual benefit. (Advisory Group member)

- Partners

Industry partners appreciated the exposure and access that NDA projects gave them to academic expertise and to older people. This challenged their perceptions of older consumers and how best to reach this growing and potentially lucrative market. Age UK was a key partner of the NDA Programme, represented on the Advisory Group and a collaborator on specific projects as well as becoming a Strategic Partner in 2010. In addition, the Programme influenced and informed Age UK's conceptual framework in turn informing its corporate strategy, research, policy development and service development.

It's really helped us to think about a market that's going to explode. It's encouraged us to think about new strategies to help us get to the older consumer. (Partner)

For some arts partners, involvement with older people through NDA fundamentally changed their professional approach and their personal values.

The benefits are hard to quantify in a specific way but in general terms my awareness of what it is to age, the impact of prejudice towards the elderly, institutionalized ageism and the portrayal of stereotypes have all been highlighted and these are points which will definitely influence the work I do. On a personal level, I am far more aware of not making ageist assumptions or remarks; elderly people have become more visible to me in my day to day life and I make a conscious effort not to make assumptions based on age related stereotypes. (Partner)

In some cases, the Programme and its projects have left a longer term legacy:

We developed more effective networks through the project, and a better understanding of the priorities of practitioners. (PI)

A number of projects spoke about the durability of relationships and networks formed through the NDA Programme. This took the form of continued partnership working, or additional research projects that built on work carried out through the Programme, and that involved some of the same partners.

Figure 4: Impact summary: examples of type and ‘location’ of impact from the evaluation sample

Type of Impact	Policy	Practice	Product development
Instrumental	<p>Sus-IT informing Department for Communities and Local Government's (DCLG) policy on digital exclusion</p> <p>Call Me influencing Manchester's local policy as an age friendly city</p> <p>Ageing and Poverty in India – Raising the issue of a universal pension at political and societal levels.</p> <p>TACT3 toilet map influencing the production of open data in local authorities</p>	<p>SomnIA introducing CBTi across several NHS Trusts</p> <p>Ages and stages theatrical company continuing to operate</p> <p>Findings influencing the Right to Food Campaign (Network of Indian NGOs) which is now campaigning on pensions</p> <p>Grey and Pleasant Land film about older LGBT people in rural areas has won awards and is being used in care settings to raise awareness about growing older in rural areas</p> <p>Music in later life helping musicians, their groups and unions to make the local case for music</p> <p>Working Late – developing practical tools which are being used widely for recruiting/retaining ageing workforce</p>	<p>TACT3 developing toilet map and continence smart underwear (not to market yet)</p> <p>Design for Ageing Well (DfAW) influencing design of outdoor clothing ranges</p>
Conceptual	<p>Music – raising profile/understanding of the role music plays in maintaining or improving health and wellbeing. Dignity in care changing perceptions of older</p>	<p>Look at me! Shaping service model of Age UK, Sheffield, as well as services in city more widely</p> <p>Ages and stages – changing outlooks/perceptions</p>	<p>DfAW challenging designers to think about active older people as key market</p> <p>Working Late developing Walking works wonders</p>

	<p>people as active agents.</p> <p>Dynamics of Cardiovascular Ageing providing new ways of assessing and treating cardiovascular age/disease</p>	<p>through mixed generation theatre company</p> <p>Envision – changing views of PI to involving older people in product design</p>	<p>programme as commercial product</p> <p>Ages and stages producing resource pack</p> <p>Dynamics of cardiovascular ageing – producing instrument that can measure cardiovascular ageing – the endotheliometer, (patent granted)</p>
Capacity building	<p>TACT3 Canadian partner securing more funding from ERA phase 2 as a result of TACT3 findings/evidence (across France, Canada and England)</p> <p>Envision –bringing more funding and more researchers into the area because of success of project</p>	<p>Ages and stages theatre company continuing to operate and produce new work</p> <p>Music in later life Advisory group members and older people reporting greater confidence</p> <p>Envision – equipment purchased to run focus groups still being used</p> <p>Dignity in Care – developing guidelines on social work with older people for the College of Social Work</p>	<p>Design for ageing well – influencing manufacturers and designers from being involved in co-design with older people</p> <p>TACT 3 – securing money from the Innovative UK for making product</p> <p>Music in later life – launching training manual in nine English regions, with workshops attended by musicians, older people and others</p>

2.2 Generating Impacts – what processes and factors made a difference within and for the NDA Programme?

This section examines the range of factors, mechanisms and approaches used by projects and the Programme to influence policy, practice and product developments. It introduces the World Health Organisation's (WHO) framework for ensuring that research on ageing influences policy at a global as well as national level. It then looks at the balance of planned and opportunistic activities that shaped the impacts generated by the Programme.

Mechanisms and approaches for generating impact

The World Health Organisation has developed a model that details all the elements and activities that are required if research on ageing is to influence policy⁴, summarised in Figure

⁴ http://www.who.int/ageing/publications/knowledge_translation_en.pdf

5, below. While the NDA Programme also aimed to influence practice and product development, the elements of this framework still have direct relevance for the NDA Programme.

Figure 5: WHO Framework for Knowledge Translation on Ageing and Health

Context - is ageing included in current policy agendas and do policymakers value research?

Linkage and Exchange Efforts - are the right relationships in place to enable the use of evidence?

Knowledge Creation - is there enough capacity to carry out research on ageing?

Push Efforts - are research findings pushed to different user groups in the right formats?

Pull Efforts - do policymakers actively look for and make use of research on ageing?

Facilitating Pull Efforts - are there systems in place to make it easy for people to access relevant research in ageing: for example, 'one stop shop' websites, or newsletters and bulletins summarising the latest evidence?

Evaluation Efforts - is the impact of evidence informed decision making in ageing evaluated?

The following sections refer to many of these elements in considering approaches used by the NDA Programme to generate impacts.

Project level impact activities

This section does not attempt to capture the full range of activity undertaken by NDA projects to ensure their research made an impact. It does highlight common themes and innovative approaches, illustrating these with case study examples.

Dissemination approaches and methods

Although projects used a range of approaches to achieve an impact, most of these were variations on events and publications. All the projects, as a minimum, shared their findings in these two ways. The audiences, however, were significantly broader than is often the case, and there were a number of examples of publications or events that were tailored to a particular policy or practice audience (in line with the 'push efforts' described in the WHO framework).

A multiplicity of outputs becomes important for different audiences. (PI)

Events targeted at specific audiences were a key dissemination method. A small number were designed as interactive workshop sessions that gave participants an opportunity to consider what the findings might mean for them. One element of SomnIA, for example, held two popular workshops that reached over 200 care home staff.

Very innovative-integrated research findings and artistic participatory output. (PI)

For the arts projects, performances and exhibitions were central to their research and offered a powerful way of sharing findings. Performance was at the heart of Ages and Stages; Our Age, Our Stage was performed to over 700 people in various locations including a school, college, local council, a retirement village, and was also the main performance for research participants and representatives at the British Society for Gerontology Conference.

The main dissemination route for Look at me! was a series of exhibitions of the co-produced images of older women in various settings, including in the windows of empty shops in Sheffield, in a university exhibition space, and an independent cinema in York. Selected images were later invited to locations such as the Royal College of Art, and are now on permanent display at Age UK Sheffield and Swansea University. More recently, the images have been projected on to well-known buildings in Sheffield, and continue to attract media attention and public debate.

DVD and film were also often used. Ages and Stages produced a resource pack including a DVD and script of the performance. Over 500 of these have been distributed to audience members and interested professionals, among others. Grey and Pleasant Land produced a film about older Lesbian, Gay, Bisexual, and Transgender (LGBT) people in rural areas, which has won awards and is used by health and social care providers to raise awareness about growing older in rural areas

Many projects had dedicated websites, although some thought these could have been more interactive. The use of social media was limited, and was an area that, in retrospect, many NDA researchers felt could have been used more effectively, particularly when they had seen the potential for impact that social media could offer. Guidance on how to use social media as a research tool as well as an effective dissemination route is available at <http://www.rin.ac.uk/our-work/communicating-and-disseminating-research/social-media-guide-researchers>.

Much of this impact activity was planned from the outset as an integral part of projects. At the same time, a great deal of work was carried to take advantage of unexpected opportunities, such as a media story or linking to a new policy development. Opportunities to develop additional practical outputs for different audiences, such as resource packs or 'how to' guides also often emerged once projects were underway (although this often placed pressure on project budgets).

Evolving, opportunistic and unplanned activities

Organic, serendipitous influences came into play. (PI)

A number of NDA projects identified a need for a particular output, or an opportunity to present their findings in a different way, once the project was underway. Some PIs were not used to tailoring materials to different audiences, and had not anticipated sharing key messages in different formats from the outset. Many of these additional outputs were practical resources that aimed to help professionals and older people put research findings into practice.

Working Late, for example, developed an Organiser for Working Late (OWL) to help staff and managers to design ergonomically sound workplaces, and a travel resource to identify problems and manage journeys to and from work. Video case studies with expert

commentary helped to ‘bring the data to life’ and influenced job clubs and business schools who have expressed an interest in using the material for training on age diversity. Transitions in Kitchen Living produced a ten page summary document, Easier Kitchens, which was funded by the host institution. This presented the project findings accessibly as a way of reaching older people, manufacturers and designers.

Tackling Age Continence produced the Great British Toilet Map website (<http://greatbritishpublictoiletmap.rca.ac.uk>), as well as the publication, Publicly Accessible Toilets: An inclusive design guide, which had been downloaded 1500 times by May 2014.

For some projects, PIs took advantage of an unforeseen external development or event to raise the profile of their work:

We took advantage of (the Commission on Older Women). We knocked on the door as hard as we could. (PI)

Following the high profile case of Miriam O’Reilly, the BBC presenter, which highlighted ageist attitudes in the media, Look at me! worked with partners including the National Union of Journalists (NUJ) and Age UK to produce a Charter on ageism and sexism in the media (ChASM). The project also held a number of workshops in Sheffield schools to tackle ageism. This opportunistic development came out of the Festival of Social Science, which aims to showcase research with the public.

The life of the NDA Programme coincided with an enormous expansion in the use of social media. A small number of projects were early adopters, in particular where a member of the research team was skilled and knowledgeable in this area. For example, a PhD student on the TACT3 team was already active on Twitter. She used social media to connect with individuals in local authorities, participating in open data discussions, and building an extensive network of key contacts. Local authority officers responded very positively to this approach. Word began to spread about the project via social media, and the PhD student was invited to write about it for Guardian on line.

Pretty impressed with the power of social media, an important research tool. (PI)

Working Late has also made use of social media in sharing its findings, and now has 750 followers on Twitter.

(Use of social media) should also be built into research projects as part of the research methodology, especially in the public sphere, as a means of collecting data or contacting people. (PI)

Case Study 1: TACT 3 (Tackling Age Continence through Theory, Tools & Technology) – using social media to increase profile and reach

There was no other research. I couldn’t see anything that matched up to that detail. It did stand out – (there was) nothing else with that level of credibility. (Care home provider, now in partnership with PI and manufacturer)

Impact learning points:

- **Impact is often only achieved as a result of the project team’s tenacity and**

refusal to give up, even after many setbacks.

- **Social media, such as Twitter, are playing an increasingly important role in making connections with key audiences, such as local authorities.**
- **It is important to respond quickly and positively to external contacts from potential partners or advocates.**

Summary

The TACT 3 aimed to reduce the impact of continence difficulties for older people. Of the various approaches studied, the GB Public toilet map and Smart Underwear (which detects pad leakage) have been recognised as meeting a gap in services/products and are being separately developed to reach the wider market. The development of Smart Underwear as a commercial product has not been straightforward. One commercial partner went into liquidation. The current partner, a care home provider, found their way to the project team via Google, as they were looking for innovative continence products to help their residents. The project has raised the profile of continence problems across the wider health and academic community whilst specifically increasing knowledge of, and accessibility to, public toilets and also developing a product which will provide an early alert signal for leakage.

Key Impacts

- Smart Underwear is now being developed in partnership with a care home provider and a manufacturer, as a product to be used by care home staff for alerting them to night time leakages.
- The GB Public Toilet map is an easy to access/easy to use up to date web site with data on over 9,000 public toilets, with over 50,000 hits and a twitter account.

What helped impact to occur?

- Members of the project team were passionate and relentless in their efforts to take products to market and to maximise the potential of their work.
- GB Public Toilet map used social media, particularly Twitter to make contacts across Local Authorities and to promote the work, resulting in front page coverage on Guardian online.

For further information visit: <http://www.newdynamics.group.shef.ac.uk/tact3.html>

2.3 The role of people, relationships and networks

While the routes and techniques described above were important, their success relied on the existing and new relationships NDA researchers had with the people they wanted to influence. The Programme placed a strong emphasis on engagement and collaboration with research users such as policy makers, practitioners, industry and older people themselves.

As the Programme specification stated:

(The NDA Programme) seeks to promote collaboration and interaction with and/or dissemination of best practice and new knowledge to professionals and organisations working to improve the lives of older people, and importantly, direct engagement with older people themselves⁵.

⁵ <http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Programme%20Specification.pdf>

This section explores the contribution of relationships and engagement with key groups to impact generation, including the role and profile of PIs, and engagement with older people, advisory groups and other external partners.

External profile of PIs

PIs with credibility and profile in their field were reported to be more successful in generating partnerships and networks that helped their research projects achieve an impact.

Most people in the outdoor business in Britain know of her. She trained most of the designers. (Manufacturer)

Case Study 2: Design for Ageing Well – harnessing expertise to generate impact

As a designer you very often work in a bubble. You never really get to talk to the consumer... It totally challenged my preconceptions. (Specialist Designer)

Impact learning points

- **The PI's profile and networks were essential in bringing key players into the project as partners, and in influencing designers and manufacturers.**
- **Co-design between academics, older people and industry was at the heart of the project, and older people proved to be particularly successful at influencing industry partners.**

Summary

Design for Ageing Well used a three way partnership between researchers, older people and industry to develop 'smart' clothing for active older people, which has already influenced outdoor clothing ranges and is attracting interest from major UK and international manufacturers. The team worked together to design and manufacture a set of prototype garments through a series of co-design workshops. The project highlighted that the co-design process can be a powerful tool for developing clothing that works for older people, as well as challenging the preconceptions of manufacturers and designers about older consumers.

Key impacts

- A number of smaller UK manufacturers have already adopted the design principles developed through the project, with positive feedback from older consumers.
- The project team has met with one of the biggest clothing producers in the UK, and are due to meet with Marks & Spencer.
- The co-design approach is influencing the way that designers, manufacturers and researchers work together in product development .
- The project has brought specialist skills and expertise into the small companies who took part, and they have improved their products as a result.

What helped impact to occur?

- The PI is well known within the performance clothing industry, and her profile and networks were essential to making connections and influencing industry players.
- As a designer, the PI was also experienced in bringing new products to market, an essential factor in achieving the project's impacts.
- Co-design between academics, older people and industry was at the heart of the project, with older people proving to be particularly successful at challenging the preconceptions of industry partners.

For further information visit: <http://www.newdynamics.group.shef.ac.uk/design-for-ageing.html>

Engagement with older people

Among PIs there was variable understanding of the value of engagement, and skill in how to carry it out well. As a result, the ways in which older people were engaged, and the roles they played within projects varied enormously.

The NDA Programme benefited from the involvement of an Older People's Reference Group, created to supplement the Programme's Advisory Committee of professionals from the ageing sector with a Reference Group of older people recruited from a range of older people's organisations across England.

As a minimum all projects were linked with at least one OPRG member, although this pairing did not always work smoothly - in terms of geography, interests or expertise. In at least two projects that were looking at ageing in South Asian communities, PIs were surprised to be linked with OPRG members from a different ethnic group from the one they were researching. The projects that were funded in the first tranche experienced some delays in connecting with their OPRG lead, as the group was not in place at the start of the Programme. Early projects therefore either relied on local mechanisms, and some had very little engagement with older people at all. In some cases, there were reported difficulties with the travel expenses of older people, and some confusion about who was responsible for covering these. Continuous efforts were made by the Programme Director and Administrator to a) encourage projects to engage with the OPRG, and b) encourage OPRG members to stay the course when they became frustrated at the lack or type of involvement some members experienced.

Some members of the OPRG made significant contributions to their projects and worked hard to influence how academics viewed older people and to introduce PIs to local older people's groups where appropriate. At the same time, for some PIs, working with OPRG members was a revelation, transforming their perceptions of older people from subjects to partners.

Normally I go to the lab and see the older person as a guinea pig. However, you have to show huge appreciation for what older people give. You have to take on board what they say. (PI)

We saw the OPRG person as part of the team. They were our touchstone. (PI)

Following on from successful work with the OPRG in the early workshops, TACT3 sought to establish their own OPRG within Brunel University, as both project participants and focus group members; this group now has 160 members aged 50 years plus who have contributed to at least ten other research projects.

While valuing the contribution of OPRG members, some PIs acknowledged their own lack of skills and experience in making best use of the resource they represented.

I didn't know how to get the best out the link with member of OPRG – it felt like ticking a box. (PI)

PI's and the OPRG met together to tackle some of the difficulties highlighted above. These meetings were 'enormously helpful' in giving the PI's a clearer understanding of the potential for older people's involvement across the Programme.

Many projects also developed their own ways of involving older people in their work, drawing on existing local networks. For some, older people were involved in projects as valued and equal partners.

Equality of participation was key to this, older people as partners, a very valuable resource, had to build trusting relationships with these people and important they could see how important they were to the overall project. (PI)

In addition to project level involvement, members of the OPRG also championed the Programme as a whole, for example: through their own local networks, by representing and presenting on the Programme at key conferences of the British Society of Gerontology (BSG) and congresses of the International Federation of Ageing (IFA)/International Association of Gerontology and Geriatrics (IAGG), and by contacting their MPs. Some members were heavily involved in the school workshops (developed by the Programme in collaboration with the Look at Me project) over three years, and also played a key role in the Closing Conference in 2013. The OPRG Chair made a keynote presentation at the exhibition and they had their own stall to engage with the public.

The varied roles and contributions of older people involved in the Programme (at either/both Programme or Project level) are summarised in Figure 6.

Figure 6: The different roles of older people in NDA projects

Role	Activities	Project Examples
Research participants/subjects	Older people received feedback on research findings at social events in two sites Older people participated in 'taster' technology sessions in study sites which included a convent and a care home. Older people involved in mixed focus group of older people and professionals and worked with designers on the importance/location of hand rails.	Dignity in Care Landscapes of Cross-Generational Engagement Envision
End users	Participants in local projects to	Call Me Music in Later

	<p>improve their quality of lives e.g. taking an active part in ‘music making’ community arts, garden club etc.</p> <p>On-going contributors to ‘open data’ about public toilets, both via LAs and also as individuals.</p>	<p>Life</p> <p>TACT 3 – GB Public Toilet map</p>
Co-designers	<p>Older job seekers and workers helped to co-design interventions including workplace design and tackling barriers to older people remaining in work for longer e.g. journey to work.</p> <p>Older people took part in co-design workshops to develop outdoor clothing.</p> <p>Older users of IT were involved in co-design of IT equipment/software solutions.</p>	<p>Working Late</p> <p>Design for Ageing Well</p> <p>Sus-IT</p>
Delivering research activities (e.g. fieldwork)	No examples identified.	
Champions, sharing findings	<p>5 Theatre performances to over 700 people in different places e.g. the theatre, schools. British Society for Gerontology Conference etc. All captured on DVD.</p> <p>Presentation of findings by older people about their respective projects in day long event in Manchester.</p> <p>Older people from one of the sites performed in a concert at the Barbican Centre in London.</p>	<p>Ages & Stages</p> <p>Call Me</p> <p>Music in Later Life</p>
Active members of advisory groups	OPRG member attended trade fairs and exhibitions to raise the profile of older consumers.	Transitions in kitchen living

It is noticeable that there are no examples of older people operating as fieldwork members of research teams in any of the NDA projects, i.e. undertaking research activities alongside other team members.

Engagement with other partners – the role of advisory groups

We decided early (the advisory board) wouldn't just have academics. It would have the groups we aimed to influence. (PI)

Many of the projects made use of their advisory groups as a key mechanism for achieving impact. Members were invited to join because they were well connected in the sectors that

the project needed to influence, and could offer advice and expertise on how best to do this. In some cases, such as Contemporary visual art and identity construction – wellbeing amongst older people, advisory groups formalised networks of people in a locality who had recognised each other as fellow travellers, with shared interests and complementary expertise. Some already had a track record in working together on local developments and projects.

Some groups appeared to work better than in others. NDA project advisory groups played a key role in impact and influence when they were well managed, collaborative and open, genuinely using the expertise and networks of members as a resource, rather than using meetings primarily to report back on progress. Stakeholder management and engagement require a skills set that not all PIs possess, but done well can embed ownership as part of the project infrastructure.

(The PI) and the team were very committed to driving a real impact for the project. They gave a lot of thought to how they might achieve that. They wanted to use the networks that people like me had. (Advisory group member)

However, as with the engagement of older people, some projects did not make the most of the expertise represented on their advisory groups because they had not given enough attention to process issues, such as induction for group members, and spending time on exploring the contributions each could make.

In hindsight, what they wanted from the advisory group, how they recruited and inducted us could have been better all round. Understanding each other's' perspectives ... that would have been amazing. (Advisory group member)

Case Study 3: Transitions in Kitchen Living – engaging stakeholders throughout

Impact Learning Points

- **Project advisory groups can play an important role in bringing a broad range of skills into the project, and opening up diverse routes to impact.**
- **An accessible, well-designed product can help to raise interest among stakeholders, and create opportunities for further impact work.**

Summary

Transitions in Kitchen Living (TiKL) aimed to increase our understanding of what older people want and need from their kitchens. This included identifying any practical problems and the solutions older people had developed to tackle these, as well as older people's views on how to make kitchens more age-friendly.

The project produced information and advice for older people, occupational therapists, kitchen designers, architects, builders, and policy makers, including a short, accessibly written design guide.

Key impacts

- The project team has:
 - advised an architect on refurbishing kitchens in alms houses
 - worked with Northern Housing to develop an age inclusive kitchen in their sheltered housing (both of these were brokered by advisory group members)

- had discussions with a number of kitchen manufacturers and designers, and there are some early signs that designers are starting to respond
- collaborated with a number of older people's groups on how to continue to 'stay put' by making their kitchens work for them as they age.
- The findings have been built into Open University training programmes for OTs and other care staff.

What helped impact to occur?

- The large and diverse project advisory group played a key role in helping the PI to understand the range of different markets and professionals that could be interested in TiKL (Touch to Talk application), and how best to approach them.
- The design guide was an important tool for attracting the attention of manufacturers, designers and other professionals, as well as the interest of older people's groups.

For further information visit: <http://www.newdynamics.group.shef.ac.uk/kitchen-living.html>

Other delivery and implementation partnerships

Beyond the advisory groups, many projects also used a number of other routes to involve stakeholders and partners. Many of these partnerships made an important contribution to maximising the potential for impact.

For international projects such as Ageing and poverty in South India, working with local researchers and social activists was essential, and helped to put the issue of a universal pension and older people's contributions on the agenda, at political and societal levels. Engagement underpinned every stage of Working Late. Expert panels made up of managers, HR professionals, employment lawyers, occupation health providers and advisors and trade union representatives were presented with data and emerging results, and gave their advice on the policy implications of the findings. This process ensured that messages and findings were framed in ways that connected with current agendas, making impact more likely.

A small number of projects brought other non-academic organisations or individuals into the project team as partners. Biomechanical and sensory constraints of step and stair negotiation in old age (Safety on stairs), for example, employed a specialist from the Buildings Research Establishment as a consultant to the project, to increase the research team's understanding of how to go about influencing building regulations. Some of the projects that were focusing on product development, such as Design for Ageing Well, worked closely with industry partners. Ages and Stages was a collaborative project between the University of Keele and the New Vic Theatre, Newcastle-under-Lyme. The partnership created new and creative ways of presenting research findings.

It gave me a way of translating my research into public outputs with wider impacts...stretching and testing for me...played a role in co-ordinating public exhibitions, a new way of working. (PI)

In some cases, though, partnerships did not deliver the expected outcome. The TACT3, for example, involved a manufacturer in their work right from the start of their project, but they went into liquidation, leaving the project without a commercial partner and a time consuming challenge to find new possible partners.

Case Study 4: Working Late: Strategies to enhance productive and healthy environments for the older workforce - engaging end users to increase impact

Impact learning points

- **Working in partnership with the wide range of groups and organisations who are likely to be the end users of research builds support and ownership for the work, making impact more likely to occur.**
- **Strong pre-existing networks are an important route for ensuring that outputs and key messages are topical and relevant.**

Summary

Working Late was a multi-faceted project designed to raise the profile, awareness and understanding of and about the ageing workforce. The project took place against a backdrop of the increase in the state pension age, and the ending of the default retirement age, so the issues it examined were high on the policy agenda. The research team explored what helped and hindered working in later life, and co-designed interventions that support age friendly workplaces. Outputs included a programme to improve health in the workplace, Walking Works Wonders, a suite of web materials to help organisations tackle the workplace design issues that can affect health, and a Journey to Work resource to improve people's daily commute.

Broad user engagement throughout was key to the success of this project. This included representatives from industry, Trade Unions, older workers, managers, HR professionals, occupational health providers/advisors, civil servants and the NDA Older People's Reference Group.

Key impacts

- The project findings have been translated into a series of video case studies which have generated considerable interest amongst Business Schools, employment agencies, job clubs and industry, who are using them to challenge ageism and create age friendly workplaces.
- An economic evaluation of the Walking Works Wonders intervention showed it reduced BMI and sickness absence, increased productivity, improved health and quality of working life, and offers a return on investment of up to £32 for each pound spent on the intervention.

What helped impact to occur?

- Some of the research team's pre-existing contacts with industry and representative bodies were key to the project's success and dissemination of findings and resources.
- The project used an inclusive partnership approach:
 - the team co-designed interventions with older workers and employers;
 - research findings were tested and refined with industry experts in the field;
 - collaboration with the Royal Society of Arts (RSA) and the Work and Health Research Centre at Loughborough University have led to the design and commercialisation of the Walking Works Wonders resource.
- The political climate meant that extending working lives was a topic of interest to employers and other groups.

For further information visit:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_22.pdf

2.4 The multi- and inter-disciplinary nature of the Programme

[Alan Walker] held ageing as a gemstone and shone a light on different facets to illuminate it. (PI)

The NDA Programme adopted a broad approach to exploring its two key research themes, ageing well across the life course, and ageing and its environments. The 35 projects that were commissioned through the Programme were extremely wide ranging, and represented numerous and varied perspectives on ageing, as well as the full scope of the areas of interest of the five Research Councils.

At the same time, one of the underpinning principles of the NDA Programme was ‘the encouragement of innovative multi-and interdisciplinary methods.’ Interestingly, the Programme’s specification uses the term ‘multi-disciplinary’, whilst project teams in particular commented on the benefits of inter-disciplinary working i.e. where boundaries and roles were overlapping and entirely collaborative rather than merely bringing different disciplines together that remained firmly within their own disciplines.

Not only did the NDA Programme bring together a wide range of different academic disciplines, but many of the projects - particularly the larger, Collaborative Research Projects - were explicitly expected to adopt a multi- and inter-disciplinary approach. This experience generated both positive impacts and posed significant challenges for project team members, as the following points illustrate.

Positive impacts of multi- and inter-disciplinary working

Some imaginative extension of what you’re capable of is fostered in these (NDA) groups. (Project partner)

The rich diversity of projects, contexts, policies, practices and product development and research methods was clearly a positive feature for those taking part in the Programme. Many commented on the creative and stimulating environment that existed within the Programme, and the opportunities for learning from each other. Members of the Older People’s Reference Group commented that the Programme forced academic researchers to think beyond their own discipline. This cross-fertilisation and learning extended to sharing different approaches to achieving impact.

The inclusion of a group of arts-based projects was a positive development for many, not least because they were used to sharing their findings in creative and interesting ways such as drama (Ages and Stages) or visual images (Look at me!) that stimulated the thinking of others.

I learnt new ways of doing things through some of the arts based projects – I wouldn’t have made the links otherwise. (PI)

A number of project leads commented that the NDA Programme’s championing of multi-disciplinary approaches (including, for example, the Programme Director’s collaboration with the Arts and Humanities Research Council to engage and stimulate the arts and humanities research communities) validated what had previously been their own preferred working style, and made multi-disciplinarity more acceptable and mainstream in ageing

research. This increased their confidence about the legitimacy of what had sometimes felt like a slightly marginal approach.

Multidisciplinary working was what I was doing – it was normal for me. (PI)

Projects developed their own styles of multi-disciplinary working, with some operating as mini-programmes with a number of parallel work packages working almost independently, and with the PI in a light touch coordination role. In at least one, researchers from different disciplines became so fascinated by each other's perspectives and approaches, that the entire team was skilled up to deliver the different elements of the project, irrespective of their discipline (i.e. inter-disciplinary working).

The challenges

(NDA) was more random than I ever thought. In my head I gave it more coherence than it really had. (National stakeholder)

One of the main challenges of the ambitiously broad scope of the NDA Programme, was that some major stakeholders outside the Programme saw it as lacking coherence and focus. In addition, the projects were so diverse that summarising key themes and findings for the purposes of the evaluation, even thematically, also proved a challenge. As highlighted below, if research is successfully to influence policymakers – including those from such diverse backgrounds and disciplines - strong, headline messages, for example drawn out at a Programme level and tailored to their specific needs, are required.

It can look like a bit of a ragbag ... (National stakeholder)

Establishing and maintaining multi-disciplinarity posed problems for some teams. Many PIs commented on the time and careful facilitation required in the early stages of the project to understand each other's professional perspectives, to define roles and to establish ways of working. A failure to invest time and effort at the outset, which was not costed into the project, could lead to tensions and misunderstandings at a later date. This could in turn undermine the project's ability to make an impact.

The way you sustain (multidisciplinary working) needs to be carefully facilitated and thought about. You can't just bring people together. (PI)

Those teams that mixed disciplines and roles in ways that more closely resembles inter-disciplinarity, appeared to find the management implications more straightforward, i.e. working with one team rather than a series of different disciplines coming together to deliver specific aspects but fundamentally remaining separate from each other.

In addition, the worlds of academia, practice and publishing still tend not to work routinely across disciplinary boundaries. PIs highlighted difficulties in interesting some academic journals and publishers in articles from inter-disciplinary projects (as many journals still tend to be mono-disciplinary in their focus). Follow on funding is not typically inter-disciplinary so can be hard to secure. Similarly, engaging practitioners in promoting messages from NDA projects could be problematic, especially where the findings cut across a number of different fields.

Some PIs also expressed concern about the future career paths of those who had worked on NDA projects.

(We've) developed and brought on younger colleagues – but an important caveat - where do you go from here? Where do you get an interdisciplinary job?

There were perceived hierarchies among the researchers and projects from different disciplines, although the perceptions of which group sat at the apex of the hierarchy varied, depending on the background of the researcher. Some saw the social scientists as dominant, while others saw the pure scientists as the NDA Programme's elite. A number of researchers who were closer to practice or product development, such as designers or arts-based researchers, expressed the feeling that they were not 'real' researchers (although, as noted later, this group often had skills and networks that gave them a clear route into making an impact).

There was some sense that we were being slightly frivolous, not about the problems of old age or dementia...at the NDA meetings, I felt like the token creative, not looked on as seriously as others did. (PI)

This sense of hierarchy, however, was not created or supported by the NDA Programme's central team.

In spite of these challenges, evaluation respondents emphasised the benefits and advantages of both multi-and inter-disciplinary working at a project level, indicating that the diversity of their teams influenced their approach, methods, findings and reach. Further support and guidance could usefully be provided to PIs and their teams to facilitate cross boundary working and different strategies for effective team management depending on whether team membership is multi or inter-disciplinary.

2.5 The contribution of the Programme structure, leadership and organisation

The Programme team based at the University of Sheffield played a central role in holding the Programme together as well as promoting it to external partners and audiences.

Research teams valued highly the opportunity to network with each other, share experiences, and work with peers to tackle common concerns around generating influence and impact. Regular NDA Programme meetings were one of the key mechanisms for achieving this. Overall, these were seen as useful, although a few concerns were expressed about their design and organisation including the breadth of people attending (e.g. missed opportunities to involve key players beyond the Programme to increase impact). This meant that meetings did not always achieve their full potential.

If you have the leading academics in the country in the room, you want to make the most of it. (PI))

Some PIs were not confident in their skills in areas such as engaging older people or using social media to increase impact. It is not clear to what extent meetings were used explicitly as an opportunity to develop these skills gaps. One PI described the meetings as 'formulaic.' The role of the central team extended beyond organising NDA events to supporting individual PIs, troubleshooting with projects experiencing difficulties, and brokering connections across projects facing similar issues. A number of PIs commented that the

central infrastructure was lean, given the size and complexity of the Programme, but nevertheless achieved a great deal. The skills and contribution of the Programme's administrator were highlighted in particular.

(She) facilitated, encouraged, spotted opportunities – and is just brilliant! (PI)

During the life of the Programme, a number of projects faced difficult situations with unsupportive or obstructive host institutions. Some PIs were enormously grateful for the personal and professional support they received from the central team, although this view was not universally shared.

*[Alan Walker] kept me sane. If you cross boundaries you're treading on people's toes.
(PI)*

A number of PIs commented on the perceived additional bureaucracy involved in being part of the NDA Programme: keeping the Programme running, reporting on progress, attending and contributing to events required time and effort that some project teams were clearly not anticipating.

*With other projects you just got on with it, did the research, produced the outputs.
(With NDA) I wasn't fully prepared for the extra work involved. (PI)*

*Feeding into wider Programme took away time from the project as I did not have enough people to delegate to – this led to a lack of progress in peer reviewed journals.
(PI)*

Some PI's experienced difficulties in persuading their host institution of the value of taking part in Programme wide activities (such as contributing to Programme meetings, conferences and engaging with the OPRG) in addition to project specific and organisational commitments.

The Programme had an infrastructure in place to share findings from funded projects through a range of dissemination mechanisms including a website, the ndanews newsletter, national briefings on projects (the NDA Findings series), conferences, themed workshops, the final showcase event, a book and twitter handle.

The Programme developed a close relationship with Age UK's research team, later formalised through a knowledge transfer agreement. As part of their efforts to spread Programme findings, Age UK featured a number of NDA projects and researchers in their series of publications, Improving Later Life⁶. The series distilled and presented research findings in an accessible way, and was aimed at older people and those who work with them. Director's reports also highlighted the influence of the NDA programme on Age UK's strategic direction. Reflecting NDA findings in Age UK's services to older people proved to be more of a challenge.

⁶ <http://www.ageuk.org.uk/professional-resources-home/knowledge-hub-evidence-statistics/improving-later-life-series/>

Case Study 5: Maintaining Dignity in Later Life – adding value through Programme networks and contacts

Impact learning points

- **Brokering connections between project teams, policy developments and non-academic organisations is a key role for the staff of research programmes.**
- **It is important to identify synchronicity between research findings and wider national debates, in this case on the future of care.**
- **Links with a high profile national organisation can enable projects to reach a wide audience**

Summary

The *Maintaining Dignity in Later Life* study coincided with high profile national debates about the future of care funding and care delivery options for older people, which on the whole, have been dominated by professionals. The study aimed to increase understanding about the concept and experience of dignity from the perspective of older people going through major life changes which could potentially undermine their dignity and sense of identity.

The project's focus on the lived experiences of older people, especially on what helps and hinders them in maintaining their sense of identity and their dignity following difficult and major life changes, has been of particular value.

Key impacts

- A new model of palliative care, based on the research findings, was presented at the Palliative Care World Congress and this is informing the work of the Commission for the Future of Hospice Care.
- The PI has contributed to a number of related developments, including:
 - the NHS End of Life Care Programme, Social Care at the End of Life Advisory Group, and co-authored guidance for social workers;
 - a pilot project in the South of England that implemented the model developed in 'Supporting People to Live and Die Well: a framework for social care at the end of life'⁷;
 - an Age UK conference and publications on 'Improving later life: Understanding the Oldest Old'⁸ aimed at policymakers and professionals.

What helped impact to occur?

- Being part of the wider NDA Programme helped the team to connect with Age UK nationally, to inform and contribute to its work.
- Maintaining Dignity in Later Life was able to benefit from and contribute to national debates on the future of care.

For further information visit:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_8.pdf

⁷ *Sharing successful strategies for implementing 'Supporting people to live and die well: a framework for social care at the end of life.'* A progress report on implementing the end of life care Social Care Framework 2010 by local authority adult social care departments in England. NHS End of Life Care Programme with support from ADASS, July 2013.

⁸ *Improving later life. Understanding the oldest old.* Age UK 2013.

The Programme Director had close links with policymakers in England and Northern Ireland. Before the change of Government in 2010 the Director presented on a number of occasions to the team at the Department of Work and Pensions who at that time had cross-Government responsibility for strategy on ageing. Following the 2010 election, however, these links were difficult to maintain. At a Programme level, partnerships were developed with a number of other stakeholders, such as the international company Aramark, who provided support to the nutrition-focused projects.

The OPRG

The main mechanism for engaging older people at a Programme level was the OPRG. The group has produced its own end of Programme report that summarises the learning and experience of its members, so this impact evaluation does not seek to cover the same terrain⁹. Members were linked to each of the projects, and their experience varied widely, from integration as a valued member of the project team at one extreme, to marginalisation³⁸ within the project, or a complete lack of engagement from PIs at the other. Overall, though, OPRG members were concerned that the group had not been in place from the earliest stage of the NDA Programme, and therefore had a limited voice in developing the overall strategy and goals for the Programme, and in selecting the projects that received funding.

Impact of the Programme on project impacts

There was a strong sense among the majority of research staff that being part of the NDA Programme was an enormously beneficial experience. Their connection with the Programme not only broadened their own professional horizons, but also increased the profile and credibility of their work.

Normally it's 'here's your money, we'll talk to you in three years.' I really valued the support, on methods, talking through results, getting a sense of the field and positioning ourselves in the broader (ageing) field. (PI)

Many highlighted the support and challenge they received from peers and the feeling of community that existed among NDA researchers. Some project leads spoke about the isolation they had previously felt within unsupportive host institutions, and the relief of finding themselves among a group of like-minded colleagues. In addition to personal support and professional development, being part of the NDA Programme created opportunities for projects to share their findings collaboratively, for example through themed events on issues such as nutrition or technology and ageing.

We went to all sorts of places as part of the NDA Programme that we wouldn't have done on our own. (PI)

At the same time, the Programme exposed projects and project teams to settings and environments they would have been unlikely to access alone, such as policy or industry

⁹ <http://www.newdynamics.group.shef.ac.uk/assets/files/OPRG%20End%20of%20Programme%20Report%20FINAL%202013.pdf>

groupings. This opening of doors created opportunities to influence, and offered new ways of making an impact. For example, a number of projects spoke about the valuable international links brokered through NDA: one theatre-based project, Ages and Stages, worked closely with a similar project in Canada. Both research teams felt they benefitted from the link, sharing information and practical resources such as interview schedules. The partnership led to the idea for an annual creative age festival showcasing the work and talents of local older people and arts organisations across Stoke-on-Trent and North Staffordshire, which took place in October 2014.

Link to the Canadian project was hugely useful...had flourishing arts scene, have creative age arts festival-where we got the kernel of an idea'. (PI)

Project leads also described the credibility that being part of the Programme gave to their project.

I really enjoyed being part of a bigger Programme, the prestige attached to that. To know (the project) was part of the Programme gave it more weight. (PI)

Researchers who were working on difficult or taboo topics, such as incontinence, felt that the NDA name gave their findings a wider platform and raised the profile of an often ignored issue.

2.6 Enablers, barriers and lessons about impact

It is clear from all phases of the evaluation that generating and demonstrating impacts is complex and multi-faceted, as the following sections illustrate.

Complexity of influencing processes

The narrative of there being an uncomplicated relationship between research, policy and practice makes it tricky. (PI)

External stakeholders, as well as researchers, emphasised that achieving an impact with a single piece of research is extremely difficult. The pathway towards major change is rarely linear and takes many years. A shift in the direction of public policy, a development in practice or an innovative new product is often the result of many factors coming together, of which research evidence is just one element.

It's about generating momentum and being part of a process through which change is generated.

Even when research findings are strong and unambiguous, a response can be delayed or prevented by any number of barriers such as a lack of implementation capacity (as in the early days of SomnIA) or conflicting political imperatives (as in Safety on stairs).

When a research project succeeded in influencing policy, practice, or product development, it is often difficult to track the connection between the publication of one set of research findings and a response.

Change is never achieved by a single piece of research. It's the relentless pressure of evidence over time. (National stakeholder)

Case Study 6: Safety on Stairs: Biomechanical and sensory constraints of step and stair negotiation in old age - persisting over time to influence change

It's very slow for anything to happen on the regulation side. It takes 20 years to get into the (building) standards.

Impact learning points

- **Change in some areas is complex to achieve, and can take a great deal of time**

Summary

Falls, and fear of falling, are major factors affecting the mobility and quality of life for older people, and the majority of falls take place when older people are walking down stairs. This project aimed to find ways of improving the competence and confidence of older people when descending steps and stairs, and also looked at the design factors that would make stairs safer. The project team anticipated that their clear findings on optimal stair design would influence building regulations, and ensure that buildings of the future would offer a safer environment for people as they age. To help them achieve this, they brought into the team an adviser and consultant from the Buildings Research Establishment, a former Government agency that offers independent expertise on the built environment and construction industries.

Key impacts

To date, the project has been unable to influence building regulations, as hoped. However, the findings offer great potential to achieve an impact at a future date, as they contribute towards growing evidence on the design factors that contribute to falls. The project's findings on the contribution of exercise to safer descent of stairs also have potential to contribute to the design of falls programmes.

What were some of the barriers to impact?

The team found that there were many practical and political barriers to making changes to building regulations, including:

- The acute shortage of housing means that any measures which make it more difficult or costly to build new homes are unlikely to find favour (and changes to the design of stairs to make them safer use more space, reducing room size).
- Many professional stakeholder groups need to be involved in any change to Building Regulations.
- The current Government is opposed to what they see as unnecessary regulation, and is seeking to reduce regulation in many areas of government.

For further information visit: <http://www.newdynamics.group.shef.ac.uk/nda-findings-31.html>

Using research to influence policy

A number of projects hoped their findings would influence policy either nationally or locally and, as noted above, some succeeded in making inroads into the world of policy on ageing. However, discussions with researchers and policymakers highlighted mutual incomprehension and frustration with the science and art of knowledge transfer in policy arena(s):

Policymakers view researchers as in an ivory tower –want quicker results –not too sure what they wanted. (PI)

Policy makers emphasised their lack of time to engage with complex pieces of research, with one describing most of the research they see as ‘impenetrable’. They need short accessible summaries of research headlines where the connections to policy priorities are clear; the importance of tailored, timely products was frequently emphasised. In addition, there is no longer a robust infrastructure in place for gathering, summarising and sharing notable practice and research evidence following the global financial crisis and change of Government in 2010. This has clearly intensified the difficulties of evidence-based policy making.

I’ll read something short and snappy that will make a difference to my policy area, evidence to support something that might influence my minister. (Policy maker)

Some researchers, however, could not see how to connect with policy makers, who they saw as resisting evidence, which challenged their existing views.

What is more difficult to assess is the external impact of the Programme as a whole on policy. Externally, some of the small number of stakeholders and policymakers who contributed to this evaluation thought that the Programme had not been as influential as it could have been.

I have a slight concern that overall the NDA Programme has done phenomenally good work, but is almost invisible. How do you turn it into something that influences things? (Policy maker)

I do not hear (NDA) mentioned at all by anyone. (Policy maker)

The difficulties of translating research into practice have been compounded by changes to the political focus on ageing since the 2010 election. Following the change of Government, most of the previous mechanisms or groups that would have played a role in sharing messages from research, and making them accessible to policymakers and practitioners (the ‘facilitating pull efforts’ in the WHO model referred to in section 2.2, above) have been dismantled. Even within Government, the teams of analysts who had in the past sifted and summarised research evidence on ageing no longer exist.

We had no time to distil the Local Government messages about ageing from the research – just no capacity. (Policy maker)

Some external stakeholders also commented that the NDA Programme did not appear to be well rooted in the rich recent history of the ageing world. Initiatives such as Better Government for Older People (BGOP), the National Ageing Strategy, the Audit Commission’s strand of studies and inspection on an ageing society and the Local Government Association’s Ageing Well Programme had influenced public services and national debates on ageing, yet the NDA Programme seemed to operate in parallel to these.

At the beginning of NDA why didn’t they look at what was needed, where were the gaps? (National stakeholder)

On the other hand, the national stakeholders that had worked within the NDA Programme, such as Age UK, had a positive view of the Programme's impact, calling the Programme 'groundbreaking', and 'a paradigm shift'.

National – local dimensions

You can change at a more local level. It's more difficult at a strategic level.

The majority of NDA projects were based in universities outside of London, felt remote from the Westminster-centric world of policy making, and were uncertain of how to influence it.

While some projects found a way to enter the national policy world, as described above, others decided to focus primarily on making a local or regional difference. Call me, for example, worked alongside Manchester City Council. In spite of seconding a council employee into the research team, they still felt their influence was not as strong as they had anticipated. For Contemporary visual art and identity construction – wellbeing amongst older people, the PI continued 'plugging away' to influence national arts policy, while at the same time shaping practice among the arts sector in the North East.

Case Study 7 : Promoting social engagement and wellbeing in older people through community supported participation in music - generating impact through local networks and knowledge of the community

From time to time I suffer anxiety. I am very grateful that the (programme) has proved to be so interesting, stimulating and a safe haven. The activities give structure to my life, a sense of belonging, and a stimulating environment in which to move and connect Older participant

Impact learning points:

- **Pre-existing local networks are an important route for influence and impact.**
- **Adopting a 'bottom up' strategy, which builds on local facilities and connections, is an effective way to create change in a locality.**

Summary

The aim of the project was to explore the role of music in older people's lives and the extent to which music making in the community improves wellbeing. The project also looked at the ways in which musicians, teachers and facilitators can support older people to continue to learn and take part in music making. It highlighted that music can make an important contribution to older people's wellbeing, and the team received follow on funding to help make this happen more widely. The follow-on phase allowed the team to develop and disseminate tools and resources aimed at building the skills, confidence and capacity of local musicians and facilitators in working effectively with older people.

Key impacts

- The project's findings, tools and resources have made a significant contribution to building the skills of music leaders, facilitators and teachers on how to support older people in making music.
- The Facilitator's Handbook tackles some common myths and stereotypes about older people including tips on recruiting and retaining older learners, as well as providing useful

teaching strategies for adults, and is now widely used.

What helped impact to occur?

- The research team's existing strong networks amongst local musicians, their hubs and unions provided a route into the world they needed to influence.
- The team took an early decision to 'build from the bottom up' through working with local music hubs, building their capacity to lead and influence music making.

For further information visit:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_9.pdf

Taking products to market

There were tensions between academia and research funding, and the commercial world. We weren't funded to produce a product. (PI)

Some of the NDA projects aimed to develop prototype products designed for the growing market of older consumers. However, in most cases, PIs felt ill equipped to take their products to market, and had no idea where they could turn for advice. Although some had approached university colleagues with specialist expertise in bridging academia and industry, this had not always been helpful. In one case dissemination was affected by advice from the host institution's knowledge transfer team, who told the PI that the findings might be commercially sensitive if they intended to apply for a patent. They did not therefore share any findings from their research for two and a half years. Once they took the decision to share their prototype, they attracted a great deal of interest from the NHS, but were unable to take advantage of this as they had no way of manufacturing or costing the product.

Companies say 'How much does it cost?' I can't tell them. We can't make it for them. (PI)

Other projects had worked hard to build and maintain relationships with a commercial partner, but this had been a difficult and time-consuming process.

If I had thought the commercialisation would be this difficult I would probably never have put the proposal in – I may be exaggerating a bit but at the beginning we had this company, I thought I had all the bases covered and didn't anticipate how difficult it would be. (PI)

Case Study 8: Novel assessment of nutrition and ageing (NANA) – overcoming differences to achieve impact

There were tensions between academia and research funding, and the commercial world. We weren't funded to produce a product.

Impact learning points

- **There can be a tension between research and product development, and researchers do not necessarily have the skills and contacts needed to bring a product to market.**
- **An inflexible approach from knowledge transfer colleagues can affect the ability of projects to carry out impact work**

- **Stereotypical views about older people's capabilities can reduce take up of some developments.**

Summary

The NANA project developed and piloted a touch screen application, which collects information about what people eat and drink, how they are feeling, their cognitive function and their physical activity levels. It was created and tested in partnership with hundreds of older people, as well as nutritionists and care staff across the UK. The findings from the NANA project highlight the potential for early identification and support for older people who are not only at risk of malnutrition but also other changes in their physical or mental health. The system allows for real time tracking of older people's health and wellbeing, particularly for people identified as being at particular risk of health conditions associated with ageing. The project anticipated that NANA would attract a commercial partner that would develop it as a commercial product for older people living in the community or in care homes.

Key impacts

- The PI is working with a company that is planning to pilot NANA in community services, so development of the product is now looking likely, but not yet certain.

What were some of the barriers to impact?

- Although the project is now at an end, more work, and additional funding, is needed to turn the prototype into a marketable product.
- Impact was delayed by advice from the host institution's knowledge transfer team, who told the PI that the findings might be commercially sensitive if they intended to apply for a patent. They did not therefore share the NANA system for over two years.
- There was scepticism on the part of some professional groups that older people would be prepared to interact with technology (even though NANA was co-designed with older people).

For further information visit:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_34.pdf

Enabling factors and barriers to impact

While it is difficult to make a definitive judgment about which activities and factors are most likely to (have) lead to impact, there are a number of common factors that have either increased (enabling factors) or reduced (barriers) the likelihood of impact occurring. The NDA impact evaluation has identified four enabling factors and four barriers to impact that researchers need to be mindful of and skillful in addressing if they want to succeed in generating impacts from their work.

Four enabling factors

I. An enabling working style and approach

It was clear that the impact that projects were able to achieve was directly related to the personal qualities, working style and skills of the PI. As a minimum, it is helpful for PIs to have academic credibility and a sound track record in research. Figure 7 sets out the key characteristics of successful PI's, drawn from a thematic analysis of conversations with PIs,

their responses to the online survey, and interviews with wider project and programme stakeholders.

Figure 7: A 'Model PI'

Leadership skills

I have been doing work with teams for a long time, I know this other stuff (regular team meetings, good communication) is important. You must have something which holds us together and not just work – we felt like equal members.

(You need) individuals who already have a track record in working with people without the same 'ology' after their name. (Project partner)

- Team and organisational development
- Ability to take a strategic view that goes beyond your own professional perspective
- Insight and self-awareness to know your limits and build a team around you with complementary skills
- Emotional intelligence
- Inspiring and developing team members
- Spending time getting to know everyone's backgrounds and expertise
- Facilitating partnerships and joint working across disciplines
- Engaging well with older people as partners rather than research subjects
- Persuasiveness and influence

Impact skills

I'm used to making development garments and taking them to industry, so they all had confidence in me. (PI)

- Impact generation – understanding what works and for whom
- Stakeholder management and relationship building
- Market/business development
- Creativity in adapting messages and dissemination approaches
- Externally facing – understanding how to connect and influence stakeholders
- Good intelligence and horizon scanning to identify opportunities and synchronicities

History and background

I'm proud that I can genuinely say that I could use a unique set of contacts. (PI)

- Great networks and contacts, including outside the academic sector
- Real world experience in your field
- Professional background that is close to practice – impact focus is more familiar territory for designers

Personal qualities

I'm on a mission to see this through, come what may. (PI)

I will tell anyone who will listen, this product is so important and it works! (PI)

- Tenacity, commitment and passion
- Stamina
- Ability to sustain the commitment of others over time
- Credibility

Different PIs working on different projects will have experience and expertise within and across the various characteristics highlighted above. The intention here is to share the learning from NDA PI's, and their colleagues and partners, about the range of skills and competencies required in the role, rather than seeing this as a "person specification" to aid recruitment.

2. Enabling allies and relationships

In a number of cases, projects came across key external individuals who acted as champions and cheerleaders for the project, making connections with other stakeholders and agendas. The DCLG contact who became involved in Sus-IT, for example, played a key role in raising the profile of the project's findings with colleagues across Whitehall.

Champions are like gold dust. They're important in opening doors. (Advisory Group member)

Case Study 9: Sus-IT (Sustaining Information Technology use by older people to promote autonomy & independence) – the importance of project champions and sponsors

(The PI) and the team were very committed to driving a real impact for the project. They gave a lot of thought to how they might achieve that. They wanted to use the networks that people like me had. (Stakeholder)

Impact learning points

- **Stakeholder engagement needs to be strategic and embedded in projects from the start.**
- **Well-designed showcase events can play an important role in building commitment and support**
- **Finding a well-placed Government champion is essential to policy impact**
- **Excellent networks help to make things happen**

Summary

Sus-IT aimed to increase understanding of the ways in which changes in circumstances and health can affect older people's use of ICT in later life. The project explored the support needs of older ICT users, as well as identifying a range of potential solutions.

An emphasis on impact was embedded in Sus-IT from the outset, with key stakeholders involved at an early stage to build ownership and strengthen their role as project champions. 1000 older people from around the country, and 100 potential research users, such as technology companies, policymakers and local authority staff contributed to Sus-IT.

Stakeholder engagement included a 24 hour consultation event at St George's House, Windsor Castle, which led to a contact with a senior policymaker at DCLG. He became an

invaluable Whitehall champion for Sus-IT, and created opportunities to showcase the work across Government.

Key impacts

- Sus-IT's key messages are reflected in the Government's Digital Inclusion Checklist.
- Sus-IT has been invited to contribute to the Government Office for Science Foresight Project on Ageing.
- Local developments in service provision have been influenced by Sus-IT.

What helped impact to occur?

- The PI and project team had an inclusive working style, a focus on impact from the outset, and wide and strong networks to draw upon.
- A well-connected Whitehall champion provided a platform for influence across Government.
- The stakeholder events were designed to get the most from partners, who felt they had been involved in something special and important.

For further information visit: <http://www.newdynamics.group.shef.ac.uk/sus-it.html>

For TACT3, a chance connection made via Google, led to a relationship with a care home provider who became a key partner.

After three weeks to 1 month I found TACT3, followed a link to find the project, followed a few more links and took me to Brunel, eventually led onto right people but it took working through a few emails to different people and finally got forwarded to the PI. (Care home provider)

3. Opportunistic timing and synchronicity

It pressed the right buttons at the right time... opened up the opportunity for further conversation. (Policy maker)

Through happenstance rather than design, a number of the NDA projects succeeded in achieving influence and impact because of the timing of their work. The coming together of the project and an external impetus (such as a related media story, or policy interest) may have been fortuitous. However, good horizon scanning and a swift, targeted response was often required on the part of the research team to make the most of opportunities that arose.

For example, Working Late took place at a time of many policy changes including: an increase in the state pension age, age discrimination legislation and the ending of the default retirement age, all of which meant that there was interest amongst HR professionals, managers, practitioners and researcher which the team was able to capitalise on. In addition, the central Programme team was able to provide additional leverage and capacity to generate wider impacts, for example workshops on ageism and sexism in the media for which Miriam O'Reilly was contracted and paid for by the Programme.

Case Study 10: Optimising quality of sleep among older people in the community and in care homes: An integrated approach (SomnIA) – spotting and seizing opportunities

X was our clinical partner, so there was a fast track into practice....We were pushing on an open door. (Strand lead)

Impact learning points:

- **Building and maintaining strong relationships between researchers and practitioners lays a foundation for making an impact on practice**
- **Senior stakeholders with an interest in research can play an important bridging role between research and practice**
- **Making an impact relies on good horizon scanning and a quick, opportunistic response to initiatives that connect with research findings**

Summary

One element of the SomnIA project found that a self-help programme based on Cognitive Behavioural Therapy for Insomnia (CBTI) could improve sleep among older people with long-term conditions.

The project team had a strong relationship with local practitioners, in particular a clinical leader at Nottinghamshire Healthcare Trust, who was a member of the project advisory group. When a national initiative was launched to increase the availability of therapy services, Improving Access to Psychological Therapy Services (IAPT), the project findings were quickly integrated into the new development.

Key impacts

- CBTI is now widely available to older people and others in the East Midlands, as Nottinghamshire Healthcare Trust's IAPT Service now delivers psychological therapies across the region.
- To date, around 300 NHS practitioners and all of Scotland's Parkinson's disease nurse specialists, have been trained in the delivery of CBTI.

What helped impact to occur?

- A senior clinical leader played an important bridging role between research and practice, bringing SomnIA's findings into the development of the local IAPT service.
- There were already strong, pre-existing local networks in place between academia and practitioners.
- The coincidental timing of the launch of the IAPT programme was key, as it established new services, and a newly-appointed group of practitioners that were ideally placed to implement CBTI.

For further information visit: <http://www.somnia.surrey.ac.uk/>

4. Older people as partners and colleagues

X was formidable. She went through the industry like a dose of salts, asked questions of industry. (PI)

The involvement of older people at the heart of projects, as co-designers and partners rather than research subjects, characterised a number of the more impactful projects. Where older people themselves held discussions with, for example, industry, they were better able to challenge ageist attitudes than other members of the research team. There were also a number of powerful examples where involvement in a co-design process alongside older people had fundamentally challenged the ageist assumptions of industry or practice partners, and shaped their future approach.

Four Barriers to impact

1. Working in uncertain political contexts

National government was trying to influence local government to deliver better services. Now they've moved to influencing individuals to do the right thing. (Policy maker)

The change in Government in 2010 led to a major shift in the profile, direction and leadership of ageing policy. Previously the lead Government department on ageing, the DWP, had been outward facing, innovative and cultivated positive relationships with key stakeholders, including academics and older people's groups. Following the election, the political focus on ageing weakened, the capacity of the central team was reduced, and their cross-Government role came to an end. At a national level, ageing slipped down the policy agenda, and the routes to policy influence were less clear.

What is missing for ageing in England is any capacity building/infrastructure / development of expertise across partners –not just health and social care...no national ageing strategy...none of national partners being able to work together. So this research didn't have the opportunity to get a wider hearing as there was no forum or structure for it to feed into. (Policy maker)

With the creation of the Centre for Ageing Better and the ongoing role of the Foresight Project on the Future of Ageing (coordinated through a lead Expert Group which includes the NDA Programme Director), there is not just potential but also now a clearer route and 'home' for NDA project findings and programme wide lessons to directly influence policy development, implementation and future research agendas.

At the same time, the financial crisis profoundly affected local government activities on ageing. Projects that had started in a period of relative public sector plenty found themselves publishing their findings into a very different climate.

Lots of councils were suffering from cuts when we tried to disseminate. We suffered from the timing of the results. (PI)

2. Insular academic environments

From the early days of the NDA Programme, the central team emphasised the importance of achieving an impact on policy, practice and product development, in line with the growing strategic focus of the Research Councils¹⁰. This clearly caused a degree of consternation to

¹⁰ <http://www.rcuk.ac.uk/ke/impacts/>

some PIs who were not used to thinking in this way, particularly in the early stages of the Programme. The success of academic departments has traditionally been judged on the basis of academic outputs, rather than real world impact. For many researchers, focusing on impact is still a relatively new idea, and experience and skills in achieving impact are very variable.

The idea of impact and dealing with other stakeholders was new to us. (PI)

We're a bunch of academics and we're very good at some things, not at others. The idea we can do the research, have a policy impact and take products to market is a bit naive. (PI)

Conversations with many NDA researchers showed confusion between outputs and impact, uncertainty about what impact they should be aiming to achieve and little knowledge of the range of approaches available to them. Events, publications or meetings with policymakers were often described as an impact. Information on what had happened as a result was in short supply. When for example, projects had produced a downloadable resource, they were in the main unable to evidence whether these had been used, by whom, and to what end.

I haven't gone beyond publications but you've made me think.

PIs themselves identified a number of areas where they had skills gaps. In particular, as noted above, project teams struggled to translate prototypes into marketable projects, and wasted a great deal of time and effort unsuccessfully trying to make this happen.

(We needed help) ... rather than letting an organisation fumble about and find out for themselves. (PI)

Opportunities were also missed to make good use of social media and the internet to create impact, as few PIs were familiar with the approach.

The internet side was untapped. With five grand it could have gone viral. (Partner)

A number of NDA researchers commented that while some universities paid lip service to the importance of impact work, in reality they did not value it highly. Most universities appreciated the prestige and funding that came with an NDA project, but not all were prepared to offer the support or resources PIs needed to maximise the impact of their research. This was a particular concern when projects identified a need for an additional tailored output that was not costed into the original proposal.

(The university) liked the kudos and the money. If there were any issues with resources they were no help whatsoever. (PI)

A number of NDA projects were affected by organisational change during their lifetime, with the closure of departments and relocation of projects. Where planned impact work was locally based, and relied on local relationships and networks, relocation had undermined the project's ability to influence and achieve change.

(The closure of the department) pulled the rug from underneath our impact. (PI)

However it was not entirely clear what success would look like in terms of impact, and what impact the NDA projects should be aiming to achieve. Some called for greater clarity of expectations from the Research Councils.

(We need) more of a lead from the Research Councils: what do you want and what do you mean by impact and how do you measure it? It's hard to get our heads round because we don't fully understand what's meant by impact – that's a personal feeling.
(PI)

3. Uncertain funding contexts

(Impact) is my major task. I'm still doing it, unpaid. (Partner)

Many projects reported pressures on funding. A common theme was that projects had not fully anticipated the need for targeted impact activities and underestimated their costs. PIs often filled any gaps by continuing to carry on impact work in addition to their core role, way beyond the life of the project (and in at least one case, into their retirement). In other cases, opportunities for spreading the messages more widely were missed, as there was no funding available to support them.

A number of projects had hoped to access follow on funding to take their work to the next stage, but this proved to be a frustrating process for many, who were left scrambling for funds to move projects forward. As noted earlier, the most appropriate source of follow on funding is not always obvious for multidisciplinary projects, and some PIs clearly felt they had been shunted between the Research Councils.

(Research Council X) chucked it out because it was outside their remit. They suggested we went to (Research Council Y) but they were no longer doing follow on funding.

4. Inflexible academic timescales

Some non-academics commented that the time taken to carry out a research project can mean that the external situation (that the research is seeking to influence) has changed and potential impact reduced by the time the project comes to an end.

For example, advances in technology meant that some products were no longer relevant as the fast-moving market had moved on by the time prototypes were designed and became ready for the market.

What's interesting to me is the amount of time it takes to do academic projects. It's a different world! (Stakeholder/partner)

Chapter 3: Conclusions

This chapter draws together four main conclusions based on the key lessons and messages identified from the impact evaluation of the NDA Programme.

The recommendations presented in Chapter 4 build on these areas as priorities for attention by the funding councils, those involved in promoting and furthering the impacts generated by the Programme, and the potential for impact that still exists as a result of the Programme's activities and the work of individual projects.

The four conclusions are:

1. Understanding the **added value of the Programme** in achieving impact.
2. The importance of understanding and working with a **diversity of audiences** and forms of impact (in order to influence policy, practice and product development).
3. The benefits of **promoting successful impact generation** methods.
4. Lessons for developing **impact evaluation frameworks** and methods.

3.1 Understanding the added value of the Programme in achieving impact

The NDA Programme achieved a diverse range of impacts for different audiences, and at different levels. For many, being part of the Programme was in itself enormously valuable in delivering and supporting impact, not just for researchers, but also for advisory group members, partner organisations and older people. The Programme provided a focus for sharing experience, tackling shared problems, and learning about how best to achieve an impact. It affected the career paths of professionals, influenced the practice of project partners, brought specialist skills into companies, and introduced older people to new activities and networks. Across all 35 projects a cohort of thousands of people were involved in the Programme in some capacity, so the cumulative impact on the professional and personal lives of these individuals is likely to be significant, if difficult to quantify.

There are many examples, summarised in Chapter 2 (see Table 1), of the ways in which projects have influenced policy, practice and product development. The approaches they adopted, and the factors that helped or hindered progress are set out in the previous sections.

As noted above, being part of the Programme helped many projects achieve a greater impact than they could have done alone. Section 2.6, above, highlights a number of external and systemic factors that undoubtedly affected the Programme's ability to maximise its impact, including:

- The uncertain and shifting political context into which the Programme reported.
- The inward-looking nature of academic environments and reward systems.
- Uncertain funding contexts.
- The inflexible timescales of academic research.

In many cases under-developed skills in impact and influence among researchers, plus a lack of advice and support (particularly on taking new products to market) also affected the potential for impact.

3.2 The importance of understanding and working with a diversity of audiences and forms of impact (in order to influence policy, practice and product development)

Most projects struggled to influence policy, at a national or local level, for the various reasons set out in Section 2.6 above. The small numbers of policymakers who contributed to the evaluation had variable awareness of the NDA Programme, while those who were aware of it expressed a range of views about its impact. The relative difficulty of influencing policy makers, particularly at a national level, relates to a number of factors, including the need to tailor any outputs to their very specific needs, and the lack of ‘facilitating pull’ mechanisms, to gather and disseminate research findings. Where NDA projects have had some success in influencing policy, this has been facilitated by identifying and building a close relationship with a key supporter within local/national Government who has been prepared to profile the work with colleagues and to open doors to wider engagement.

The experience of the NDA projects underlines the importance of local networks and relationships with practitioners in changing practice. At a local or regional level there are a number of examples where practice change has been achieved as a result of NDA projects. This has happened primarily where the project is rooted in strong local networks with practitioners, as partners or advisory group members. Building and maintaining strong relationships between researchers and practitioners lays a foundation for making a sustainable impact on practice. The impact seems to spring from sustained working together over time, rather than from specific short-term projects.

Product development has been a challenging task for many projects. Where it has been successful (to some extent), this has relied on the knowledge, credibility and networks of the project team. Some of the more practically focused PIs (such as designers) seem better able to negotiate the commercialisation process than other disciplines.

While this evaluation focused on impact on policy, practice and product development, there is a fourth area where there is some evidence of change. It seems that the NDA Programme, and particularly the arts-based projects, are contributing towards longer term change in public attitudes in relation to ageing and older people through the powerful mechanisms of drama and images that challenge ageist assumptions.

3.3 The benefits of promoting successful impact generation methods

This evaluation has highlighted a number of key lessons about the approaches and strategies that are most likely to lead to impact. The following points highlight the most important strategies gleaned from the impact evaluation for achieving successful, sustainable impacts.

- **Stakeholder engagement** needs to be strategic and embedded in projects from the outset.
- **Working in partnership** with the wide range of groups and organisations who are likely to be the end users of research builds support and ownership for the work, ensuring that outputs and key messages are topical and relevant, and making impact more likely to occur.
- These academic/practitioner partnerships are most effective where they have developed over time, with increasing mutual understanding and trust, rather than set up for a single project.

- **Outputs** (for example publications or events) can make an important contribution to impact, but as a starting point, not an end in themselves. A well-tailored publication or carefully designed and facilitated meeting can open doors to the conversations and relationships through which impact occurs, helping to raise interest among stakeholders, and creating opportunities for further impact work.
- **Working style** is extremely important to creating impact, with successful PIs demonstrating a range of leadership, people and process skills and personal qualities that are not always nurtured or valued highly within academic settings.
- **Social media** offer a valuable route to impact that was not used widely within the NDA Programme.
- **Older people** play a key role in maximising impact, in particular by challenging ageist assumptions, raising the profile of older consumers and acting as powerful advocates for change.
- **Synchronicity and happenstance** can contribute to impact, when an external event or policy development occurs that relates to the research topic. However, this is more than a matter of luck, as rapid, opportunistic action is required to exploit the opportunities that arise, as well as good horizon scanning to identify potential future action.

3.4 Lessons for developing impact evaluation frameworks and methods

There are two aspects of the evaluation design and implementation that we highlight as considerations for the design of future impact evaluations.

Firstly, the evaluation team heard a number of different perspectives on the extent to which it is desirable, and indeed possible, to agree from the outset a set of outcome focused goals for a programme as broad in its scope as the NDA. We think it is (and it would have made our task clearer, as well as providing direction to the projects), others disagreed. In our view, one process that could benefit and enhance Programme level impacts, is the development of a clear logic model and theory of change, providing an explicit framework of desired outcomes/impacts against which progress can be evaluated and attributed.

Secondly, there is no doubt that earlier engagement in the Programme's life would have facilitated some aspects of the impact evaluation. For example, building relationships with PIs, attending and observing some of the important Programme level mechanisms, such as Programme meetings, and exploring progress, outcomes and impact with advisory committee members during the "live" period of the Programme could all have made an important contribution to the evaluation. An earlier start time would have particularly benefited the tracking forwards element: for example in facilitating earlier engagement of PIs and other project team members whilst their research was on-going. This would have allowed the team to explore desired outcomes / impacts with them at this time and track progress towards achieving these to identify and test which methods were most effective in achieving which outcomes and contributing towards which impacts over time.

Chapter 4: Recommendations

This Chapter presents four areas for attention, recommendations for different audiences in taking forward and addressing the lessons and messages set out in Chapter 3.

1. For ESRC and other research funders

Research funders and sponsors should:

- **Increase understanding of the range and nature of outcomes and impacts that programmes and projects should aim to achieve**, by providing examples of notable practice and common pitfalls. Although RCUK already have a number of useful resources on impact, such as the Toolkit, these do not appear to be well known or used, so may need to be promoted more proactively and through different routes/media
- **Provide advice on issues such as press/media/social media strategy.**
- **Advise programmes on the role and composition of their central infrastructure.** Drawing on RCUK experience, what is already known about an effective programme infrastructure and what it can do to maximise impact?
- **Adopt a flexible approach to funding impact activities/products** the need for which only emerges once the work is underway. How can funders support researchers to continue to work on impact after the active phase has come to an end, without relying solely on the good will and commitment of individuals?
- **Contribute towards tackling impact skills gaps**, such as product /market development and impact approaches and methods, as well as sources of help and support.
- **Make their expectations clear that projects will contribute /participate in evaluations.**

2. For future multi and interdisciplinary research programmes

Programmes and Programme sponsors should:

- **Help projects identify skills gaps/shortfalls** and where to find help (including bringing in expertise from elsewhere, where necessary).
- **Provide facilitative help and support to projects, encouraging skills sharing and development**, with Programme meetings designed to maximise opportunities for tackling shared problems and sharing successes (including how those successes were achieved).
- **Play a central role in helping projects to distil thematic messages** across projects and tailor these for key audiences, particularly policy makers.
- **Develop a strategic approach to engagement** - of older people and other key stakeholders, from the outset and through diverse roles and contributions.
- **Proactively identify opportunities for and barriers to impact** and explore how these may be effectively addressed, both with projects and nationally with key stakeholders and decision makers.
- **Support projects to develop logic models and theories of change**, including planned outcomes and impacts and routes to achieving those which can be measured and assessed throughout the lifetime of the Programme as well as at the end.

3. For academic departments and wider academia

Researchers, Research Councils, universities and research networks would each benefit from working together to ensure the following priorities are addressed:

- **Developing the skills and confidence of researchers and associated academic staff to maximise the impact of their research**, for example by providing training and development opportunities that increase understanding of how to identify key audiences for findings and tailor products accordingly.
- **Supporting researchers and associated academic staff to carry out impact activities**, including after the end of the project funding period.
- **Explicitly valuing and prioritising influencing and broader impact generation activities**, as well as academic impact and dissemination activities, for example by showcasing impact successes and encouraging academic staff to learn from these.
- **Considering how best to develop academic staff as influential leaders**, with the knowledge and skills to build teams, to work effectively with external stakeholders, and to understand the importance of impact and how to achieve it.
- **Supporting programmes of culture change** that promote an outward-looking approach, engagement with research users from the earliest possible stage and a focus on impact (as outlined above).

4. For other stakeholders

Generating impacts through high quality research is not just a role for or responsibility of those closest to academics and academic organisations. Policy makers, practice leaders and product champions equally have responsibilities for ensuring that their work is evidence based and that investment in such research generates a return. There are two priority issues that have been highlighted through the experiences of the NDA Programme:

- Public bodies (including Government Departments and local authorities) should **support policy makers/influencers to develop greater research literacy**.
- National bodies with a role in ageing should **identify the best routes for making thematic summaries of research findings available and accessible** to those who need them.

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Appendix I: Summary information about the impact evaluation of the New Dynamics of Ageing Research Programme

The Economic and Social Research Council (ESRC) commissioned NDTi (www.ndti.org.uk) to assess the impact of the [New Dynamics of Ageing Programme](#) (NDA) on policy makers, practitioners, businesses and other groups outside academia. The NDA Programme was an eight year multidisciplinary research initiative with the ultimate aim of improving quality of life of older people. It was a unique collaboration between five UK Research Councils; the ESRC, the Engineering and Physical Science Research Council (EPSRC), the Biological and Biotechnology Research Council (BBSRC), the Medical Research Council (MRC) and the Arts and Humanities Research Council (AHRC).

The Impact Evaluation had a multi-disciplinary focus, reflecting the range of research undertaken through the Programme, and comprised two key components:

3. Tracking individual project outputs *forward* to assess the Programme's contributions and identify examples of impact on policy, practice and product development across the range of disciplines and sectors involved;
4. A 'tracking *back*' exercise in order to understand both the multiple influences on and the contributions of the Programme on a small number of national policy areas and significant product and practice developments.

It was delivered in four main phases between November 2013 and October 2014, examining evidence of impacts that were:

- **Instrumental** (influencing the policy, practice and product development and service, legislative and behavioural change);
- **Conceptual** (contributing to the understanding of critical issues and informing debates); and
- **Capacity building** (through technical and/or personal skill development)¹¹.

Phase 1 – Inception and Mapping: November 2013-early January 2014

Three key activities took place during this phase:

- (i) Making contact with the NDA Programme Team, research leads from funded projects, funding Research Councils and co-sponsoring organisations. We want to understand these key perspectives on and of the Programme from the beginning of the work and maintain close links with you throughout the study.
- (ii) An initial piece of stakeholder and context mapping work which the evaluation team used to inform a number of internal and external stakeholder interviews, and evaluation activities in following phases.
- (iii) Inviting a small number of NDA partners and external stakeholders to join an NDA evaluation sounding board which met during Phase Two.

Phase 2 – Evidence of project level impacts: January 2014-June 2014

This phase examined the contributions and impacts of individual projects to policy, practice and product development across the wide range of fields and sectors involved; as well as to

¹¹ As described by Nutley et al (2007)

the aims and impacts of the Programme as a whole. A sample of 25 projects was selected, each of which was tracked forwards to identify evidence of outcomes, impacts and influences; and to explore impact processes and the factors that facilitated these contributions. The key steps for achieving this analysis included:

- a) A documentation review for each project and the Programme overall.
- b) An online survey to all 35 project team members focusing on planned and actual outcomes and impacts.
- c) Project stakeholder interviews to better understand what helped and hindered impacts and impact generation.

Phase 3 – Impact Case Studies: July-September 2014

In this phase, the contributions and influences of the NDA Programme was identified through a sample of 8 projects which served as in-depth case studies to explore impacts on key policy, practice and product development initiatives across all fields/disciplines through:

- A documentation review relevant to each of the sampled projects
- Face to face and telephone interviews with external stakeholders relevant to each project (e.g. policy makers, industry/sector leaders, practitioners, academics, campaigners and thought leaders working in these areas).
- Updating sampled project's impact data to develop an analysis of their key Contexts, Mechanisms and Outcomes using an impact assessment framework previously developed by ESRC.

Phase 4 – Analysis and Reporting: October-December 2014

During this final phase the different analyses and sources of information outlined above were triangulated and a final report was produced.

NDTi Evaluation Team Members

- **Helen Bown, Head of Policy & Research** was the evaluation project manager, leading on Programme partner relationships and stakeholder engagement, the sounding board and analysing/reporting to ESRC.
- **Jane Carrier, Senior Associate** undertook evaluation activities to inform the project and Programme level impact assessments, acting as the link evaluator for projects in phases 2 and 3. Jane also worked with Helen to co-facilitate the Sounding Board and was the lead author of the final report.
- **Meena Patel, Consultant/Researcher, NDTi** undertook evaluation activities to inform the project and Programme level impact assessments, acting as link evaluator for projects in phases 2 and 3.
- **Philippa Chapman and Naomi Harflett** undertook evaluation activities across the range of NDA projects to inform the project and Programme level impact assessments, including the design of specific tools and schedules for data capture and analysis including the online survey.
- **Jess Watts, Research Administrator** provided administrative support to the evaluation team.

Appendix 2: Summary of Phase 2 Survey Findings

In order to complement the review of sampled projects' background documentation in Phase 2, we conducted an online survey of project leads and team members to help us better understand the outcomes and impacts of their work. As well as contributing to building profiles of the individual projects, survey responses were analysed to identify themes across the responses.

There was a good (77 per cent) response rate to the survey. Whilst the length and quality of responses varied, the survey helped to build a positive relationship with project leads; increased our understanding of projects' rationales and contexts; identified some of the factors that have helped or hindered their progress, outcomes and impacts; and highlighted questions for clarification and further discussion during interviews in subsequent phases of the evaluation.

Survey responses were coded and analysed using NVivo.

A brief summary of the main findings is provided below followed by a more detailed summary of key findings.

- Projects shared helpful information about the fundamental rationales behind their research, beyond their formal, recorded objectives.
- Project leads also shared additional objectives to their initial aims that emerged as their research progressed; these are not always well-documented or captured in project reports.
- A wide range of influencing and engagement activities to a wide range of audiences are mentioned; by far the most common influencing mechanism (i.e. designed to promote and share findings and therefore create opportunities for impact) referred to by project teams has been conferences and presentations
- Most reported that being part of the NDA Programme has had a positive impact on their influencing activities and on impact generation.
- Some respondents, however, also highlighted factors outside the control of the Programme that also impacted on their delivery (and therefore potentially their outcomes and impacts). Examples include host organisations' priorities, institutional changes including departmental closures, and lack of follow on funding to pursue longer term impacts. These issues are being explored during interviews with the sampled project leads.
- Most respondents were positive about the impact of the interdisciplinary nature of the Programme both on dissemination and impact of their research.
- All respondents commenting on contact with the wider NDA Programme were positive.
- However, only a few respondents provided details demonstrating a specific impact of their research on particular policies, practice or product development.
- A lack of follow on funding was mentioned by some respondents as hindering their impact on policy, practice and product development.
- There was limited information provided on planned activities to impact on policy, practice and product development in the longer term. Most project leads and teams have now dispersed and are working on other topics/studies.

The following quotes illustrate these points.

Q14. To what extent has being part of the NDA Programme contributed to influencing activities that relate to your project? For example, has it added value or enabled opportunities that would not have happened otherwise?

'Very useful to be part of a wider programme as it help to raise the profile of the project. It would have been much more difficult otherwise.'

'Yes I think the NDA Programme has certainly provided more influence and impact for us than one lone project would have been able to achieve.'

Q32. To what extent has the organisation of the NDA Programme, including its leadership and management structure, contributed to the impact generation of the project?

'Significantly. I don't know how such a small team organised and managed such a large scale programme with all the stages of commissioning involved, over such an extended time period. The closing event in October was a significant milestone event. I can't praise Alan Walker and his team highly enough for all their efforts and achievements. This was an outstandingly exemplary way to run a large scale and sustained programme of research I've not witnessed in any other large-scale programmes, and much should be learnt from this for future programmes. I'm sure it demonstrated great value.'

'In its concept, in its detailing, in its achievements, the NDA has been an exemplary programme. The work alongside 34 other projects at various stages of execution, to be able to share experiences and findings with one's peers was a marvellous experience and I have never experienced such a well-organised and ambitious, and successful multi- and cross-disciplinary community such as this. Absolutely marvellous. That peer mentoring and insight into other research methods has been a wonderful two-way learning experience. As a non-scientist I have learnt much e.g. about qualitative research, engagement etc. etc. Why can't all programmes be designed like this?'

The following pages provide a summary of key findings identified from the analysis of survey responses, organised by survey question.

About the aims of the project

Looking back since your project ended, did additional objectives become apparent/more relevant over time?

eight said no

18 mentioned some way that additional objectives became apparent/more relevant over time, including:

- To contribute to health promotion and awareness
- To gain evidence to influence health policy
- To focus on delivery of products and services
- Specific design needs
- Further scientific knowledge became apparent beyond what was originally intended and led to further investigation

- Different, more far reaching dissemination and public engagement
- Changing methodologies in response to experiences in the research

Were there other things you hoped to achieve through the project that are not covered in reports (e.g. develop themes from previous work, fill gaps in knowledge, influence a particular policy agenda). Please provide brief details.

seven said no

Comments on things hoped to achieve (though not clear why some of these wouldn't be covered in the reports):

Policy, practice, product development:

- Influence policy and practice
- Develop a tool
- Produce a commercial product
- Impact on design and industry

Challenge perceptions:

- Contribute to change in culture towards older people
- Overcome barriers for older people
- Raise debates
- Increase awareness among practitioners

Engagement:

- International engagement
- Maintain and build new relationships with organisations and individuals in the local community, especially older people

Research contribution:

- Fill specific identified gap in knowledge
- Continue previous research

Methodology:

- Develop new methods and methodological approaches

Aside from the formal objectives of the project, what would you describe as the fundamental rationale behind the project; what did you hope the findings would be used for, and how?

The following rationales were identified:

- Influencing/changing policy
- Influencing/changing practice
- Developing products
- Challenging stereotypes/ageism/discrimination or changing culture
- Empower/give voice to older people
- Improve understanding of ageing
- Improve quality of life, health and wellbeing of older people
- Advance methodologies

Influencing and engagement activities

Other than through peer reviewed and non-peer reviewed publications, how were the emerging findings of the research promoted and used during the period of the award? In what format? To what audience?

26 answered the question and there was a wide range of influencing and engagement activities mentioned:

- Workshops
- Websites
- Videos/dvds
- Training materials or training days
- Production of toolkits
- Theatre production
- Teaching students
- School visits/productions
- Public events
- Policy forums, meetings and briefings
- Non-academic report or leaflet
- Newsletters
- Media – radio, TV, newspaper, social media
- International visits
- Exhibitions
- Conferences, seminars, presentations

And through engagement with:

- Researchers and academics
- Practitioners
- Policymakers or politicians
- Older people, older people's forums or user groups
- Non-academic organisations
- Local residents
- Industry

Some respondents provided little detail, e.g. “to several sectors - technology providers, local government,” without providing details about how they were promoted and used with these audiences.

It is worth noting that by far the most common was conferences and presentations with 14 mentioning this. Three responses were particularly limited in the influencing and engagement activities they did: two respondents only mentioned conferences, and one respondent stated *“Talks to scientific audiences. I contributed to a chapter of the first volume published at the end of the Programme.”*

If applicable, how have the findings or end products of the research been promoted or used since the project ended, other than through peer reviewed and non-peer reviewed publications? In what format? To what audience?

One (where the project has ended) said this was “Not applicable”, another responded to say very little as the project team had broken up. One commented that further funding was needed to be able to extend influence: “We need to get further funding to carry out a clinical trial if we are to extend influence to the medical community.”

Several mentioned similar activities to those carried out during award, additional activities mentioned:

- Book publication

- Roundtable event
- Findings used to enable further research
- Research used to enable a new project to be set up

What have been the most effective influencing and engagement activities for your project findings? Who instigated these?

two didn't know, three felt it was not applicable

The most mentioned effective influencing activities:

- A particular dissemination event (6)
- Engagement with practitioners (4)
- Conferences, seminar (4)

Also mentioned:

- Workshop with schools
- Website
- Video/DVDs
- Policy presentation
- Peer reviewed publication
- Media
- Exhibition
- Engagement with policymakers or politicians
- Engagement with older people, older peoples forum, users groups
- Engagement with non-academic organisations
- Engagement in general
- Contribution to campaign
- Book and report

To what extent has being part of the NDA Programme contributed to influencing activities that relate to your project? For example, has it added value or enabled opportunities that would not have happened otherwise?

four commented that it didn't have an impact or was limited. Most were generally positive but quite a few didn't explain *how* it added value.

Ways being part of NDA has contributed:

- In the way it encouraged multi and cross disciplinary sharing
- In the way it facilitated dissemination activities
- In the way it encouraged and emphasised dissemination including through funding which specifically enabled dissemination
- It opened up contact with different audiences – including practitioners, policy makers, older people's organisations, other disciplines
- Raised profile through association with a national programme

Impact on policy

What impact has the project had so far on policy? Please be as specific as possible - give details of the policies or policy areas, the specific contribution of the project or academic, and provide details of the nature of the impact. AND Please could you provide details of the process(es) and mechanisms involved in impacting on policy, for example contribution to consultations, direct contact with policy makers, targeted briefings, relationships with relevant non-academics.

three said none, one said not relevant as research was science based, two said it is difficult to say, another four said it's too early to say.

Some refer to their dissemination activity in general but not how they have specifically influenced policy. In general, not a great deal of detail was given about specific policies, how it happened, who was involved.

Examples provided of how projects have impacted on policy:

- Contributed to campaigns
- Contributed to consultations or inquiries
- Contributed to reports or guidance
- Part of policy working groups, workshops, discussions
- Direct contact with policy makers
- Research used by organisations influencing policy
- Research referred to by government
- Research referred to in policy and strategy discussions, events
- Research referred to in policy documents

A few examples given of direct contribution to specific policy change:

“A policy note on raising and universalising the social pension was drawn up and circulated to the Government of Tamil Nadu and to all parties contesting the 2011 state elections, subsequently a raised pension appeared in the manifestos of the major parties and the social pension was raised by 125% to Rs1,000 per month for 3 million people in the South Indian State of Tamil Nadu.”

“Policy as regards universal payments changed after our data indicating there was a strong view among many respondents that targetted (means-tested) benefits were fairer.”

How does the actual impact on policy compare to the anticipated impact?

Of the 14 who provided a more detailed response (the others said it was hard to say, or not applicable),

four reported it was worse/less than expected e.g. “We had hoped to have a stronger impact on the Dignity in Care Campaign but have not had a great deal of success”, five reported it was better than expected e.g. “Much more than I expected. I was fortunate in being able to get my research outside academia and I did so by using non-academic methods.”; five reported it was as expected.

Are there any factors that helped or hindered the anticipated impact on policy?

Helped:

- Understanding drivers of policy
- ILC (?)
- Being part of the wider NDA programme - financial and practical support, networking and publicity
- Collaboration with think tank
- Quality of the data
- Innovative methodology
- Working with committees
- Sharing information in different formats
- Contacts

Hindered:

- Relocation of project team to another university - destroyed links with research participants and local networks
- Project teams disband after award ends – researchers get jobs elsewhere
- Government cuts – e.g. local authorities focused on service delivery rather than developing community initiatives
- Lack of follow on funding e.g. “One of the biggest general hindrances is the lack of funding once a research project has come to an end. Impacts are often unpredictable and organic - they emerge as the project develops and after funding has finished. Without funding... responding to impact opportunities can be limited, costly to the PI and done in the PI's own time - if time is available as academics will move onto other research projects... The RCUK funding bodies therefore need to better support post-project impact activities/ opportunities as do the research infrastructure and officers in universities.”
- Lack of project time set aside for developing relationships with policy makers
- Other non-academic organisations stopping work/changing focus/folding

What longer term impacts do you envisage the project having on policy in the future? Please provide details of the policies or policy areas, and any specific plans you have for using the findings of the project to feed into policy making or influencing policy.

Limited information was provided and few specific examples of plans were given. Some commented in general about more dissemination, more conferences, some stated quite non-specific hopes.

Some mention this will happen through continuation of funding to carry out further research.

Impact on practice

What impact has the project had so far on practice? Please be as specific as possible - give details of the practice referred to, the specific contribution of the project or academic, and provide details of the nature of the impact. AND Please could you provide details of the process(es) and mechanisms involved in impacting on practice, for example through an opportunity to share your findings or product with practitioners or businesses. Please provide details of

how contact with practitioners or businesses came about, who was involved and how the relationship developed over time.

four said none, two said not applicable, two said too early to say.

Similarly to policy there were not that many specific examples. A specific example:

“This Impact case study showed that self-help sleep management, based on the principles of cognitive behavioral therapy (CBT), can improve sleep quality and duration... The research team are now delivering CBT training for insomnia (CBT-I) to NHS therapists throughout the UK. The self-help approach that they have developed promises to offer an accessible and convenient treatment that can be delivered in doctors’ surgeries. Both the methodology (self-help booklets) and the findings from WP4 have been accepted internationally, and are currently influencing trial design in Australia, the United States and the UK (EPSRC supported). A key impact has been in improving the treatment and management of sleep problems for people with chronic illnesses. Insomnia management training courses have been delivered to NHS Psychological Practitioners (CBT-I) via NHS Trusts in Oxfordshire, Berkshire, Nottinghamshire, and Leicestershire. Following collaboration with Parkinson’s UK, and funding from the Long Term Care Alliance Scotland, the CBT(I) training course developed for NHS Psychological Practitioners was modified and delivered in 3 residential courses, reaching all Parkinson’s Disease Nurse Specialists (PDNSs) in Scotland. In addition, to support PDNS training, SomnIA self-management booklets were modified for use by Parkinson’s patients, and available as patient resources on Parkinson’s UK website.”

Some examples of the ways projects have impacted on practice:

- Being part of industry committees
- Contributed to practice guidance
- Contact and working with practitioners
- Contact with communities
- Multi-disciplinary working
- Raising awareness
- Research being used by practitioners
- Teaching to potential practitioners
- Training practitioners
- Working with think tank

And how they impacted on practice:

- Changed awareness or perspective of practitioners
- Changed how LAs do things
- Changed how practitioners do things
- Changed the way interventions are understood
- Changed the way industries do things

How does the actual impact on practice compare to the anticipated impact?

Of the 12 who provided a specific response (the others said it was hard to say, not applicable etc.),

four reported impact on practice was worse/less than expected, four said it was better than expected four said it was as expected.

Are there any factors that helped or hindered the anticipated impact on practice?

Helped:

- Academia, industry, users working together
- Enthusiasm and goodwill of older people involved
- Good links with practitioner groups

Hindered:

- Closure of department
- Further work put on hold
- Lack of follow on funding
- Lack of clinical trial data
- Practitioners having minimal time to engage
- Lack of high profile event/occurrence which would raise necessary awareness
- Competing demands for community organisations
- Limited time and money to develop impact
- Other demands on time since award ended

What longer term impacts do you envisage the project having on practice in the future? Please provide details including any specific plans you have for using the findings of the project or product developed to impact on practice.

Limited information about future plans was provided and few specific examples of plans. Some hopes of what could/may happen. Some mention this will happen through continuation of funding to carry out further research. Future plans mentioned were – more campaigning, teaching/educating practitioners, continued dissemination to practitioners, some plans to commercialise products which will change practice.

Impact on product development

What impact has the project had so far on product development? Please be as specific as possible - give details of the product referred to, the specific contribution of the project or academic, and provide details of the nature of the impact.

eight said none, nine said not applicable. Only seven gave any response – this reflects that many of the projects weren't developing products.

Answers were quite limited – it seems that where product development was part of the aims many of the respondents had covered this in earlier questions.

Other than for the projects for whom development of products was the main purpose of the work, one mentioned a web based training tool which wasn't rolled out in the end, one has led to students working on a product, one mentioned potential of contributing to development of a product through their work.

How does the actual impact on product development compare to the anticipated impact?

10 said not applicable, two as expected, one better, two less (one hoped it would be commercially available by now, one had hoped to develop a toolkit)

Are there any factors that helped or hindered the anticipated impact on product development?

Helped:

- Funding for ideas that emerged through the research

Hindered:

- Lack of follow on funding
- Particular technical issues that emerged
- Practitioners response indicating it would not be useful
- Local issues which meant less community involvement
- Funding to produce video to demonstrate the product refused

What longer term impact do you envisage the project having on product development in the future? Please be as specific as possible, give details and provide examples where relevant.

Most said not applicable.

Some mentioned continuing to develop the product, one to make it commercial, others general hopes it will be used, one is in collaboration with commercial companies.

Interdisciplinary working

What impact has the interdisciplinary nature of the Programme had on dissemination opportunities?

Responses were generally positive:

- Opened up to journals they wouldn't usually publish in
- Increased numbers of publications as can publish in more than one discipline
- Has enabled engagement outside academia – practitioners, older people's groups
- Easier to disseminate findings at conferences as can cross disciplines
- Reached new audiences
- More opportunities for dissemination
- Opened up new channels of dissemination

Some were more negative:

- Two say it didn't have any impact and one said limited impact
- Four people comment that it is more difficult to publish either at all, or in good journals

E.g. "We have found it hard to get papers published in which we combine the various elements of our project: (some) peer reviewers have given feedback suggesting we should break our work/findings up into disciplinary-specific outputs which, to our mind, goes completely against what our project (and the NDA Programme) was trying to achieve!"

How has the interdisciplinary nature of the Programme affected the policy, practice or product development impacts of the project?

Quite a few of the responses were vague and non-specific but generally positive. Some positive responses:

- Enabled them to discover a huge policy need which has led to further work
- Through developing better understanding of ageing through working with practitioners and older people's groups
- Extends to other policy areas, e.g. "Our most direct impact has been in arts policy, an area where gerontology would not usually be so active."
- Adds robustness and depth to data

Four people said it had no effect on policy, practice or product development.

In general, responses were more clear and positive about the effect on dissemination rather than on policy, practice and product development.

Other positives of interdisciplinary working:

- Improved learning for researchers
- Opened researchers up to new methodologies

Engagement with NDA Programme

What contact have you had with the wider NDA Programme (for example contact with the NDA Programme team, or attendance at NDA meetings or events)? Please describe the frequency and nature of the contact and who it was with.

Responders commented on attendance at:

- NDA Programme meetings
- Project specific meetings
- NDA conferences and seminars
- NDA arranged symposia

And contributions:

- Presenting at the meetings and conferences
- Contribution to chapters in NDA books

And also involvement with the Older People's Reference Group

All comments which indicated feelings towards participation and contribution in these were positive - no negative comments.

Several comments about the support of the NDA team including Alan Walker:

- Kept well informed
- Frequent contact
- Supportive network
- Helpful, informative, prompt
- Generated a sense of belonging

They were largely very positive e.g. "I don't know how such a small team organised and managed such a large scale programme with all the stages of commissioning involved, over

such an extended time period. The closing event in October was a significant milestone event. I can't praise Alan Walker and his team highly enough for all their efforts and achievements. This was an outstandingly exemplary way to run a large scale and sustained programme of research I've not witnessed in any other large scale programmes, and much should be learnt from this for future programmes. I'm sure it demonstrated great value."

The only negative comment was that because the team are from a social science background "Because they themselves come from a social science background, there have been occasions where the lack of common practice has been tricky (even the original grant application forms were designed specifically for social science projects and were somewhat alien to those of us accustomed to applying for funding from BBSRC or MRC). Similarly, administration throughout the project was through ESRC, which made some aspects of reporting difficult or irrelevant to our discipline.". However, this respondent was also positive about how Alan and the team had managed a disparate group of people.

To what extent has the organisation of the NDA Programme, including its leadership and management structure, contributed to the impact generation of the project?

The events and support provided by NDA contributed to impact generation through:

- Facilitating working with other projects during and after the Programme
- Creating opportunities
- Generating contacts
- Facilitating links with industry and user groups

Comments were generally very positive, e.g. "very helpful", "valuable", "considerable", "key role", "Enormously... made the difference between a good piece of research neatly shelved in the cloud and a high profile national level campaign for a raised universal pension."

Two said "to some extent" and I thought it may do in the future but not so far. Two said none/not at all but didn't offer any further comments to explain their answers.

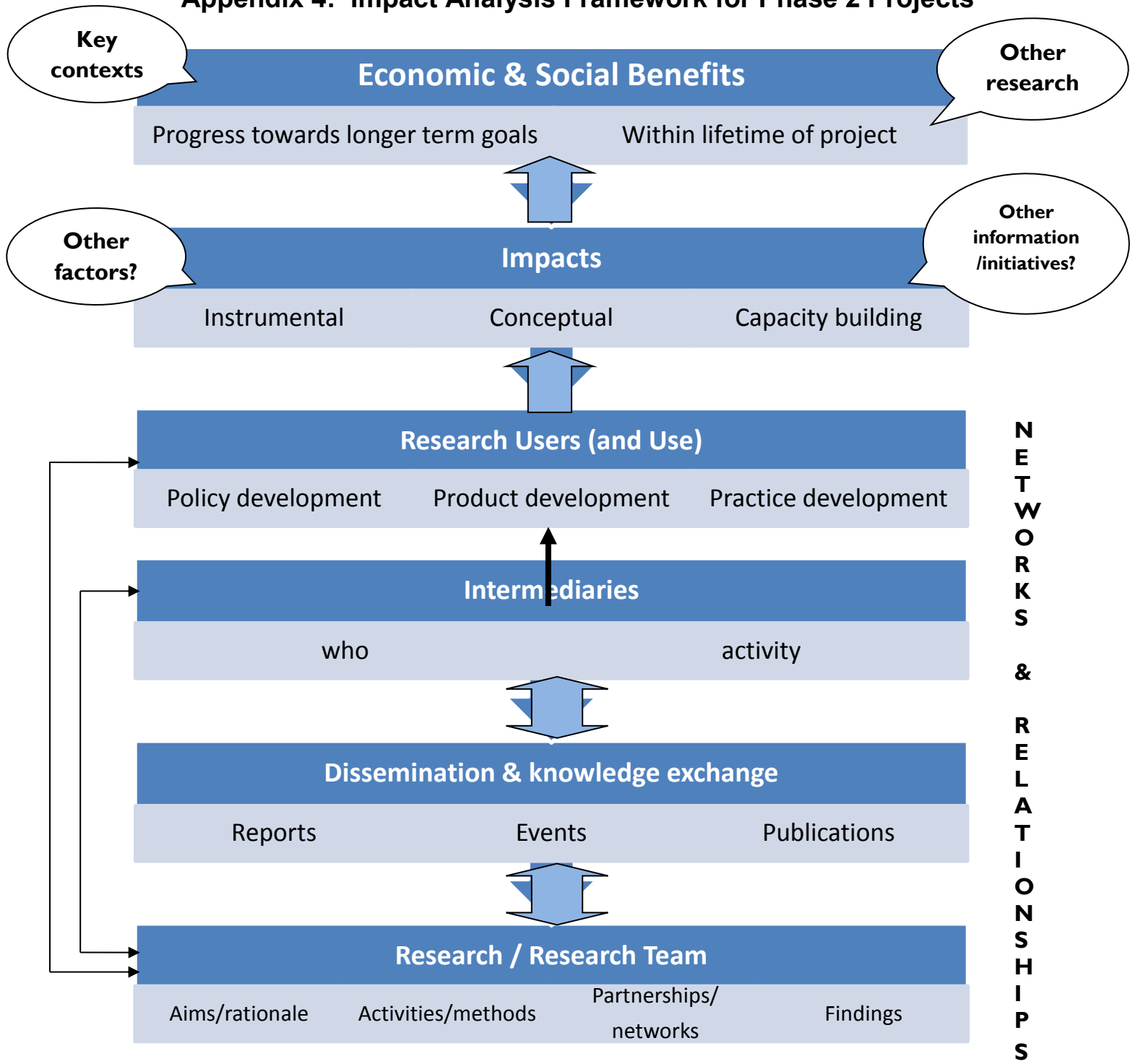
Other points made about working with NDA:

- Learned a lot about other disciplines and methods e.g. "That peer mentoring and insight into other research methods has been a wonderful two-way learning experience. As a non-scientist I have learnt much e.g. about qualitative research, engagement etc. Why can't all programmes be designed like this?"

Appendix 3: Sample of 25 projects for Phase 2

	From	To	Follow on	Lead
NDA Collaborative Research Projects				
Design for Ageing Well		Apr-12		University of South Wales
Grey and Pleasant Land		Mar-12		Plymouth University
Healthy Ageing across the Life Course		May-12		Medical Research Council (now based in UCL)
Migration, Nutrition and Ageing across the Lifecourse in Bangladeshi Families		Nov-11		University of Bristol
Modelling Needs and Resources of Older People to 2030		Jun-10		London School of Economics
NANA		Feb-12		University of Sheffield
Tackling Ageing Continece		Apr-12		Brunel University
Working Late		Nov-12		Loughborough University
SUS-IT: : Sustaining IT use by older people to promote autonomy and independence				Loughborough University
SomnIA – Optimising Sleep among Older People in the Community and Care Homes: An Integrated Approach				Surrey University
NDA Programme Grants				
Ages and Stages: The Place of Theatre		Jul-12		Keele University
Biomedical and Sensory Constraints of Step and Stair		Oct-12		Manchester Metropolitan University
Contemporary Visual Art and Identity Construction		Jan-13	Jan 12-Jan 13	Newcastle University
Detecting and Preventing Financial Abuse of Older Adults		Mar-11	Sept 11-Aug 12	Brunel University
Dynamics of Cardiovascular Ageing		Mar-12		Lancaster University
Families and Caring in South Asian Communities		Jun-11		University of Reading
Innovation in Envisioning Dynamic Biomechanical Data		Jan-09		Glasgow School of Art
Landscapes of Cross-generational Engagement		Dec-10		
Maintaining Dignity in Later Life		Jun-11		University of Bristol
New Metrics for Exploring the Relationship between Mobility and Successful Ageing		Dec-09		Northumbria University
Promoting Independence and Social Engagement among Older People in Disadvantaged Communities		Feb-11		Keele University
Promoting Social Engagement and Well-being in Older People through Community Supported Participation in Musical Activities		Jan-11		Institute of Education
Representing Self - Representing Ageing		Nov-11		University of Sheffield
Transitions in Kitchen Living		Nov-11		Open University
Ageing, poverty and neoliberalism in urban South India		Apr-10		Birkbeck College

Appendix 4: Impact Analysis Framework for Phase 2 Projects



Appendix 5: Sample of case studies for Phase 3

The final sample of eight case studies included:

1. Maintaining Dignity in Later Life
2. Promoting social engagement and wellbeing in older people through community supported participation in music
3. Working Late: Strategies to Enhance Productive and Healthy environments for the older workforce
4. TACT 3 (Tackling Age Continenence through Theory, Tools and Technology)
5. Design for Ageing Well – Draft Case Study
6. SomnIA
7. Sus-IT (Sustaining Information Technology use by older people to promote autonomy and independence)
8. Transitions in Kitchen Living

Detailed write ups of each case study follows a summary table outlining the rationale and criteria on which their selection was based.

Phase 3: Confirmed Sample of Case Studies: Areas of Focus and Selected Projects

Type and level of impact	Area of influence/impact (User Sector)	Research Projects	RCs (* relevance)	User agency / contact	Focus	Project contact
POLICY DEVELOPMENT	Central Government – pensions reform/policy on extending working life	Working Late	*ESRC EPSRC BBSRC MRC	DWP CBI	The project helped to develop in-depth knowledge and understanding about what helps/hinders people to work longer and remain healthy and engaged whilst working. The tools and resources co-designed with employers, employees and other stakeholders have a much wider application in supporting employers and employees of all ages. Case study would explore impact on policy at a national level especially in light of the Equality Act (2010), which bans discrimination in employment on the grounds of age; and other policy areas on extending working life in the context of an ageing society. There is potential to also examine impact of research on application of tools in employment practice (e.g. are there early adopters)	Cheryl Haslam, Loughborough University
	Central Govt - Digital inclusion	SUS-IT (also product development)	*ESRC EPSRC BBSRC MRC	DCLG BIS	There is evidence that Leila Damodaran has been successful in engaging with senior policy makers, in a timely manner, and using a number of approaches. Case study would explore impact on national policy on digital inclusion among older people in the light of the Filkin report.	Leila Damodaran University of Loughborough
PRODUCT DEVELOPMENT	DCLG – Housing for an ageing population & lifetime homes	A Linked /paired case study examining two	ESRC, *EPSRC, BBSRC, *MRC	BIS Department of Health	Safety on stairs project has produced clear evidence on optimum design of stairs to reduce falls in older people. It has also highlighted the type of training that can increase older people’s strength	Safety on Stairs: Costis Maganaris John Moores

		<p>projects:</p> <ul style="list-style-type: none"> • Safety on Stairs (also practice development) • NANA (also practice development) 		<p>RIBA Building Research Establishment</p>	<p>and stability. However, influencing building regulations have proved to be a complex and long-term process.</p> <p>NANA project has developed clear findings and a prototype which has to date not been taken to patent/market (although recent developments via Innovate UK funding intended to achieve this).</p> <p>This paired case study would examine barriers to impact by describing how each project has worked to influence target audiences/development of new product and changed practice as a result of use of that produce. Finally, it would also help to highlight specific issues regarding the generation of impact over a prolonged time period, and the importance of sustaining interest and momentum by PI/project team.</p>	<p>University, Liverpool</p> <p>NANA: Arlene Astell, Sheffield University</p>
		<p>Kitchen Living</p>	<p>*ESRC EPSRC *EPSRC, BBSRC, MRC</p>	<p>BIS Design Council Manufacturers of kitchens Providers/builders of supported housing for older people BSI College of OTs</p>	<p>Project has been invited to work with range of key stakeholders on the design of kitchens for life. These have included the BSI, Design Council, Housing Associations and RCA. Case study complements the step and stair case study, above, in exploring the issues involved in changing design features of housing involving multiple stakeholders and impact audiences/research users.</p>	<p>Sheila Peace Open University</p>

		Design for Ageing Well	<p>*EPSRC ESRC BBSRC MRC</p> <p>* AHRC provided preparatory network (seed corn funding), but did not co-funded the project.</p>	Manufacturers of outdoor clothing	Jane McCann is the UK's leading academic in the design of performance sportswear and has extremely strong industry links. A number of smaller specialist companies have already responded to the findings, and there is interest from a major UK manufacturer. Case study would review extent to which project findings and co-design approach have influenced design of outdoor clothing.	Jane McCann University of S Wales
	DH – healthy ageing /BUIS - Biomedical advances	SomnIA (also practice devt)	<p>*MRC *ESRC *EPSRC BBSRC</p>	Department of Health MRC Care home sector British Psychological Society	Project includes 8 workstreams, which can demonstrate impact on both practice and product development. In particular, use of CBTI in community settings has been widely adopted by NHS. Project has also worked extensively with care home sector to change practice. ESRC impact case study already available, which could act as starting point for further work.	Sara Arber University of Surrey
		TACT3 (also practice devt)	<p>*ESRC *MRC EPSRC (possibly)</p>	Department of Health MRC Relevant Royal Colleges NHS	Project generated 2 distinct products (smart underwear and GB Toilet map) which have potential to significantly influence quality of life for older people if able to generate sufficient impact on national and local policy. Case study would explore barriers re production and commercialisation, and wider adoption of these products.	Eleanor van den Heuvel University of Brunel

PRACTICE DEVELOPMENT	DCMS/Culture/DCLG	Music for Life	*AHRC *ESRC EPSRC BBSRC MRC	DCMS DLCG	<p>There appears to be a growing recognition of the role of music in improving older people's wellbeing and of its cost effectiveness. By working with local music hubs, the project supported musicians, their groups and unions in making the case for local music groups with and for older people, including a cost benefit analysis.</p> <p>Case study would review the extent to which the NDA arts based projects have influenced practice at local level.</p>	Susan Hallam, Institute of Education
	Central government - Health & social care	Dignity in care (also policy development)	*ESRC EPSRC BBSRC MRC	Department of Health NHS ADASS/LGA	<p>Through this project, there is a much better understanding about "dignity in care" from older people's perspective, especially in the context of declining health and towards the end of people's lives. The skills and attributes required in supporting people in this context are not something that are well understood, or embedded in the care sector.</p> <p>Case study would examine the impact that the project has had on influencing and changing working practices in the care sector as well as on policy beyond being referenced in the Dilnot report, including potential for on-going impact with regards to the implementation of the Care Act (2014).</p>	Liz Lloyd, University of Bristol

Maintaining Dignity in Later Life

(1 October 2007 – 31 March 2011)

Research Team

Dr Liz Lloyd, University of Bristol (PI)
Professor Michael Calnan, University of Kent
Ailsa Cameron, University of Bristol
Professor Jane Seymour, University of Nottingham
Professor Randall Smith, University of Bristol
Dr Kate White, University of Bristol

Summary

The *Maintaining Dignity in Later Life* study coincided with high profile national debates about the future of care funding and care delivery options for older people, which on the whole, have been dominated by professionals. The project's focus on the lived experiences of older people, especially on what helps and hinders them in maintaining their sense of identity and their dignity including following difficult and major life changes, has been of particular value.

About the project

The underlying premise of the research was that older people are more likely to experience periods of poor health towards the end of their lives, resulting in them having to rely on others for help and support; and that these changes in circumstances may affect older people's autonomy, undermining their sense of dignity and identity, all of which need to be better understood by those supporting them.

The team, led by Liz Lloyd at Bristol University, carried out a longitudinal qualitative study, designed to increase understanding about the concept and experience of dignity from the perspective of older people going through major life changes, which could potentially undermine their dignity and sense of identity.

The study explored the experiences of thirty-four older people aged 70 and over, recruited through GP practices and day centres in two areas of England. Older people who took part were interviewed several times over the course of the study about the changes in their everyday lives and whether the support they received helped or undermined their sense of dignity; their earlier life; and about changes in circumstances over the course of the project. The project team hoped to influence the attitudes, behaviours and practices of health and social care professionals, including those working in palliative and end of life care.

What was the impact?

The impact of this study has been described by the NDA Programme Director as a 'work in progress', which has the potential to further improve policy and practice. In order words it has "potential for impact" rather than evidence of actual impact at the time of writing.

- **Helping to change thinking (Conceptual and instrumental impacts):**
 - The Principal Investigator was a member of the NHS End of Life Care Programme, Social Care at the End of Life Advisory Group and co-authored guidance – Routes to Success – for Social Workers
 - Links with a Canadian research initiative on ‘Re-imagining Long Term Care: An International Study of Promising Practices.
- **Influencing practice (Instrumental impacts)**
 - A new model of palliative care, based on the research findings, was presented at the Palliative Care World Congress and this is informing the work of the Commission for the Future of Hospice Care
 - Resulted in greater understanding about the ways in which older people remain ‘active agents’ and how they maintain their sense of self, through major, difficult life changes.
- **Building new skills and approaches (Capacity building impacts)**
 - Liz Lloyd, PI, acted as consultant to a pilot project in the South of England that implemented the model developed in ‘Supporting People to Live and Die Well: a framework for social care at the end of life’¹²

What factors helped impact to occur?

- **People:**
 - Being part of the wider NDA Programme reportedly helped the team to access Age UK nationally, to inform and contribute to its work, including a conference and publications on ‘Improving later life: Understanding the Oldest Old’¹³ aimed at policymakers and professionals

Links

Summary and key findings:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_8.pdf

¹² *Sharing successful strategies for implementing ‘Supporting people to live and die well: a framework for social care at the end of life.’ A progress report on implementing the end of life care Social Care Framework 2010 by local authority adult social care departments in England.* NHS End of Life Care Programme with support from ADASS, July 2013.

¹³ *Improving later life. Understanding the oldest old.* Age UK 2013.

Promoting social engagement and wellbeing in older people through community supported participation in music

(1 June 2009 – 28 February 2011)

Research Team

Professor Susan Hallam (PI), Institute of Education, University of London

Dr Andrea Creech, Institute of Education

Ms Anita Pincas, Institute of Education

Dr Helena Gaunt, Guildhall School of Music and Drama

Summary

Promoting social engagement and wellbeing in older people through community supported participation in music aimed to develop a greater understanding about the role and benefits of community based musical activities on older people's social, emotional and cognitive wellbeing. The study also examined ways in which musicians, teachers and facilitators can support older people to continue to learn and participate in music making.

About the project

The aim of the project was to explore the role of music in older people's lives and the extent to which participating in community based musical activities enhances wellbeing. The research team sought to establish the factors that contribute to older people's participation; and whether gender, age, socio-economic status, the qualities and experience of teachers and facilitators contribute to decisions about taking part in musical activities and to older people's active engagement

The research team, led by Susan Hallam at the Institute of Education, worked with three project partners (The Sage Gateshead, The Guildhall Connection Project and the Music Department of the Westminster Adult Education Services) each offering a variety of musical activities. A sample of people aged between 50-90, some of whom had recently begun musical activities and others who were more experienced, was recruited at each site to complete a questionnaire that assessed their quality of life. A control group consisting of people who were involved in other 'non-music making' activities at each site, completed the same questionnaire. In-depth interviews were carried out with a sample of people from both groups followed by observations of musical activities. In addition, focus groups and interviews with facilitators of these groups were also carried out.

Overall, measures of wellbeing were better for people participating in musical activities compared to those in the control groups. Specific benefits included: giving a structure to life, a sense of belonging, improved concentration and memory, a protection against stress and depression and improved confidence. Being given an opportunity to perform to others was particularly important.

Following the initial research, which identified a gap in the skills and experience of facilitators in supporting older people to participate in community based musical activities,

the project received follow-on funding from NDA to develop and disseminate tools and resources aimed at building the skills, confidence and capacity of local musicians and facilitators in making the case for music and its benefits; and in supporting and working effectively with older people to enable them to learn and benefit from participating in community based musical activity.

What was the impact?

The project helped to raise the profile of the benefits of participation in community 'music making' for older people's social, emotional and cognitive wellbeing and had a direct influence on participating musicians, their groups and unions in supporting older people to engage and participate in music.

Specific impacts include:

- **Influencing thinking (conceptual impact) and practice (instrumental impact):**
 - The research findings contributed to the National Initiative for Music and Health, which brings together practitioners, providers and academics.
 - Research findings informed a Masters module run by the Institute of Education on education and training for older adults.
 - A growing recognition of the role of music in improving wellbeing and of its cost effectiveness.
 - Recognition of the importance of research in this area, for example granted the [award for Research in Arts and Health \(2014\) from the Royal Society for Public Health](#).
 - Research team members appointed to Advisory Board for the Sidney de Haan Centre for Arts and Health, Canterbury Christ Church University
 - Invitation to present to the all-parliamentary group for music education, focusing on the role of music in promoting active ageing and improved wellbeing.
 - Achieving wide national reach through dissemination of findings to local authorities and local music hubs.
 - Invited to present a guest lecture at the Oxford Institute of Population Ageing (January 2014).
 - Achieving international reach, for example a keynote address to the Portuguese Association for Music Education (November 2014) and conference papers at the International Society for Music Education (2014); the British Education Research Association (2014) and the International Association for Music and Medicine (2014).

- **Building new skills and approaches:**
 - The follow on project made a significant contribution to the continuing professional development of music leaders, facilitators and teachers on how to support older people to learn effectively in a variety of settings.
 - The Facilitator's Handbook tackles some common myths and stereotypes about older people including tips on recruiting and retaining older learners, as well as providing useful teaching strategies for adults. The manual was launched through workshops held in nine English regions which were attended by musicians, older

people and staff from some local authorities. The Handbook has been used by staff at centres such as the Claremont House, London, which was recognised with the award for Practice in Arts and Health, from the Royal Society for Public Health (2014).

- The book 'Active Ageing with Music'¹⁴ was published in 2014 and has been adopted as a standard text in the undergraduate music education curriculum, Music Department, Canterbury Christ Church University.
- New international research partnerships, for example with the International Centre for Community Music, York St Johns University, UK; Centre for Research in Music Education, Portugal; Department of Psychology, University of the Basque Country, Spain; Music Department, Laval University, Canada (collaborative research bids in progress);

What factors helped impact to occur?

- **People:**
 - The research team's networks and connections amongst local musicians, their hubs and unions helped to influence practice, through developing and increasing their skills, confidence and capacity to lead and influence change in their localities, and in supporting older people to engage with, and benefit from music.
 - International networks such as the International Society for Music Education have supported dissemination of the findings.
- **Ways of working:**
 - Decision made by the team to 'build from the bottom up' through local music hubs, building their capacity to lead and influence 'music making' activity in their localities.

What they said

From time to time, I suffer anxiety. I am very grateful that the Sage Silver Programme has proved to be so interesting, stimulating and a safe haven. The activities give structure to my life, a sense of belonging, and a stimulating environment in which to move and connect

Older participant in one of the three sites

The research has made a significant contribution to the growing international field of 'arts and health', revealing strong evidence to support the case for music-making as a vehicle for positive ageing.

Nomination for [RSPH award](#), from '[Incorporated Society of Musicians](#)'

Links

[Facilitator's Handbook](#)

[Summary of Project and key findings:](#)

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_9.pdf

¹⁴ Andrea Creech et al, *Active Ageing with Music*, Institute of Education Press 2014.

Working Late: Strategies to Enhance Productive and Healthy environments for the older workforce

3 November 2008 – 31 March 2013

Research Team

Professor Cheryl Haslam (PI)
Dr Diane Gyi
Professor Roger Haslam
Professor Alistair Gibb
Professor Kevin Morgan
Professor Laurie Cohen
Dr Martin Lindley
All based at Loughborough University

Summary

Working Late was a multi-faceted project designed to raise the profile, awareness and understanding of and about the ageing workforce, at a time when a number of national (England/UK) policy changes were being introduced - including an increase in state pension age, new age discrimination legislation and the removal of the default retirement age. The research team explored what helped and hindered working in later life, and co-designed interventions that support age friendly workplaces.

About the project

This multi-disciplinary research team led by Cheryl Haslam at Loughborough University, sought to build on the evidence on the benefits of working in later life, by exploring the changing needs and aspirations of a diverse ageing workforce and the effects of workplace attitudes and environments on people's ability to continue working. The team developed, implemented and evaluated interventions that sought to promote healthy workplaces across the life course. Furthermore, web based resources were also developed to help employers and employees design work environments and systems that help to achieve inclusive workplaces for all. A literature search, an evaluation of strategies used by occupational health and a survey among employees were completed prior to the design of the work place interventions.

User engagement throughout was key to the success of this project. This included representatives from industry, Trade Unions, older workers, managers, HR professionals, occupational health providers/advisors, civil servants and the NDA Older People's Reference Group.

The 'Dynamics of Later Life Working' work programme captured the experiences of employees, employers, job seekers and those recently retired to explore the benefits and obstacles to working in later life. These findings were then shared with 'expert' panels and also made available via a series of video case studies. Findings about the impact of sedentary

behaviour on BMI, sickness, physical health and the barriers to later life working, led to the development of a number of workplace interventions and resources including:

- ‘Walking Works Wonders’ which was designed, implemented and evaluated in ten work sites across the UK, showing an improvement in productivity and quality of life.
- A suite of web based materials, ‘Organiser for Working Late’ (OWL) was developed to enable organisations to help employees of all ages explore concerns about workplace design and ergonomics, which may impact, on their health.
- The ‘Journey to Work’ resource was developed to improve people’s journey to and from work with practical suggestions on how to overcome problems experienced.

What was the impact?

- **Helping to change thinking (Conceptual and instrumental impacts):**
 - The project has contributed to an in-depth knowledge and understanding about the barriers and enablers to later life working, among some employers, including organisational policy/practice and age discrimination in recruitment, amongst other key areas.
 - The Dynamics of Later Life Working package, which explores and challenges ageist assumptions and attitudes towards older workers, through individual stories of older workers and managers alongside responses from experts, has been translated into a series of video case studies which have generated considerable interest amongst Business Schools, employment agencies, job clubs and industry, who wish to use them to challenge ageism and create age friendly workplaces.
 - An economic evaluation of the Walking Works Wonders intervention showed it to be effective in reducing BMI and sickness absence, increasing productivity and improving health and quality of working life and offer a return on investment of up to £32 for each pound spent on the intervention
- **Building new skills and approaches (Capacity building impacts)**
 - The interventions co-designed through this project have the potential for greater impact but would need to be evaluated in order to assess what outcomes had been achieved through their implementation in work places.
 - The research team co-designed and implemented interventions that help create inclusive work places and promote health across the life course.
 - Walking Works Wonders offers organisations the tools and resources with which to enable employees of all ages to undertake physical activity whilst at work.
 - The Journey to Work package offers practical tips and advice on overcoming challenges and barriers around travelling to and from work.

What factors helped impact to occur?

- **People:**
 - Some of the research team's pre-existing contacts with industry and representative bodies were key to the project's success and dissemination of findings and resources.
- **Ways of working:**
 - The team co-designed interventions with older workers and employers
 - Research findings were tested and refined with industry and experts in the field
 - Collaboration with industry led to the design and development of OWL which aims to enable better communication between employees and managers about the most effective workplace design
- **Partnerships:**
 - Partnerships and collaboration with the RSA and the Work and Health Research Centre at Loughborough University have led to the design and commercialisation of the Walking Works Wonders resource designed to encourage employees of all ages to undertake physical activity during their lunch break.

Links

Summary of project and key findings:

http://www.newdynamics.group.shef.ac.uk/assets/files/NDA%20Findings_22.pdf

[Working Late](#)

Twitter.com/WalkingWorks

TACT 3 (Tackling Age Continence through Theory, Tools & Technology)

1 November 2008- 30 April 2012

Research team

University of Brunel

Principal Investigator: Eleanor van den Heuvel

Summary

TACT 3 aimed to reduce the impact of continence difficulties for older people. Of the various approaches studied, the GB Public toilet map and the Smart Underwear (which detects pad leakage) have been recognised as meeting a gap in services/products and are being separately developed to reach the wider market.

About the project

TACT 3 aimed to reduce the impact of continence difficulties for older people by focusing on: improving access outside the home; increasing understanding amongst patients, carers and professionals; and developing and testing assistive devices. In addition the study developed links with two Canadian projects that examined the success of continence technology and trialled different continence promotion interventions.

The overall project was led by Eleanor van den Heuvel from Brunel University, who, working with a broad network of national and international stakeholders, co-ordinated all of the various strands of this research, specifically overseeing the aspects relating to increased understanding and the development of assistive devices. The design and accessibility of public toilets research was led by Jo-Anne Bichard from the Royal College of Arts.

The work on improving understanding was investigated through extensive interviews and questionnaires with patients and health professionals. The work on assistive devices used focus groups and interviews to develop physical prototypes prior to clinical evaluation of each of the two products. Working with (different) commercial companies, the project sought to secure the manufacturing of the Smart underwear product based on the research evidence. Finally the strand aimed at challenging environmental barriers went on quite a journey, starting with interviews with individuals and service providers and progressing to participatory design workshops. This led to the production not just of a design guide for public buildings, but also the recognition of the importance of accurate information about publically accessible toilets, which resulted in the creation of the first phase of the GB Public Toilet map.

What was the impact?

TACT 3 has raised the profile of continence problems across the wider health and academic community whilst specifically increasing knowledge of, and accessibility to, public toilets and also developing a product, which will provide an early alert signal for leakage.

- **Influencing products (instrumental impacts):**
 - After a difficult journey, the Smart Underwear is now being developed in partnership with a Care Home provider and a manufacturer, as a product to be used by care home staff for alerting them to night time leakages.
 - The GB Public Toilet map is an easy to access/easy to use up to date web site with data on over 9,000 public toilets, with over 50,000 hits and a twitter account.
 - 'Publicly Accessible Toilets –An Inclusive Design Guide' has been produced for those involved in the design and running of public toilets.

- **Helping to change thinking (conceptual impacts):**
 - The involvement of representatives of the older peoples reference group in the project has increased awareness and understanding amongst academics and health professionals about continence problems affecting all ages.
 - The GB Public toilet map has challenged Local Authorities to think about the use and potential opportunities of open data ;
 - All potential providers of data about public toilets have been tested by this process to consider their policy on the accessibility of their toilets and to understand the importance of ensuring their data is up to date and available.
 - Encouraged providers of care homes to consider how to improve night time care for their residents.

- **Building new skills and approaches (capacity building impacts)**
 - Brunel University created their own older peoples reference group, now with 160 people over 50 years who have contributed to at least 10 other research projects.
 - The GB Public Toilet map uses open data as its primary data source, increasing understanding and knowledge within both the project team and the wider LA community about open data and the content of that data.
 - Joint working between the project lead, Care home company and manufacturer has increased knowledge and expertise of each partner regarding processes and legalities of bringing a product to market.

What factors helped these impacts to occur?

- **People:**
 - The PI was passionate and relentless in trying to commercialise the Smart Underwear product.
 - The team at the RCA maintained commitment to the further development of the GB Toilet map beyond the original funding in order to generate further funding to maximise the potential for the map.

- **Ways of working:**
 - GB Public Toilet map utilised social media, particularly Twitter to make contacts across Local Authorities and to promote the work, resulting in front page coverage on Guardian online.

What they said

The Great British Public Toilet Map is a socially valuable project that highlights both the availability and the increasing lack of availability of public toilets. This is important particularly to the elderly, people with babies and people with reduced continence. She should be commended for demonstrating that open data can be relevant even to difficult and untrendy subject

Nomination for Open Data Social Impact Award

There was no other research, couldn't see anything that matched up to that detail. It did stand out – nothing else with that level of credibility

Care home seeking a product to help with night time care of children with disabilities - now in partnership with PI and manufacturer

Links

<http://www.newdynamics.group.shef.ac.uk/tact3.html>

www.greatbritishpublictoiletmap.rca.ac.uk/

<http://www.theguardian.com/uk-news/2014/nov/19/uk-public-toilets-mapped-wheres-your-nearest>

<https://gailknight.wordpress.com>

Twitter handle @GBTiletMap

http://www.hhc.rca.ac.uk/CMS/files/Toilet_LoRes.pdf

Design for Ageing Well – Draft Case Study

January 2009 – August 2012

Research Team

Jane McCann, University of Wales, Newport (later University of South Wales) – Principal Investigator

Stephen Benton, University of Westminster

Tracey Williamson, University of Salford

Jennifer Bougourd, University of Wales, Newport

Vikki Haffenden, University of Brighton

Christopher Nugent, Ulster University

Summary

Design for Ageing Well used a three way partnership between researchers, older people and industry to develop ‘smart’ clothing for active older people, which has already influenced outdoor clothing ranges and is attracting interest from major UK and international manufacturers.

About the project

Increasing numbers of older people are active, but outdoor and sports clothing still tends to be designed with younger people (and youthful bodies) in mind. Design for Ageing Well aimed to develop ‘smart’ clothing, (using modern textiles and wearable technologies, such as heating panels and devices to monitor temperature and pulse rate) that was geared towards active older people in terms of its design, fit and colour range. The clothing was aimed at older walkers, as walking is the most popular exercise among older people.

The project was a collaboration between older people, academics and industry partners, with all three groups playing an equally important role. The project leader, Jane McCann, from the University of Wales, Newport, brought together a multi-disciplinary team including researchers from technical textiles, wearable electronics, and the care sector, as well as older people and industry. Jane had previously led the UK’s only specialist Masters programme on performance clothing design, and her extensive industry contacts were invaluable in involving specialist manufacturers and designers.

The team worked together to design and manufacture a set of prototype garments through a series of co-design workshops, which lay at the heart of the project.

The project highlighted that the co-design process can be a powerful tool for developing clothing that works for older people, as well as challenging the preconceptions of manufacturers and designers about older consumers. It found that older people were enthusiastic about wearable technologies, as well as novel fabrics and designs, highlighting a gap in the market for well-designed outdoor clothing targeted at the active ageing market. Older people had clear preferences about the design, cut and colour range of outdoor clothing. Finally, Design for Ageing Well pioneered an inclusive, ‘slow’ process for

developing garments that challenges today's focus on fast, disposable fashion, paving the way for a more sustainable approach in the future.

What was the impact?

Design for Ageing Well has influenced the clothing that is available for active older people, and has also shaped the approach of many of the professionals who contributed to the project. Specific impacts include:

- **Influencing products (instrumental impacts):**
 - A number of smaller UK manufacturers have already adopted the design principles developed through the project, with positive feedback from older consumers
 - The project team has met with one of the biggest clothing producers in the UK, and although the company is not in a position to take the work further at the moment, they have brokered a contact with Marks & Spencer
 - A specialist Portuguese manufacturer of smart textiles has approached the team for their advice in collaborating on a range for active older people

- **Helping to change thinking (conceptual impacts):**
 - As a result of the co-design approach, the project has challenged the preconceptions of designers and manufacturers about older customers and what they want from outdoor clothing
 - It has also challenged the focus on 'fast fashion' by using a considered, partnership model of design.

- **Building new skills and approaches (capacity building impacts)**
 - The co-design approach is influencing the way that designers, manufacturers and researchers work together in product development and manufacture
 - Design for Ageing Well has brought specialist skills and expertise into the small companies who took part, and they have improved their products as a result.

What factors helped impact to occur?

- **People:**
 - The PI occupies a unique role within the performance clothing industry, and her profile and networks were essential to making connections and influencing industry players.
 - As a designer, the PI was also experienced in bringing new products to market, an essential factor in achieving the project's impacts.

- **Ways of working:**

- Co-design between academics, older people and industry was at the heart of the project, with older people proving to be particularly successful at challenging the preconceptions of industry partners.

What they said

I couldn't have afforded to have Jane work for me for six months, but that's what I got.

We always produced good quality garments, but not the best fit. People are now starting to remark on the new designs. Feedback on the outdoor blogs has been very positive.

Graham Ogle, Brenig Outdoor Clothing

As a designer you very often work in a bubble. You never really get to talk to the consumer... It totally challenged my preconceptions.

Julie Greengrass, Designer

Links

<http://www.newdynamics.group.shef.ac.uk/design-for-ageing.html>

<https://www.elsevier.com/books/textile-led-design-for-the-active-ageing-population/mccann/978-0-85709-538-1>

<http://brenig.co.uk/>

SomnIA

December 2006 to May 2011

Research Team

Professor Sara Arber, University of Surrey (Principal Investigator)
Strand on CBTI led by Professor Kevin Morgan, University of Loughborough

Summary

The SomnIA project found that a self-help programme based on Cognitive Behavioural Therapy for Insomnia (CBTI) could improve sleep among older people with long-term conditions. The project team had a strong relationship with local practitioners, and were well placed to take advantage of a timely national initiative to improve the availability of therapy services. This means that people of all ages across the East Midlands, and in other areas, are now able to access CBTI to improve their sleep and the quality of their lives.

About the project

Sleep problems tend to increase with age, particularly among older people with long-term health conditions. Sleeping well plays a central role in maintaining older people's quality of life and their ability to recover well from illness.

SomnIA was a four-year inter-disciplinary collaborative research project. It was made up of eight interlinked strands, which explored a range of different aspects of sleep in later life.

This case study looks at one of the eight strands, based at the University of Loughborough. This tested the effectiveness of a self-help programme for older people with insomnia and a long-term condition. The programme was based on the principles of CBT, and used a series of six booklets, which led participants through a number of steps to increase their understanding of how sleep works and how to gain control over it. The programme helped older people to develop habits and behaviour that lead to better sleep, and to change those that contribute to insomnia. The programme was supported by a helpline, staffed by 'expert patients' who themselves had long-term conditions and experienced difficulties in sleeping.

The trial showed that the programme improved the sleep quality of 80% of the older people who took part. The findings added to growing evidence on the effectiveness of CBT in treating insomnia. Practice had been slow to respond, primarily because of limited capacity in NHS psychological therapy and counselling services.

However, SomnIA's findings coincided with an unprecedented growth in services in England, through the Improving Access to Psychological Therapies (IAPT) initiative. This aimed to make evidence-based therapy much more widely available. IAPT was rolled out nationally in 2009, putting in place a new service, staffed by a large cohort of CBT-trained therapists.

The launch of IAPT represented an exciting opportunity for SomnIA to embed their findings into the new service from the outset. The Clinical Director of Nottinghamshire Healthcare Trust, which delivered the local IAPT service, had previously worked closely with the

Loughborough team, and was a member of SomnIA's Advisory Group. The project therefore already had a direct route into practice.

In 2009, the Trust invited the Loughborough team to design and deliver a training programme to IAPT therapists on how to deliver CBTI to older people. This programme has now been delivered to therapists in many parts of the UK, including Parkinson's Disease Nurse Specialists in Scotland.

What was the impact?

- **Influencing policy, practice and products (instrumental impacts)**
 - CBTI is now available across the East Midlands, as Nottinghamshire Healthcare Trust's IAPT service has been successful in winning contracts to deliver services in Nottingham City, Leicestershire, Derbyshire and Rutland, as well as Nottinghamshire.
- **Helping to change thinking (conceptual impacts)**
 - The effectiveness of psychological therapies for insomnia in later life now appears to be more widely recognised.
- **Building new skills and approaches (capacity building impacts)**
 - To date, around 300 NHS practitioners and all of Scotland's Parkinson's disease nurse specialists, have been trained in the delivery of CBTI to older people.

What factors helped change to occur?

- **People:**
 - The Clinical Director of Nottinghamshire Healthcare Trust IAPT Services played an important bridging role between research and practice, bringing SomnIA's findings into the development of the local IAPT service.
- **Ways of working:**
 - SomnIA benefited from strong, pre-existing local networks between academia and practitioners, so inter-disciplinary working was already well established.
- **Timing and opportunity:**
 - The coincidental timing of the launch of the IAPT programme was key. Following its introduction, a group of new therapists was recruited who were ideally placed to make use of the SomnIA resources.

What they said

X was our clinical partner, so there was a fast track into practice....We were pushing on an open door. (KM)

There was a remarkable set of coincidences... (KM)

Links

<http://www.somnia.surrey.ac.uk/>

<http://www.esrc.ac.uk/impacts-and-findings/features-casestudies/case-studies/23891/improving-the-quality-of-sleep-among-older-people.aspx>

Sus-IT (Sustaining Information Technology use by older people to promote autonomy & independence)

Research Team

Professor Leela Damodaran, Loughborough University (Principal Investigator)
Mrs Wendy Olphert, Loughborough University
Professor David Frohlich, University of Surrey
Professor Irene Hardill, University of Northumbria
Leonie Ramondt, Anglia Ruskin University.
Amr Ahmed, University of Lincoln
Colin Machin, Loughborough University
Peter Gregor, Dundee University
Mark Shelbourn, Nottingham Trent University

Summary

A sustained, strategic approach to engaging proactively with stakeholders, including older people, has enabled Sus-IT to influence national policy on digital inclusion, as well as shaping local developments and challenging myths about older people's relationship with ICT. The project team has focused relentlessly on achieving an impact, and has continued to do so well beyond the formal life of the project.

About the project

Although there has been a strong focus on encouraging older people to engage with digital technology in recent years, little is known about the factors that help or hinder older people's continued use of IT. Sus-IT aimed to increase understanding of the ways in which changes in circumstances and health can affect older people's use of ICT in later life. The project explored the challenges and support needs of older ICT users, as well as identifying a range of potential solutions.

The project brought together a multidisciplinary team of researchers from eight universities, as well as 1000 older people from around the country, and 100 potential research users, such as technology companies, policymakers and local authority staff.

Methods included a survey of digital engagement among older people, problem-solving workshops, such as co-design sessions with older people, interactive theatre, and testing of ICT concepts.

The project found that 60 per cent of older people surveyed were digitally engaged and valued this engagement enormously. The factors that helped people to remain on line included access to support and troubleshooting advice (most of which came from family and friends), and well-designed hardware and software. Formal IT training courses were not popular among many older people, with most preferring learning to form part of the social activities or hobbies in which they were already involved. Older people were also keen to be involved in co-designing solutions which would help them to remain digitally engaged.

Sus-IT delivered a range of planned outputs, and in addition developed an engagement toolkit, the need for which emerged as the study progressed. Outputs included:

- a strategy for provision of community-based ICT learning and support for older people and a blueprint for making this happen
- a framework that helps to adapt ICT in response to age-related changes in vision, dexterity and memory
- a design catalogue of 40 product concepts aimed at industry to stimulate new product development for older people
- a set of YouTube videos
- a toolkit for working with older people in ICT-related research and design

Achieving evidence based change was the starting point for Sus-IT, so an emphasis on impact was embedded in the project from the outset, with key stakeholders involved at an early stage to build ownership and strengthen their role as project champions. An important element of the influencing strategy was a 24 hour consultation event at St George's House, Windsor Castle. This was preceded by a series of round table discussions with different sectors, including older people, policymakers and industry, from which the participants for the Windsor event were selected.

An important new connection was made through this process with the Head of Technology and Digital Futures Strategy at the Department for Communities and Local Government (DCLG). He saw the connections with Government priorities, and acted as an invaluable Whitehall champion for Sus-IT, brokering contacts with other Departments, and creating opportunities to showcase the work to senior policymakers across Government.

What was the impact?

- **Influencing policy, practice and products (instrumental impacts)**
 - Sus-IT's key message about the importance of sustainability of ICT skills is reflected in the Digital Inclusion Checklist, produced by Government Digital Service (GDS), the Cabinet Office.
 - Sus-IT is contributing to Government Office for Science Foresight Project on Ageing, through a workshop session hosted by the Department for Work and Pensions (DWP) in summer 2014, and a forthcoming written piece on older people's attitudes to technology.
 - The PI has become a key Government advisor on digital inclusion and older people, for example in her role as Chair of the GDS's Digital Inclusion Research and Evaluation Working Group.
 - Local developments in service provision have been influenced by Sus-IT. For example, Scarborough Borough Council has acknowledged the influence of the project on community based ICT support.
- **Helping to change thinking (conceptual impacts)**
 - Sus-IT is starting to challenge negative stereotypes about older people's relationship with IT.
 - The project has also highlighted the need to sustain older people's ICT use through providing support that adapts as needs change, as well as focusing on

getting older people on- line, identifying what the team has called the 'fourth digital divide'.

- **Building new skills and approaches (capacity building impacts)**
 - Advisory group members highlighted increased confidence in their own practice, and in using research in their work.
 - The toolkit on engagement of older people in the development of IT products has extended Sus-IT's learning more widely.

What factors helped change to occur?

- **People**
 - The PI and project team had an inclusive working style, the ability to see connections between Sus-IT and the priorities of other stakeholders, many years' experience of skilled relationship management, and wide and strong networks.
 - A well- placed and well-connected Whitehall champion made the links with policy priorities, and provided a platform for influence across Government.
- **Ways of working**
 - There was a strong drive from the PI and her team to get the process right and build in impact from the outset.
 - The advisory group played an important role in thinking about impact, for example, framing findings in a way that would resonate with policy drivers.
 - The St George's event and the round table sessions were carefully designed and facilitated to get the most from stakeholders, who felt they had been involved in something special and important.
 - A diverse range of older people contributed to the project, via existing networks and groupings of older people in the participating areas.
 - Interactive theatre (professionally filmed on DVD and publicised on YouTube) proved to be a valuable way of raising and sharing the issues with different audiences.
- **Timing**
 - The round table events coincided with the publication of the Filkin report on the Government's Response to an Ageing Society, which had raised the profile of ageing issues within Government, including DCLG, and facilitated a connection to be made between ageing well and digital inclusion.
 - The economic climate meant that local authorities were keen to deliver more of their services on-line, and to tackle the barriers to achieving this.

What they said

Leela and the team were very committed to driving a real impact for the project. They gave a lot of thought to how they might achieve that. They wanted to use the networks that people like me had. Stephen Phipps, LA stakeholder

I can't say 'Para 5 of the strategy says this', but (Sus-IT) is now part of the process that Government is using. It's a soft impact. William Barker, DCLG

Links

<http://www.newdynamics.group.shef.ac.uk/sus-it.html>

<http://sus-it.lboro.ac.uk/>

Transitions in Kitchen Living

June 2009 – November 2011

Research team

Sheila Peace (Principal Investigator), Faculty of Health & Social Care, The Open University, Martin Maguire, Colette Nicolle and Russ Marshall, Loughborough Design School, Loughborough University

Summary

Transitions in Kitchen Living (TiKL) aimed to increase our understanding of what older people want and need from their kitchens. The project produced information and advice for older people, occupational therapists, kitchen designers, architects, builders, and policy makers. This was intended to promote the idea of inclusive design and lifetime homes. The project findings have already influenced a number of housing developments, and have the potential to have a much wider impact on the design of kitchens in the future.

About the project

The kitchen is often the hub of the home, but little is known about the ways in which people's experience of their kitchen changes as they grow older. TiKL brought together researchers with backgrounds in gerontology and ergonomics to work with older people to understand their experiences of their kitchens, past and present. This included identifying any practical problems and the solutions older people had developed to tackle these, as well as older people's views on how to make kitchens more age-friendly. The project involved a wide range of older people living in different types of housing, and in both urban and rural areas. The research is the first to incorporate the views of older people into kitchen design. The key output from the project was a design guide for older people, kitchen designers, manufacturers and installers based on its findings, called *The easier kitchen: making it happen*. This was funded by the Open University.

TiKL was also covered extensively in the mainstream media, including an item on Radio 4's *You and Yours*, and a feature in the *Sainsbury's Magazine*.

What was the impact?

Influencing policy, practice and products?

- The advisory group networks led to a number of developments in housing, including:
 - advising an architect on refurbishing kitchens in almshouses
 - working with Northern Housing to develop an age inclusive kitchen in their sheltered housing.
- The team was invited to speak to the British Standards Institution (BSI) committee on access to buildings for disabled people.
- They spoke to a number of older people's groups about 'staying put' and coping better in the kitchen.

- The TiKL team has had discussions with a number of kitchen manufacturers and designers, including Howdens Kitchen Joinery, John Lewis, Poggenpohl, Stoneham, the Freestanding Kitchen Company and Just Fitted Kitchens.
- There are signs that kitchen designers and manufacturers are starting to take accessibility more seriously (for example, by producing wall cupboards that can be pulled down to a more convenient height for access) so the impact is emerging indirectly.

Helping to change thinking?

- The TiKL team has directly challenged kitchen designers and manufacturers to take into account the needs and aspirations of older consumers. For example, the PI went to the Grand Designs show at Excel in London and talked to every kitchen retail stand telling them about TiKL and asking how they were meeting the needs of an ageing population.

Building new skills and approaches

- The TiKL team involved social gerontologists from the Faculty of Health and Social Care at The Open University and ergonomists at Loughborough University's Design School. Both teams were interested to learn more about each other's' approaches, so they decided that both research teams would carry out all aspects of the research.
- The findings have been built into Open University training programmes for OTs and other care staff.

What factors helped change to occur?

People

- The project advisory group played a key role in helping the PI to understand the range of different markets and professionals that could be interested in TiKL. The group was large and diverse, including an architect, kitchen designer, OT, lighting expert, disability organisation and a housing specialist from Age UK, as well as older people.
- The PI also had excellent external networks in place through previous work, for example with older people's groups.

Ways of working

- The design guide was an important route for attracting the attention of manufacturers, designers and other professionals, as well as the interest of older people's groups. It was attractive and accessibly written, and led to a 'landslide' of requests for meetings and presentations.

What they said

There are many things that are not being addressed in the design of kitchens that can be important to people of all ages, but particularly older people. My dream for the future is that suppliers would want to provide an inclusive kitchen that takes on board some of these important features. (SP) (Impact is) a slow, ongoing process, and we have to be prepared for the long haul. We've learned from it. (MM)

Links - <http://www.lifelongkitchens.org/index.html>

Appendix 6: Phase 3 Impact Assessment Case Studies Interview guide

1. The research project & team

- Update since phase 2 discussions/interviews
- Anything to add to current analysis of aims/rationale, key methods, desired & actual outcomes, findings?
- Important partnerships, relationships, networks – at all stages and overall? Probes re engagement of older people/OPRG; relationships that worked particularly well (and those that didn't)
- Key project stakeholders, vis a vis impacts generated/achieved/potential for etc

2. Dissemination /knowledge exchange

- Any updates or additional outputs, events, publications
- Profile / promotion – how achieved and when in the research process?
- Audiences / reach? Probe re any target audiences of older people/use of OPRG
- How received, how this is known?
- Unexpected/opportunistic events?
- What worked particularly well, and what didn't go so well?

3. Intermediates / knowledge transfer

- Who were/are they & how selected/by whom? Probe re engagement of older people/OPRG
- How & when engaged, & by whom
- What did they do/are they doing?
- What (or who) were you particularly pleased about/concerned about?
- Unexpected/opportunistic events?
- Sustaining on-going relationships and influences
- Who else needs to be on board and could have a role to play?

4. Research users & use

- Who, where, when engaged, how & by whom? Probe re engagement of older people/OPRG
- What use/how used/evidence of changes achieved as a result (what's different as a result of use)
- In relation to policy, practice, policy development
- Unexpected/opportunistic events?
- What went particularly well/not so well?

5. Impacts, i.e. evidence of..

- Instrumental impacts (influencing policy/ practice / product development and service, legislative and behavioural change)
- Conceptual impacts (contributing to the understanding of critical issues and informing debates)
- Capacity building impacts (technical and/or personal skill development).
- Other initiatives and contributory factors (beyond this research) which may have contributed to these impacts/changes?

- Changes/impacts seen within lifetime of project (and/including extended periods) – and/or evidence of progress towards these

6. Wider (economic & social) benefits

- Evidence of progress towards longer term goals (of the project/programme)
- Other research, which may be influenced or contributed towards these benefits?
- Important contextual factors facilitating/hindering progress?

Appendix 7: Stakeholders

A) Project Stakeholders

Project	Name	Organisation	Role
Ageing & Poverty in South India	Penny Vera-Sanso	Birkbeck, University of London	Principal Investigator
Ages & Stages: The place of theatre in representations and recollections of ageing	Miriam Bernard	Keele	Principal Investigator
As above	David Amigoni	Keele	Research Associate
As above	Michelle Rickett	Keele	PhD student
As above	Brenda Hennessey	Ages & Stages theatre company	Older person - participant
As above	Pamela Beech	Ages & Stages theatre company	Older person -participant
Call Me: Promoting independence & social engagement among older people in disadvantaged communities	Michael Murray	Keele	Principal Investigator
As above	Alice Thwaite	Equal Arts, Gateshead	Stakeholder (Director of Development)
As above	Alice Thwaite	Equal Arts, Gateshead	Stakeholder (Director of Development)
Contemporary visual art and identity construction	Andrew Newman	University of Newcastle	Principal Investigator
Design for ageing well	Jane McCann	University of S Wales	Principal Investigator
As above	Graham Ogle	Brenig Outdoor Clothing	Stakeholder (Manufacturer)
As above	Julie Greengrass	Greengrass Design Studios	Stakeholder (Designer)
Dignity in Care	Liz Lloyd	University of Bristol	Principal Investigator
Dynamics of Cardiovascular Ageing	Aneta Stefanovska	University of Lancaster	Principal Investigator
Envision: Innovation in envisioning	Alastair MacDonald	Glasgow School of Art	Principal Investigator

biomechanical data to inform healthcare and design practice			
As above	David Loudon	Glasgow School of Art	Research Associate
Families and Caring in S Asian Communities	Christina Victor	Brunel University	Principal Investigator
Grey and Pleasant Land	Catherine Hennessy	Plymouth University	Principal Investigator
	HALCyon Healthy Ageing across the Life Course	Diana Kuh	Medical Research Council (now based in UCL)
Look at me	Lorna Warren	University of Sheffield	Principal Investigator
As above	Rosalind Eve	Age UK, Sheffield	Stakeholder
Migration, Nutrition and Ageing Across the life course in Bangladeshi Families	Janice Lee Thompson	University of Birmingham	Principal Investigator
Mobility and successful ageing	Lynn McInnes	University of Northumbria	Principal Investigator
Music for Life	Susan Hallam	Institute of Education	Principal Investigator
NANA	Arlene Astell	University of Sheffield	Principal Investigator
SomnIA	Sara Arber	University of Surrey	Principal Investigator
As above	Kevin Morgan	University of Loughborough	Co-investigator
As above	Ingrid Evers	Independent consultant	Led WP on sleep in care homes
SUS-IT	Leela Damoran	University of Loughborough	Principal Investigator
As above	Ian Retson	Leicestershire CC	Stakeholder (Manager – Leics Care on Line)
As above	William Barker	DCLG	Stakeholder (Head of Technology and Digital Futures Strategy)
Safety on stairs	Costis Maganaris	John Moores University, Liverpool	Principal Investigator
as above	Mike Roys	British Building Research Establishment	Stakeholder (health and safety researcher)
Tackling Age Continence through Theory, Tools &	Eleanor van den Heuvel	Brunel	Principal Investigator

Technology – TACT 3.			
As above	Jo-Anne Bichard	Helen Hamlyn Centre RCA	Research Fellow
As above	Gail Kinght	Helen Hamlyn Centre RCA	PhD student
As above	Alison Orell	Brunel	Research Assistant
As above	Lorraine McKay	Norwood Ltd	Head of Facilities
As above	Joanne Surridge	Norwood Ltd	Assistive Technology Manager
Transitions in Kitchen Living	Sheila Peace	Open University	Principal Investigator
As above	Martin Maguire	University of Loughborough	Co-investigator
As above	Maggie Winchcombe	Consultant	Stakeholder (Advisory Group member, OT)
Working Late	Cheryl Haslam	Loughborough University	Principal Investigator
as above	Mary Sinfield	NDA	OPRG Chair
as above	Jo-Anne Bichard	Helen Hamlyn Design Centre RCA	Research Fellow

B) Programme Stakeholders

Individual	Organisation/NDA connection
David Brindle	The Guardian, Sounding Board participant
Duncan Tree	Head of Policy, CSV, sounding board participant
Gilly Crosby	Director, Centre for Policy on Ageing
Helen Dimmock	DWP/Age Action Alliance/IMG on ageing
Joy Todd	ESRC
Mary Sinfield	Chair, NDA Older people's Reference Group
Paul McGarry	Age Friendly Cities/Manchester City Council/programme level
Phil Rossall	AGE UK Research Manager – Knowledge Management
Professor Alan Walker	NDA Programme Director
Professor Anthea Tinker	Kings College London, NDA Advisory Committee, Sounding Board Participant
Professor Chris Carey, University College London	University College London, NDA Advisory Committee, sounding board participant
Professor James Goodwin	Head of research / knowledge transfer, Age UK
Sarah Howson	NDA Programme administrator
Tessa Harding	NDA Older People's Reference Group, sounding board participant
Vera Bolter	Newcastle Elders Council, sounding board participant

