

# Using Third Sector Research to Influence Policy and Practice

**Tuesday 1 June**

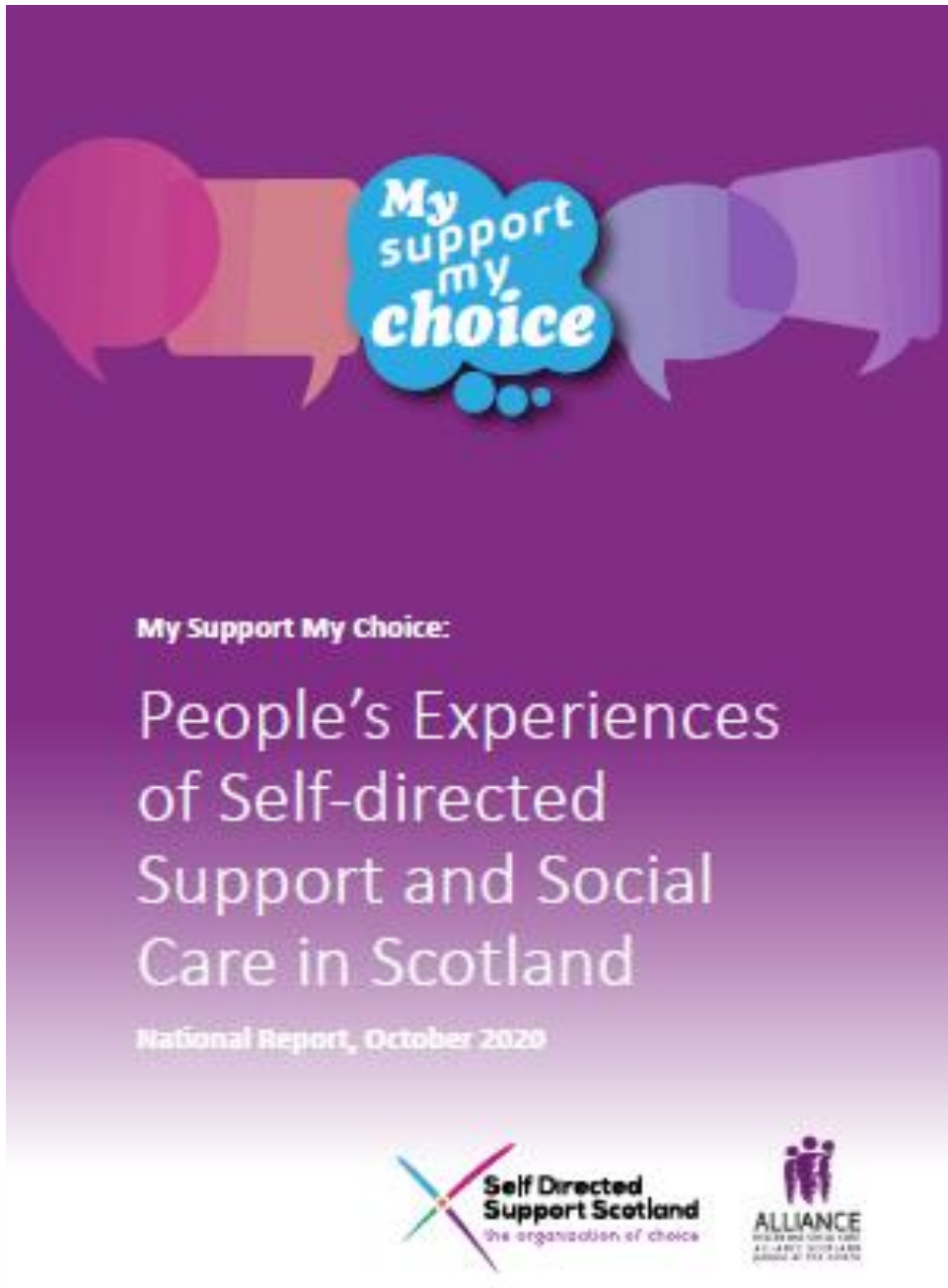
**1:00 – 2:30 BST**

**A Policy Scotland/Third Sector Research Forum Event**



# Agenda

- 1:03 – 1:05** Introduction and Aims of day (Sarah Weakley)
- 1:05 – 1:20** TS Presentation 1 (Hannah Tweed, The ALLIANCE)
- 1:20 – 1:35** TS Presentation 2 (Robbie Calvert, RTPi)
- 1:35 – 1:40** Q & A for TS Presentations/Buffer (S.Weakley chair)
- 1:40 – 2:00** Sarah Weakley presentation (15) & Intro to Jamboard activity (5)
- 2:00 – 2:15** Breakout Groups: Jamboard Activity of Stakeholder Mapping exercise
- 2:15 – 2:25** Discussion of Jamboards (S.Weakley)
- 2:25 – 2:30** Quick eval and thanks, additional info and resources



# My Support My Choice: People's Experiences of Self- directed Support and Social Care

**Dr Hannah Tweed**

Senior Policy Officer

Health and Social Care Alliance Scotland  
(the ALLIANCE)

# What is 'My Support My Choice'?

- Partnership – the ALLIANCE and SDSS
- Co-production (peer researchers)
- Mixed methods (survey, interviews, focus groups)



# Project development

- Working with local authorities (design, distribution, chapters, feedback sessions)
- Working with third sector partners (design, advertising, recruitment, local contacts/expertise)



# Communications

- National conferences/events and consultation
- High staff turnover – contacts lists (LA/HSCP)
- GDPR and data sharing agreements
- The joys of franking... #ExpectTheUnexpected

**Overall = improved local engagement**





# Thank you!

**Hannah Tweed**

Senior Policy Officer

Health and Social Care Alliance Scotland (the ALLIANCE)

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**MSMC reports available here:** <https://bit.ly/3k2cKUL>





# Implementing 20 Minute Neighbourhoods in Policy and Practice

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Using research to influence policy and  
practice

# Policy & research work

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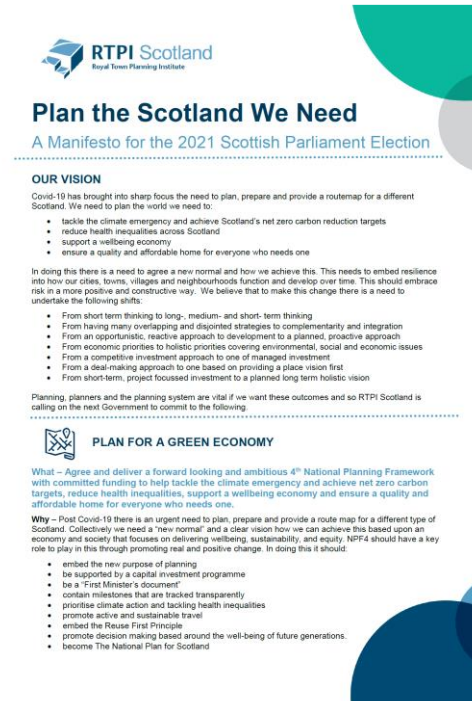
Land reform      Economic development      Short-term lets  
Housing      Landscape      Rura  
Design      20 minute neighbourhoods      Planning performance  
Local Place Plans      Transport      Equality, diversity and inclusivity  
Infrastructure      Heritage  
Enforcement      Renewables      Development management  
Smart cities      Town centres      Green infrastructure  
Local government      Climate change      Health and planning



# The Royal Town Planning Institute



# Conception of work



# Understanding the space

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# What are 20 Minute Neighbourhoods and why?



**YouGov**

Sample Size: 1192 adults in London  
Fieldwork: 29th March - 1st April 2021

| Total             | Mayoral Voting Intention |            |               |            |            |               |              |              |            |       |            |                |         | Westminster VI |     |         |
|-------------------|--------------------------|------------|---------------|------------|------------|---------------|--------------|--------------|------------|-------|------------|----------------|---------|----------------|-----|---------|
|                   | Shaun Bailey             | Sadiq Khan | Luisa Porritt | Sian Berry | Mandu Reid | Peter Gammons | David Kurten | Laurence Fox | Brian Rose | Other | Don't know | Would not vote | Refused | Con            | Lab | Lib Dem |
| 1192              | 201                      | 378        | 58            | 74         | 11         | 9             | 1            | 34           | 26         | 15    | 258        | 71             | 56      | 257            | 415 | 68      |
| Unweighted Sample | %                        | %          | %             | %          | %          | %             | %            | %            | %          | %     | %          | %              | %       | %              | %   | %       |

Since last year's lockdown, many London boroughs have put in place 'low traffic neighbourhoods' that restrict the use of motor vehicles by reducing through traffic on residential streets. Generally speaking, do you support or oppose the introduction of 'low traffic neighbourhoods' in London?

|                      |           |           |           |           |           |           |           |            |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 19        | 11        | 29        | 26        | 29        | 16        | 19        | 0          | 9         | 15        | 11        | 14        | 6         | 13        | 13        | 24        | 14        |
| Tend to support      | 33        | 25        | 42        | 33        | 33        | 20        | 65        | 0          | 27        | 29        | 16        | 26        | 27        | 40        | 26        | 42        | 38        |
| <b>TOTAL SUPPORT</b> | <b>52</b> | <b>36</b> | <b>71</b> | <b>59</b> | <b>62</b> | <b>36</b> | <b>84</b> | <b>0</b>   | <b>36</b> | <b>44</b> | <b>27</b> | <b>40</b> | <b>33</b> | <b>53</b> | <b>39</b> | <b>66</b> | <b>52</b> |
| Tend to oppose       | 17        | 24        | 11        | 27        | 11        | 27        | 17        | 65         | 23        | 6         | 48        | 22        | 14        | 6         | 23        | 12        | 19        |
| Strongly oppose      | 18        | 31        | 8         | 10        | 13        | 5         | 0         | 35         | 41        | 34        | 26        | 19        | 31        | 5         | 27        | 14        | 9         |
| <b>TOTAL OPPOSE</b>  | <b>35</b> | <b>55</b> | <b>19</b> | <b>37</b> | <b>24</b> | <b>32</b> | <b>17</b> | <b>100</b> | <b>64</b> | <b>40</b> | <b>74</b> | <b>41</b> | <b>45</b> | <b>11</b> | <b>50</b> | <b>26</b> | <b>28</b> |
| Don't know           | 13        | 9         | 9         | 3         | 14        | 32        | 0         | 0          | 0         | 15        | 0         | 20        | 22        | 36        | 10        | 8         | 19        |

Would you support or oppose extending the Congestion Charge zone to cover all of Greater London?

# 20 Minute Neighbourhood Briefing



Planning policy: data, density, transport, services, opens spaces

Development management: pre-application, planning obligations, outcomes-focused performance assessment

Place-based partnerships:  
Place Principle, Local  
Place Plans

# Dissemination

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News  
release

Social Media

Political lobbying

Writing opportunities

Consultation Responses

Speaking Opportunities

20 Minute Neighbourhood network





**RTPI Scotland**  
Royal Town Planning Institute

# Thanks for listening!

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Twitter: @calvertplans

Robbie.calvert@rtpi.org.uk

Speaker Q & A via chat or Raise Hand function



# UNDERSTANDING & ACHIEVING POLICY INFLUENCE: YOUR STAKEHOLDERS

1 JUNE 2021

**Dr Sarah Weakley (Policy  
Scotland, UofG)**



# WHAT: POSITIONING YOUR RESEARCH

**Overarching question: Why should this person care about this work?**

**Consider things like:**

- **The types of research they already use** (Is this something new?);
- **Has the organisation started to consider a new direction** (e.g. what's in the Programme for Government, State of the City, Annual Reports that give their areas of future work)
- **Look ahead; what policy problems are coming down the line**

## **WHAT IS AN EXPERT?**

A lot of the time policymakers are looking for expertise broadly rather than a narrow study – your WHAT may also be your expertise and experience on a policy topic.

# WHO ARE THE POLICY ACTORS THAT ENGAGE WITH TS RESEARCH?

- Research and evidence produced by and for third sector organisations are of interest to many policy areas (and usually more than 1)
- Useful to think of broad **POLICY ACTORS: people that make policy (legislators), people that design policy (civil servants), people that deliver policy (civil servants, public sector, third sector), people that influence policy (think tanks, universities, third sector/advocacy orgs)**
- Levels of influence and action: UK-wide (reserved policy areas), Scotland, regional, local authority, neighbourhood/ward
  - Engagement at local authority can also influence practice more notably if you can find the right person!

# A CLUTTERED LANDSCAPE

## **Policy Actors in Parliament and Government:**

- The distinction between reserved and devolved policy areas is not neat and tidy
- Parliament and Government are distinct bodies and there are lots of others
  - Identify the individual as well as the organisation
- Remember that policymaking institutions are complex – and the different parts don't talk always to each other
- Your evidence will likely be aligned with or sit alongside a Scottish Government Directorate. Analysts within these Directorates also produce lots of evidence that would be useful to be aware of.



# WHY SO MUCH ON STAKEHOLDERS?

## **Policy engagement is built on relationships**

- And a lot of these relationships/info is not written down! Mentoring important.
- Consider a relationship manager tool (can be simple!) for yourself (e.g. OneNote, Excel sheet) – especially because in both policy and third sector world hats change frequently

## **Stakeholders are not just those who will passively receive your research**

- They can be advisors, collaborators, advocates, critical friends
- Beyond recipients (those you want to influence), who else is in your **space** (those doing similar work to you in a different location, those doing tangential work to you)
- **Example:** Regional TS org who has done work on care leavers; supplements national care TS organisation evidence; other orgs (TS and public sector) working in youth work, employability, widening participation

# APPROACHES TO UNDERSTANDING YOUR AUDIENCE (1)



One way to map what policy areas and actors work in your space is a using a quick schematic, with your evidence in the middle.

Then consider:

-> Relevant policy areas

-> National actors

-> Local actors/orgs

-> Individuals in those orgs (if known)

## Mental Health:

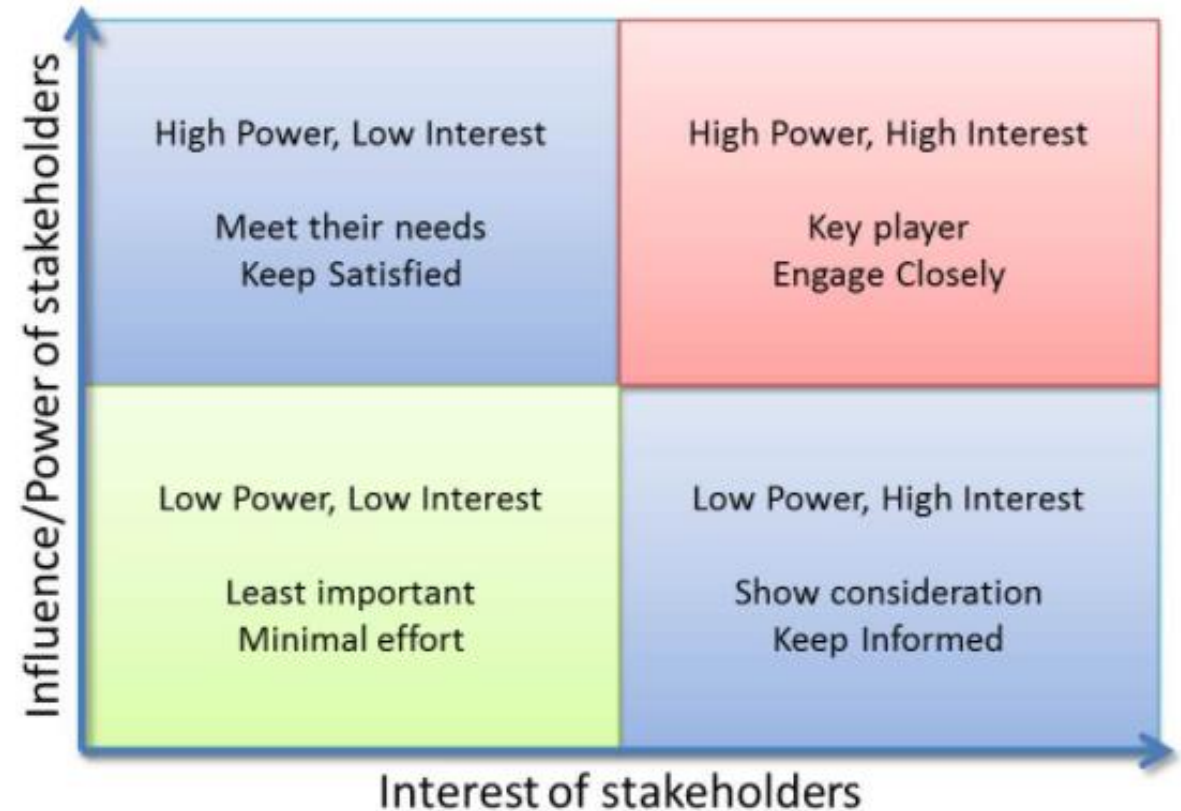
- SAMH
- Health and Social Care Directorate
- Local Health Board/HSCP
- Voluntary Health Scotland
- Mental Health Fdn

GGC HSCP  
Head of  
Health  
Improvement  
& Equalities



# STAKEHOLDER MAPPING

- Another widely used tool for organisations to use when considering who and where to engage is Mendelow's matrix
- People map their stakeholders on a matrix based on the stakeholder's power to change policy/action and interest/alignment with the work
- Can help inform how to engage with each stakeholder and for what purpose (e.g. advocacy, collaboration, policy change)



## Stakeholders Analysis: Power/Influence-Interest Matrix

Stakeholders Management / By Carlos Eduardo Martins Serra

# BREAKOUT SESSION (2:00 – 2:15)

- **15 minutes: Stakeholder Mapping using Jamboard & Discussion**
- Think of a project or piece of research you have worked on/are working on at any stage
- Identify 2/3 stakeholders and place each sticky in of the quadrants in the Jamboard (organised like the matrix in previous slide)
  - **Jamboard Link found in chat – click on it now!**
  - Go to slide that corresponds to your room number
  - Each sticky must be in a separate quadrant
  - **If you ARE NOT comfortable speaking on this to the larger group in plenary, please indicate this on your sticky note with an asterisk (\*)**
- **If you have time in your breakout groups, chat to others:** What's your relationship like with this stakeholder now? What do you want to improve, any ideas? Seek feedback from others!

# Contact us & more resources

- Examples of policy engagement outputs/content on the **Policy Scotland** website, University of Glasgow (including on 'the how'): <https://policyscotland.gla.ac.uk/>
- Sarah Weakley, Research and Impact Officer: [sarah.weakley@glasgow.ac.uk](mailto:sarah.weakley@glasgow.ac.uk)
- More information along these lines at **Scottish Policy and Research Exchange** website too: <https://spre.scot/>

**Eval questions in chat!: WHAT IS ONE KEY TAKEAWAY FROM THIS SESSION?**

**Or: WHAT IS ONE THING YOU MIGHT DO DIFFERENTLY AFTER THIS SESSION?**

