

New tactics and strategies for creating and capturing research impact are emerging in the humanities and social science. The conference presentation will provide a snapshot of this field using a range of case studies and video examples.

The UK research funding councils support a range of knowledge exchange and impact activity and its breadth is growing as they devolve more funds and decision-making to universities. In arts and humanities four Knowledge Exchange Hubs around the UK connect research with the creative industries. In the social sciences, many universities have units to engage with policy-makers and 20+ institutions are preparing plans for new impact funds from June 2014.

A number of common factors can guide the development of future projects:

a) impact in the humanities can be extended if researchers and professional knowledge exchange staff consider not only of the content of research (often a particular era, geography or media), but also how the methods and approach might be applied in new sectors.†The REACT Knowledge Exchange Hub led by the University of the West of England with the Watershed Arts Trust and Universities of Bristol, Bath, Exeter and Cardiff provides several examples and video case at www.react-hub.org.uk . REACT partners are successfully building new co-produced research projects from their experiences within the Knowledge Exchange Hub.

b) hierarchies or 'ladders' of engagement have been well-used in the physical sciences and engineering, for example based upon Technology Readiness Levels. However, new hierarchies can enable social scientists and third sector or public sector partners to develop collaborations that accommodate the complex non-linear cyclical realities of policy-making and co-production. The University of Bristol is developing a suite of activities and funding opportunities which will enable†social scientists to work with partners 'up' a ladder of engagement and 'cyclically' as knowledge exchange leads to new co-produced research.

c) The nature of human experience is frequently omitted in the development of new technology and public services (focus groups and marketing studies do not always capture these subtleties) and both humanities and social science can offer unique expertise to technology and media developers. PolicyBristol provides exemplars of how to engage policymakers with research, while REACT provides further examples in the digital media sector.