



International
Longevity Centre UK

Maximising impact in research

International Longevity Centre UK (ILC-UK)

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ilcuk.org.uk

What happens next

What is the ILC?

- We are UK's specialist think tank on the impact of longevity on society, and what happens next. We believe society has to adapt now so we can all enjoy the benefits of longevity
 - *We are independent and politically neutral*
 - *Evidence-based research for policy*
 - *Working collaboratively to pioneer solutions for the future*



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Who do we work with?



ILC Global Alliance



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How do you ensure research is impactful

Ensuring impact for research requires planning and consideration from day one and should not only be run according to internal targets or be a last minute thought.

Two ways of making sure this happens are:

1. Linking research with public policy
2. Impact and engagement strategies

Exercise 1: understanding the policy landscape

- How do you keep up to date with public policy?
 - Who/what are your sources of information?
 - Why do you use them?

Useful resources/sources of information

- **Form:**
 - Newsletters
 - Twitter
 - Sector-specific contacts
- **People/organisations to follow**
 - House of Commons Library
 - Ministers
 - Event speakers/ speaking to individuals in government
 - All Party Parliamentary Groups
 - Industry bodies
 - Think tanks
 - ONS

Examples

Organisations

Institute for Health Metrics
Evaluation
Public Health England- public health
matters blog
Health Foundation
Centre for Ageing Better
Age UK
International Federation on Ageing
Global Coalition on Ageing

Think Tanks

Institute for Fiscal Studies
Centre for policy studies
Institute for Public Policy
Research
Demos
Social Market Foundation
Resolution Foundation
Centre for Progressive Policy
Longevity Forum

People

Camilla Cavendish
Danny Dorling
Amartya Sen
Michael Hodin
Jim Mellon
Andrew Scott

News papers

Politico Playbook
Financial Times
Wonkhe



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Keep in mind

- We coordinate with other actors in our field in order that we don't duplicate work and to ensure we make valuable and original contributions
- We attend roundtables hosted by Government departments to stay abreast of policy thought and development
- We speak with other bodies, such as the ONS or trade bodies, in order to always have a sense of the policy landscape

Top tips

- Stakeholder roundtables
- Strategic advisory groups
- Commissions on specific topics

Example: Commission on Dementia and Music

- Brought together 11 experts as Commissioners
- Two sold-out oral evidence sessions
- Gathered written evidence from over 50 experts
- Three site visits
- Final report and launch in House of Lords
- National media coverage including BBC Breakfast, ITV News, and Sky News



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Key elements to influence policy

1. Clarify the policy arena
2. Build relevant networks and contacts
3. Refine the messaging
4. Engage and reflect

1. Clarify the policy arena

- To what degree is population ageing on the agenda?
 - Does it extend beyond pensions and health/social care?
- Identify the scope for change:
 - Do structures exist?
 - What bodies are working on your issues?
 - What priorities exist related to your topic?

...TIMING

Exercise 2: designing research with policy in mind

- Get into pairs and decide upon a ‘dream project’, based on interest or specialism
- How do you translate knowledge of the policy landscape into a research question?

Designing research with policy in mind

- Example from us - as an organisation interested in ageing, social care is naturally a significant policy concern. In the current policy climate any research or engagement in this space needs to take heed of the context of:
 - Social care green paper
 - Fair funding review

2. Build relevant networks and contacts

- Connect with a range of stakeholders, more than just policy makers
 - Incorporating diverse perspectives helps create more effective approaches to policy
 - Creates allies and a harmonised voice
 - Provides opportunities for dissemination and collaboration
- Consider formal alliances with other (related) stakeholders to amplify messaging

• ...*TARGETING*

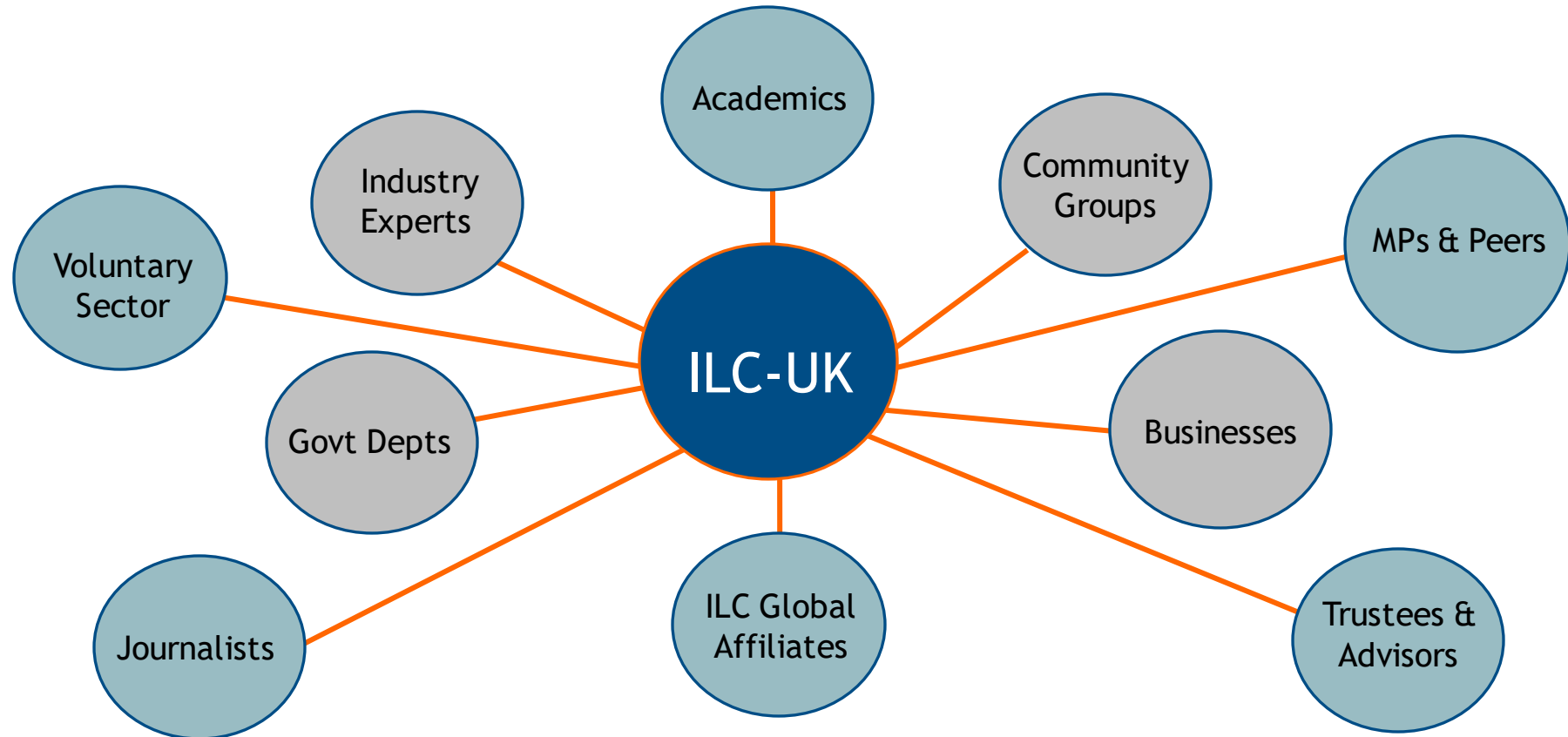
Exercise 3: Improving your research profile

Using the example from the last exercise, discuss who you want to engage with your research and...

- How you would find them
- How they would further your objectives
- Which tools/ resources you could make use of to engage them

Relevant networks and contacts

We connect with a range of stakeholders - more than just policy makers.



Who do you want to engage?

- **Policymakers**
 - MPs
 - Ministers
 - Peers
 - Local authorities and councils
 - Civil servants
- **3rd sector organisations**
 - Charities/ NGOs
 - Think tanks
- **Regulators**
- **Associations**
- **Industry**
- **Academia**
 - Journals
- **Journalists**
 - National newspapers
 - Trade press
 - TV/ radio

3. Refine your messaging: policy briefs and outreach

- Recognise the limitations to policy: no “magic bullets”
 - Policy recommendations should be evidence-based but practical:
what can actually be done or might be adopted as policy
 - Understand the audience: policy makers unlikely to read long or technical reports
 - Reach out to media to help influence public awareness
 - Gather and use the stories and real experiences of older people
- ...*TONE*

4. Engage and reflect

- Aim to deliver messages to the highest level, but keep focus
 - Ministers with relevant portfolios
 - Departmental representatives leading on issues
- Think about and measure impact
 - Are ideas falling on deaf ears?
- Where solutions are adopted, check that they work! (Monitoring)
- Recognise limitations to certain goals
 - ...*Keep research alive*

Enhancing your own profile (social media)

- Sift through content and target your audience.
- It's not all about you!
- Network and follow
- Messaging
- Be active
- Keep it diverse
- Keep it personal

Exercise 4: Elevator pitch

Considering all that we have been discussing, in your pairs, please develop an elevator pitch (30 second verbal presentation) describing your research idea and:

- Why it is relevant
- Who you want to engage
- What are you hoping to achieve

Examples

- **Leading the debate**
 - We talked and wrote about intergenerational fairness and public spending a long time before it became fashionable
 - We've created a strong evidence base on older consumers and consumption. An area where historically evidence has been weak
- **Impact and engagement**
 - Convened a high level research dinner in the House of Lords with over 40 leading experts on dementia. We submitted a report calling for greater investment. Following on from this, ILC-UK were asked to author the report for the Dementia Ministerial Research Summit
 - Will be hosting an event at the G20 health ministers meeting for high-level WHO members, ministers, and delegations
- **Policy influence**
 - Our work on older workers contributed to Barclays setting up an older apprentice scheme
 - Employment minister (then) Esther McVey announced mid-career reviews and used ILC-UK analysis as part of the justification
 - We advocated reimbursement for the flu vaccination for care workers. the Government made a £10million commitment to ensure this happens
 - music and dementia commission resulted in the Music4Dementia 2020 campaign.

Thank you

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