

ACADEMIC-POLICY IMPACT ACROSS YORKSHIRE & THE HUMBER'S UNIVERSITIES



POSTER BOOK



University of
Sheffield

Data to make South Yorkshire an even better place

The “Data to make South Yorkshire an even better place” project is a pioneering initiative that embeds University of Sheffield data scientists, within local government bodies such as the South Yorkshire Combined Mayoral Authority (SYMCA).

As part of Y-PERN this collaboration provides tailored data and expert knowledge to inform bespoke policies and plans, aiming to

strengthen the region’s economy and improve the lives of its residents.

By fostering deep partnerships between academia and local authorities, the project seeks to generate place-based economic insights, understand historical trends, and equip councils with the evidence needed to make informed decisions for a stronger, greener, and fairer South Yorkshire.

Dan Olnier Research Fellow at the University of Sheffield

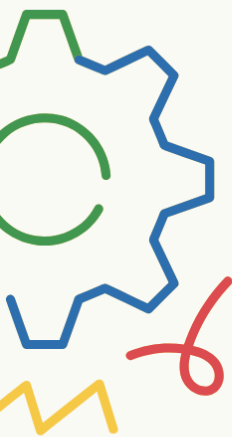
“Y-PERN is about strengthening the glue between Yorkshire and Humber’s universities and its local and mayoral authorities and I’m one of around a dozen academics embedded in the region’s local government bodies.

Over the years, local policy spaces have lost a lot of the expertise that they once had, making it harder to have insight into what’s happening in our own regions.

Y-PERN is playing a small part in helping turn that around - not by ‘transmitting expertise’ from universities, but by embedding within policy teams who are also experts in what they do, and collaborating deeply.”



www.sheffield.ac.uk/madetogether



CULTURAL IMPACTS OF THE COVID-19 PANDEMIC

Carmen Clayton
Leeds Trinity University



Rafe Clayton
University of Leeds



01 Introduction

The COVID-19 outbreak has had a profound impact on everyday lives. This poster presents two complementary studies which have gathered evidence on pandemic experiences and changes regarding family life and screen use.

02 The Studies

British Families in Lockdown/BFiL began when the first national lockdown was implemented (March 2020) and is ongoing.

New Uses of Screens in Post-Lockdown Britain/NUSPB (2022) explored screen use during and after the enforced lockdowns.

03 Methodology

BFiL: 3 waves of data collection (online/telephone qualitative interviews and an online survey). 60 parents from diverse backgrounds + selected case studies.

NUSPB: Nationally representative survey (500 participants) + 22 qualitative interviews with BFiL sample.

04 Findings (BFiL)

BFiL: Positive and negative outcomes reported in terms of family relationships, employment, children's education, homeschooling, health and wellbeing. Changes in parental views of the government, establishments and trusted voices.

Influential factors included parents' gender, age, ethnicity, disabilities, employment status and the type of school that children attended.

05 Findings (NUSPB)

NUSPB: Increased screen use since the pandemic

- 50% of British public reported heavy screen use (11+ hours per day).
- 60% expressed negative impacts from screens.
- Less negative impacts reported for those using screens for 6 hours or less.
- Inequalities in screen use changes related to ethnicity, socio-economic status and gender.

06 Policy Implications

- Cultural changes witnessed in terms of integration of technology and screens into everyday life, working and learning from home, trust in government policy and advice, attitudes to vaccinations, family relationships, reflections on health and well-being.
- Policy makers need to account for outcomes and shifts including the lessons learned.
- Evidence based approach to screen time thresholds are needed including public guidance.

07 Policy Engagement

- **16** Written evidence submissions to Select Committees (e.g. Education; Health and Social Care; Digital, Culture, Media and Sport/DCMS; Women and Equalities; Public Accounts; Business, Energy and Industrial Strategy)
- **2** Oral evidence presentations provided to Select Committees (DCMS and Education Committee)
- **5** Contributions to UK Parliament research briefings or citations (e.g. POSTnote).
- **1** Contribution to APPG reports
- **3** Citations in Committee reports
- **2** Discussions with MPs



British Families in Lockdown (contact c.clayton@leedstrinity.ac.uk)



New Uses of Screens in Post-Lockdown Britain (contact r.m.clayton@leeds.ac.uk)





LEEDS BECKETT UNIVERSITY
LEEDS SUSTAINABILITY
INSTITUTE

How Academia Shapes Sustainability Policy

LSI bridges academia and policymaking by translating cutting-edge research across our three core themes : Sustainable Behaviour, Sustainable Buildings, and Sustainable Urban Environments into actionable sustainability strategies. Through collaborations with governments, industry, and international networks, LSI has influenced regulatory change, standards and debates on the UK's transition to net zero.

£4M

DESNZ (UK GOV)
FUNDING

10

PROJECTS SUPPORTED
THROUGH FUNDING

36

REPORTS ON THE
UK GOV WEBSITE



It is essential for all parts of the construction industry, to know the real performance of their energy efficient products and homes. Without reliable tools and methods to test and baseline performance, we won't have the certainty we need to support the net zero transition of our housing stock.

— Professor David Glew, Director of the Leeds Sustainability Institute at Leeds Beckett University



Local Anti-Poverty Strategies

Members of the University of York's Cost of Living Research group have worked closely with a range of organisations to develop advice on local and regional anti-poverty strategies.

This has included extensive work with Resolve Poverty that produced a report titled: 'Mission Critical: The role of English regions and localities in a whole-system approach to tackling poverty'. They are also working closely with colleagues from City of York Council and Policy in Practice to support development of their anti-poverty strategy.

A Y-PERN region wide workshop sharing key lessons from this work will take place later in 2025.

York Policy Academy

Y-PERN has deepened collaboration between York's two universities, and HEI partners across Y-PERN, around policy research and engagement.

This has included sharing in-house policy engagement development activity, such as opening places on the University of York's Policy Engine's York Policy Academy programme to York St John staff.

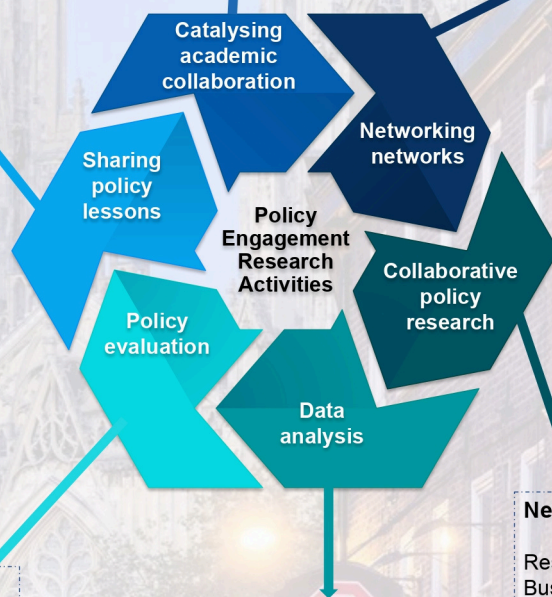
Y-PERN colleagues from the wider region have also supported the York Policy Academy programme, delivering specialist talks on regional policy engagement at multiple academies.

DEC Roundtable

The York Policy Engine and the government's Darlington Economic Campus (DEC) jointly hosted a one-day event on 'Driving Economic Growth through Science and Technology Clusters'.

Senior civil servants from six government departments, including a permanent secretary, visited the campus to tour the BioYorkshire Lab and Institute for Safe Autonomy. The delegation then joined leading researchers and senior leaders in the region, the University of York's Vice-Chancellor, Professor Charlie Jeffery, and the Mayor of York and North Yorkshire, David Skaith, for a roundtable discussion on the role science and technology can play in regional economic growth strategies.

The roundtable fostered meaningful, evidence-informed, dialogue on key questions facing regional and national decision makers as the UK government develops a new set of regional growth plans.



Universal Free School Meals

Evaluative research was undertaken by a small research team from UoY to evaluate the Universal Free School Meals pilot launched by the City of York Council. The pilot offered free school breakfasts to all pupils in one primary school and free school lunches to all pupils in another primary school.

The research included interviews with parents and school staff, and creative method workshops to capture pupils' views on the pilot.

These findings subsequently informed the decision to continue the pilot programme with learnings from the pilot evaluation informing future roll-out adjustments.

Regional Skills

Data analysis was undertaken to inform a regional labour market analysis.

This includes analysis on the local landscape, economy and labour market. Analysis also reflects on the skills demand and reviews sector specialisms and patterns of employment.

The report also reviews the local skills supply, reflecting on the regional qualification profile and workforce development before considering a mismatch between jobs offered and skills supplied in York and North Yorkshire.

This report will feed into the region's local growth plan and skill strategy.

New Era for Female Entrepreneurship

Research conducted with the Federation of Small Businesses (FSB) to identify challenges faced by female entrepreneurs in York and North Yorkshire and identify policy solutions to these barriers to growth.

Focus groups, interviews, a survey and a participatory workshop formed the data collection. Findings from the research showed particular challenges around gendered roles and entrepreneurship, pathways to self-employment, finance and funding, infrastructure, mentorship and networks.

The research findings were brought to the YNYCA business board meeting for discussion.

Policy Leeds



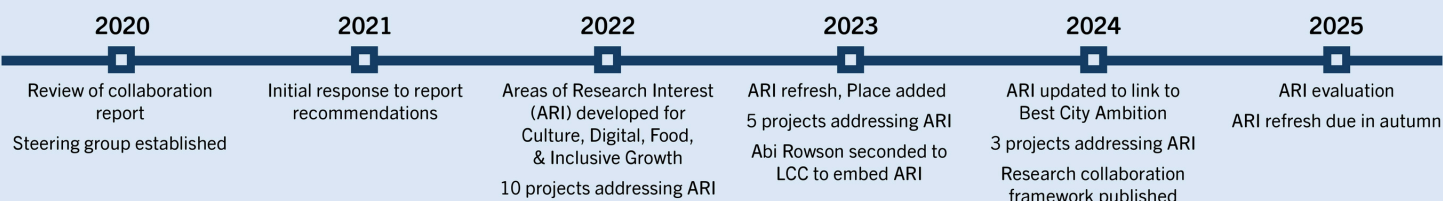
Policy Leeds connects researchers and policy professionals to enable evidence-informed policy development that tackles societal challenges at sub-national, national and international levels

Policy Leeds regional partners



Case study: Building the strategic research collaboration with Leeds City Council

Ambition: To make better use of University of Leeds research expertise to tackle urgent city challenges.



Enablers:

Strong regional collaboration
 Connected policy teams (LCC and University)

Inputs:

Research England policy support fund. 18 projects over 3 years, total awards £1m.
 Iterative refined calls to prioritise fewer, higher-quality projects
 Secondment to embed ARI as business as usual

Research collaboration framework:

Set strategic priorities: Areas of Research Interest & annual work plan
 Collaborative infrastructure: governance, contacts, & data
 Build capacity: clear engagement paths & networking
 Ongoing evaluation & communication

Desired Outcomes:

Timely, quality research
 Culture of collaboration
 Maximise resource use

Desired Impact:

Research informs better policy to improve outcomes for Leeds citizens and communities

Underpinning Policy Leeds activities

Foster collaboration

- Building strategic relationships
- Funding policy relevant research
 - Research England policy support fund projects including projects addressing Leeds City Council ARIs
 - ESRC and UKRI IAA
- Network, support, promote



Build capacity

- Training
 - Policy engagement kickstart course
 - Institute for Government political dimensions of policymaking workshop
- Support, advice and coaching
 - Developing policy briefs
 - Short-form videos
- Signpost development opportunities



Connect and communicate

- Updates and success shared via the Policy Leeds website, blog, social media and case studies
- Internal communications
- Internal Policy Leeds network connects to research community
- Member of Universities Policy Engagement Network (UPEN)





LEEDS BECKETT UNIVERSITY
SCHOOL OF HEALTH

SHAPING POLICY THROUGH DEMENTIA RESEARCH

Leeds Beckett's Centre for Dementia Research facilitates a cross-disciplinary research community. It supports the conduct of applied dementia research leading to improvements in the lives of people living with dementia, and those providing care and support to them.



We would encourage those designing or commissioning training to quality assure their products against the findings of the 'What Works' Study (Leeds Beckett University) to help reduce variability in training quality.

— Caroline Dinenage, Minister of State for Care | Ian Cumming, Chief Executive, Health Education England | Sharon Allen, Chief Executive, Skills for Care

TRANSFORMING EDUCATION AND TRAINING



Set UK and global standards for dementia training.



Empowered thousands of healthcare staff.

IMPROVING HEALTHCARE FOR PEOPLE WITH DEMENTIA



Guided support for dementia in cancer care.



Enhanced radiography practices for dementia patients.

ENHANCING ASSESSMENT AND POST DIAGNOSTIC SUPPORT



Reduced inequalities in diagnostic services.



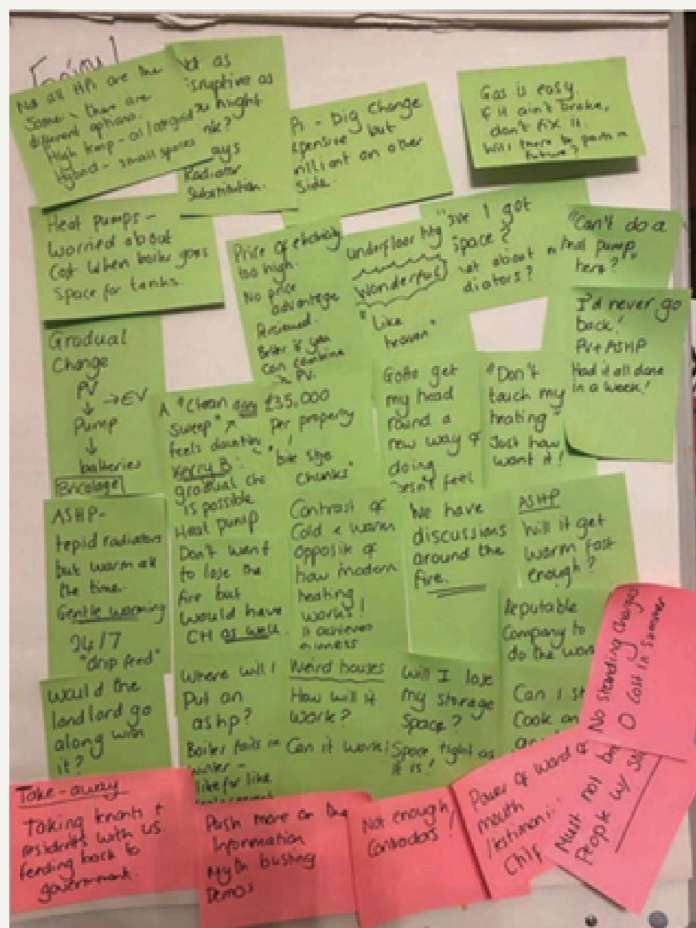
Equipped services for future treatments and diverse needs.

OUR RESEARCH TRANSFORMS POLICY, ENHANCING DEMENTIA CARE WORLDWIDE



A Public Conversation about the Past, Present and Future of Home Heating

Public engagement was a core element of a large, pan-European research project (JUSTHEAT). Rotherham was one of nine project case studies. In each case study we held at least one 'public conversation', where JUSTHEAT research participants were brought into conversation with policymakers and practitioners who are making decisions about the future of home heating locally. In Rotherham, 10 research participants from communities rarely heard in policy debates were in conversation with representatives of Rotherham council, South Yorkshire Mayoral Combined Authority (SYMCA) and local elected members. The community participants shared their hopes and fears for the low carbon heating transition and how their past experiences profoundly shape how they feel about the changes ahead.



THE VALUE OF ACADEMIC ENGAGEMENT PROVIDED TO THE POLICY PARTNER

The policymakers and practitioners present stated that they gained a different perspective on how households feel about low carbon heating transitions, appreciating the social, cultural, political and relational dimensions of the problem. This is informing local policy making and has opened up further funding opportunities to continue the conversation. Research participants felt heard and had some of their fears allayed. Engagement enabled and facilitated by academics as the 'honest brokers' enabled conversations that are otherwise unlikely to have taken place.



"As policymakers, we need to incorporate the insights from the JUSTHEAT research participants into local retrofit and regeneration strategies. This approach will help ensure that the rollout of new renewable energy sources is both fair and inclusive, ultimately delivering comfort and health benefits to all residents."

Ceri Batchelder
Senior Development Manager – Retrofit
South Yorkshire Mayoral Combined Authority



Driving Health Policy through Community-Based Social Prescribing

Centre for Regional Economic and Social Research (CRESR)

The Centre for Regional Economic and Social Research (CRESR) at Sheffield Hallam University has been leading research into social prescribing since 2012. Our work in Rotherham was a key driver behind the decision to fund social prescribing at scale as part of the NHS Long Term Plan (2018).

More recently, we have been working collaboratively with NHS South Yorkshire to deliver the national Green Social Prescribing Programme (2021-25). This research has demonstrated the value of investing in community assets to provide nature-based activities.

Impact on Policy

Our social prescribing research is driving local national health policy around prevention and neighbourhood health. This includes plans to develop a national 10-year £1 billion Shared Investment Fund to grow community activities, assets and infrastructure to address health inequalities and tackle long term conditions.

Key Findings & Impact

Using the HM Treasury WELLBY methodology, we estimated the social return on investment of the South Yorkshire Green Social Prescribing project to be £6.66 for every £1 invested.

Link to report: [GSP Value for Money Report](#)

Through our partnership with Darnall Wellbeing, we trained 15 community researchers to collect, analyse and share findings about how social prescribing could be effective in their area.

Link to project: [Culturally Sensitive Social Prescribing and Frailty Prevention](#)

Our national research into community leadership in social prescribing policy and practice highlighted the importance of centring social prescribing around community needs and assets, including investing in community activities, assets and infrastructure.

Link to report: [Community-Led Social Prescribing](#)

"The research carried out by Sheffield Hallam University into social prescribing has demonstrated that social prescribing can drive outcomes against the three key areas identified in the common outcomes framework for social prescribing. Core to this has been the ability to link and follow people's use of urgent and emergency and secondary care services (Hospital Episodes Statistics), which many local evaluations to date have been unable to do at scale. As such, the findings have formed a core part of the evidence base used to drive NHS England's policy to embed a social prescribing link worker in every Primary Care Network, as outlined in the Long-Term Plan and Universal Personalised Care."



— NHS England Representative, Strategy and Innovation Directorate, testimonial (August 2019)



Policy at and for Bradford

Working collaboratively with District of Bradford civic partners, businesses and communities to make a meaningful difference in the region is one of the driving visions of the University of Bradford. Therefore, policy engagement and impact is woven throughout our research activities across all disciplines. The future of our policy provision is to hopefully bring these disparate activities together in a centralised network for knowledge exchange and support.



Bradford YPERN – Understanding the SME Economy (Prof David Spicer, Dr Peter Mukarumbwa)

Partners: West Yorkshire Combined Authority, City of Bradford Metropolitan District Council, Federation of Small Businesses

This project aims to understand the size, scope and makeup of SMEs in the region, including sectors and economic value/impact, exploring SME policy requirements and focusing on SMEs not currently engaged in available support. The research links into the West Yorkshire system review and economic strategy – areas of focus include the SME manufacturing economy and family firms.

- The project will identify policy and practice advice in respect of the support needed by SMEs, focusing on the North of England, including the need for access to appropriate (and diverse) investment models and financial support.
- The research seeks to provide a definitive policy position on support needed for SMEs in our region.



Local Access Bradford District (Dr Amizan Omar)

Partners: LABD Board (representatives of 6 partners from local authority, financial sector, incubation centre, charity organisation and UoB), local SMEs

The programme is designed to drive the Voluntary, Community, and Social Enterprise sector in Bradford District through social investment and blended finance opportunities, aiming to strengthen the operational capacity of small and medium enterprises who are underrepresented in through tailored training, networking, and financial support. UoB leads on monitoring and formative evaluation, which feeds into programme improvement.

- £317,134 been disbursed in forms of grant and social investment to twelve VCSEs, to enable them to respond to the local communities they are serving



"We are working with Bradford Council, to build a sustainable and inclusive recreational centre at St Laves. This will enable the local communities to access, enjoy and connect with different groups, as well as contributing to health, wellbeing, and regeneration across the district."
- Caroline Kindy, Founder of Yorkshire Swim Works



"BHS aspires to become a trustworthy name in Bradford with the support of LABD for dental care. We have started as a pilot model with a vision to provide widespread access to affordable, quality dental services, and support the NHS by reducing its burden."
- Dr Fraz Ali, Founder of Brilliant Healthy Smile



VISUALISING HERITAGE
IMAGE | PROCESS | ANALYSE | PRESENT

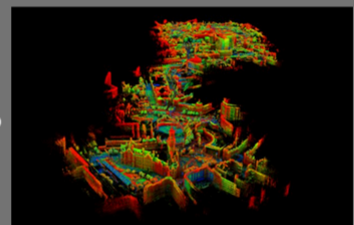
Virtual Bradford (Prof Andrew Wilson)



Partners: City of Bradford Metropolitan District Council

Co-production of an open digital twin of Bradford city centre, Saltaire UNESCO World Heritage Site and the Southern Gateway and, more recently, development of a playbook that enables local authorities to undertake their own capture using low-cost drones.

- Unimpeded access to the digital twin will help to stimulate growth, regeneration and innovation in and for Bradford.
- Council colleagues have been heavily involved in expanding the technology to other regions, putting Bradford Council in the limelight of digital innovation.
- The partnership has enabled substantial technological investment for UoB to pioneer imaging and visualisation in archaeology and anthropology



NIHR Policy Research Unit Dementia and Neurodegeneration (Prof Jan Oyebode, Dr Catherine Quinn, Dr Sahdia Parveen, Maria Caulfield)

Partners: University of Exeter, NIHR

- 'Reducing inequalities across the care pathway for minority ethnic communities' evaluates campaigns to improve awareness and reduce stigma of neurodegenerative conditions in minority ethnic communities, making five key recommendations about content, workforce, sustainability and the need for collaboration and sound data.

"Thank you for sharing your powerful story and lived experience. You gave voice to so many who often feel silenced, and your courage will inspire others."
- Comment from a webinar participant to Expert by Experience



Research

- Research interests include access and widening participation in art and design education. Broadhead serves on the Journal of Widening Participation and Lifelong Learning's editorial board.
- Co-authored "Practical Wisdom and Democratic Education - Phronesis, Art and Non-traditional Students", Palgrave Macmillan (2018).
- Edited a book, "Access and Widening Participation in Arts Higher Education", Palgrave Macmillan (2022).
- Other research includes the Learning Returns project and research into the experiences of students from minoritised ethnic backgrounds.
- Co-investigator for YPIP project looking at skills, advice and guidance in the creative industries.

**Prof.
Samantha
Broadhead**

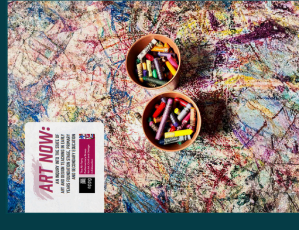
- Research interests include the harms and potential benefits of selfies and social networking sites.
- Woolley's research on gender stereotypes on social media was published in "Consuming the Body: Capitalism, Social Media and Commodification", Bloomsbury Academic (2022).
- Uses creative approaches to develop ways in which selfie-taking can be a practice of self-care.
- Explores how sharing selfies can build caring communities, particularly LGBTQ+ communities who experience hostility online twice as frequently as those not marginalised due to their gender or sexuality.
- Methods include art installations, workshops, and a smart phone app (#RebelSelves) developed in collaboration with Charlotte Roe, a young queer app developer.



**Garry
Barker**

Policy engagement

- Art Now: An Inquiry into the state of Art and Design teaching in Early Years Foundation Stage, Primary and Secondary Education.
- Contributed to debate around state of arts education, reporting to APPG Art, Design and Craft Education.
- As part of YPIP call for advice and guidance that supports education and sustainable growth in the creative industries.
- Continuous professional development for professionals working in careers, advice and guidance throughout the pipeline into the creative industries. Working with Bradford City Council to influence Policy relating to careers advisors.



- Findings could impact policy and local authority guidelines on visual literacy and gender stereotypes.
- Changing selfie-taking practices will have a positive impact on the visual culture of social media and user mental wellbeing.
- Resources created will aim to raise awareness and build resilience against objectifying online content. These could link into PSHE curriculum in schools and be shared with public sector charities and community organisations.

**Dr.
Dawn
Woolley**

- Barker's research has been used to open dialogues with the medical community, doctors and consultants, as to the need for more holistic approaches to healing, especially approaches that involve patients and their agency in the process of their own healing.
- The research demonstrates a need for a much wider approach to medical intervention and that healing in particular involves mental as well as physical interventions and that art may provide a significant answer to this issue.
- The findings could impact policy in relation to a more holistic approach to medical interventions and the work done provides an alternative to a science centred approach to problem solving.



Asylum and Refugee Policy as a Driver of Homelessness: Engaging the Regional Context

1. Data: Setting the scene

Collating and analysing data on levels of homelessness in Yorkshire and Humber.



3. Mapping housing pathways/support

Mapping and raising visibility of the gaps in the asylum system which leave people destitute and contribute to homelessness.



2. Understanding challenges and testing project priorities with local and regional organisations

- Yorkshire and Humber Migrant Health Network, Health, Housing and Homelessness workstream and the West Yorkshire Housing and Health Network
- West Yorkshire Integrated Care Board
- Local authorities - Leeds City Council, Wakefield Council and Calderdale
- Charities - Migration Yorkshire

4. Drawing on local/regional expertise to validate the mapping work

Validating analysis with experts in migration and housing and with people who have direct experience of the asylum process.



5. Sharing knowledge and pathway to impact

- Report is being prepared with findings and recommendations directed at the local and regional housing sector
- COLIF funding for workshops with Yorkshire and Humber based housing associations, local authorities and charities to discuss practical action to reduce and prevent homelessness among new refugees and people seeking asylum.



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