**FHLS Public Engagement with Research (PER) Strategy**

**1. Introduction and context**

* **Definition of Public Engagement.**

The University (OBU) has adopted the following definition put forward by the National Coordinating Centre for Public Engagement (NCCPE):

*“Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit…We will contribute to the health, wellbeing, social and cultural vitality of our local communities through a range of staff, student, research and public engagement activities.”*

* **Definition of Public Engagement with Research (PER)**

The OBU definition of public engagement covers many aspects including research, teaching and widening participation. However, due to the remit of the FHLS Research Office, we are focussing on ‘public engagement with research’ only and have adopted the University of Oxford definition of PER:

“*Public engagement with research describes the many ways that members of the public can be involved in the design, conduct and dissemination of research. High-quality engagement is a two-way process with the goal of generating mutual benefit between the public and researchers and ultimately enhancing the quality or impact of research. There are many* [*benefits to engaging the public with research*](https://www.ox.ac.uk/research/public-engagement/why-engage#content-tab--2) *and engagement activities can take many different forms. The kind of activity undertaken will vary depending on the purpose of the engagement”*

*The Funders of Research in UK Concordat states that:*

*“Public engagement with research describes a diversity of activities including:  participating in festivals, working with museums / galleries / science centres and other cultural venues, creating opportunities for the public to inform the research questions being tackled, researchers and public working together to inform policy, presenting to the public (e.g. public lectures or talks), involving the public as researchers (e.g. web based experiments), engaging with young people to inspire them about research (e.g. workshops in schools), and contributing to new media enabled discussion forums”*

**2. Aims of OBU public and community engagement**

The broad aims of OBU public and community engagement are:

**AIM 1:** To involve our communities in the university’s research and teaching so as to foster the love of learning, to inspire the students and researchers of tomorrow, and to receive feedback on how the university can improve its own practice the better to serve its public

**AIM 2:** To leverage the university’s research and expertise to develop better professional and business practice, and by working with professional and business communities to understand how this can best be achieved

**AIM 3:** To participate in civic and community forums as a fully engaged stakeholder to address the challenges and concerns affecting the community as a whole and provide opportunities for university staff and students to become involved in community affairs through volunteering and other forms of engagement

**AIM 4:** To enrich the life of society through the promotion and sponsorship of cultural events and exhibitions and by making available university spaces and facilities for public use

**3. FHLS Implementation of PER strategy**

**FHLS Key PER Activities**

The FHLS research community will support, foster, and implement key PER activities to address all four aims of the overarching OBU PE and community engagement strategy within the confines of the PER definitions set out on page 1. Each FHLS PER activity in this strategy includes short, medium and long term aims with associated outcome/data points.

* **Evaluating PER aims**

All FHLS PER aims must be mutually beneficial for FHLS researchers and their chosen public(s) and positively contribute to improving the quality of FHLS research, innovation and knowledge exchange. This will be a consideration when researchers choose informal/formal evaluation methods, as part of their PER plan(s), which in turn will produce evidence-based outcomes and data.

* **FHLS PER U.K wide links and collaborations**

Where possible, FHLS PER activities will link/collaborate with OBU wide research networks and local and national organisations (e.g., other HEI’s, public spaces such as libraries and museums) in order to maximise the impact of PER activities.

* **FHLS PER Leads**

FHLS will appoint FHLS Departmental ‘PER Leads’ who will use KE WLP hours to help bring PER activities and aims to fruition. They will also contribute to building upon existing PER activities in order to develop a ‘culture of PER excellence’ within FHLS.

* **Building on and developing current FHLS PER**

This strategy recognises that FHLS has a history of undertaking successful PER activities. With the support of PER Leads, the FHLS Research Office (RO), specifically the Research Engagement Officer (REO) will gather data and outcomes around existing FHLS PER (to help identify good practice, for example) and develop a culture of PER training and development to help reach the aims outlined in this strategy. Therefore, existing PER activities that fall outside of this framework should continue and the framework will be updated to take these activities into account, if appropriate.

* **FHLS PER strategy review**

The FHLS PER strategy will be monitored and progress against the strategy will be reported to RKEC on a quarterly basis.  The PER strategy will be updated at the start of each academic year (refer to the ‘reporting mechanisms’ section in this document).

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| ***AIM 1: To involve our communities in the university’s research and teaching so as to foster the love of learning, to inspire the students and researchers of tomorrow.*** |
| **Key activity:** Work with local secondary schools and feeder primary schools to deliver impactful PER. We will work in collaboration with other local and national organisations as appropriate to deliver PER activities. For example, other H.E institutions FE colleges, museums, libraries and youth sector organisations. Collaborations should also help to access hard to reach groups of school aged young people, such as home-schooled young people, young people at risk of NEET, young people in care etc. |
| **Short term objectives:**     1. Work with Departmental PER Leads to collate existing activity data, materials and outcomes. 2. Select a “test case” secondary school to develop an optimised approach and work package   *- FHLS academics and research students deliver PER activities in school*  *- School students and staff engage in RIKE based PER activities on campus or local community*  **Outcomes/data to include:**     * Outcomes and data will be gathered from evaluation of PER activities. This may be formal or informal evaluation, using evaluation methods described by the [National Co-ordinating Centre for Public Engagement.](https://www.publicengagement.ac.uk/do-engagement/evaluating-public-engagement/evaluation-resources)      * Outcomes and data Indicate current level of FHLS PER engagement overall with secondary school aged young people (e.g.   profiles of academics engaging, age range of engaged young people, impacts on academics’ research) * Outcomes and data form recommendations to help drive the medium objective of this aim * Outcomes and data indicate PER training and development needs for FHLS researchers * Social media, web, media monitoring analytics as appropriate |
| **Medium Term objective:**  *Based on the findings from the short-term projects, to develop a hybrid PER ‘schools’ programme across max of 3 secondary schools and each school’s feeder primary school(s) (as appropriate) to provide young people and school staff the opportunity to engage with FHLS academics and their research and/or KE. The PER programme should potentially be transferable to all schools and other organisations that ‘host’ school aged young people, across the U.K.*  **Outcomes/data to include:**   * Outcomes and data will be gathered from evaluation of PER activities * Outcomes and data Indicate current level of FHLS PER engagement overall with secondary school aged young people (e.g., profiles of academics engaging, age range of engaged young people, impacts on academics’ research) * Outcomes and data Indicate current PER training and development needs for FHLS researchers * Outcomes and data form recommendations that drive the long-term objective of this aim * Social media, web, media monitoring analytics as appropriate * Compare medium objective outcomes and data with short term objective and outcomes and data |
| **Long term objective to include:***To have an established and sustainable PER schools programme across Oxfordshire and wider community to provide;*   * *Hybrid opportunities for young people and school staff to engage with FHLS academics and their research* * *Opportunities for School staff and young people and FHLS academics to have a two-way dialogue that helps to drive FHLS RIKE and that is mutually beneficial*   **Outcomes/data:**   * Outcomes and data will be gathered from evaluation of PER activities * Outcomes and data Indicate current level of FHLS PER engagement overall with secondary school aged young people (egg, profiles of academics engaging, age range of engaged young people, impacts on academics’ research) * Outcomes and data Indicate current PER training and development needs for FHLS researchers * Outcomes and data form recommendations that drive the development of this aim * Social media, web, media monitoring analytics * Compare long, medium- and short-term objectives outcomes and data |

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| ***AIM 2: To develop better professional and business practice by working with professional and business communities*** |
| **Key activity:** *This aim will be driven by the FHLS Innovation Team (FIT) with support from the REO in order to undertake PER activities to develop ‘responsible’ FHLS innovation which is mutually beneficial to both FHLS researchers and public(s) (public(s) include businesses and other professions)*  ***Research around innovation and public engagement has been carried out by*** [***https://www.nesta.org.uk/***](https://www.nesta.org.uk/) ***and the findings here may help drive FIT’S public engagement goals*.** |
| **Short term objective**: FIT to work collaboratively with the REO, professional and business communities and identify public(s) to engage with developing ‘responsible’ research innovation.  **Outcomes/data:**   * via FIT reporting, a list of identified public(s) is established |
| **Medium Term objective:**  *Audience consultation around ‘responsible innovation research’ public engagement events*  **Outcomes/data to include:**   * Outcomes and data derived from PER evaluation designed to engage key audiences in consultation and PER planning * Outcomes and data informs and drives the long term objective |
| **Long term objective**:  *PER events delivered and programme continues to develop and drive FHLS research innovation*  **Outcomes/data to include:**   * Outcomes and data derived from PER evaluation designed to engage key audiences in consultation and PER planning * Outcomes and data informs and drives future PER activities around FHLS research innovation and research innovation itself * Outcomes and data identify training needs around PER and innovation for researchers |

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| ***AIM 3: To participate in civic and community forums as a fully engaged stakeholder to address the challenges and concerns affecting the community as a whole*** |
| **Key Activity:** *HLS academics deliver PER activities in collaboration with community and civic forums, addressing challenges (related to Health and Life Sciences) that affect the wider public, including hard to reach groups. Work in collaboration with local and national community and civic organisations where possible to deliver PER activities.* |
| **Short term objectives:**   1. *Work with Departmental PER Leads to collate existing activity data, materials and outcomes.* 2. *To participate in forums with local community leaders to identify the key challenges they are trying to address.  This will include, identifying community organisations to work with, initial meeting with organisation staff and community leaders*   **Outcomes/data to include:**   * Outcomes and data will be gathered from evaluation of PER activities. * Outcomes and data inform and drive the medium-term objective of this aim * Outcomes and data inform PER training and development needs for FHLS researchers |
| **Medium Term objective:** T*o co-design a series of community PER workshops/activities/events*  • PER activities to be included as part of FHLS public programmes starting December 2022  • PER activities evaluated early 2023  **Outcomes/data to include:**   * Outcomes and data will be gathered from evaluation of PER activities * Outcomes and data Indicate current level of FHLS PER engagement with public(s) around health and life science related challenges * Outcomes and data Indicate current PER training and development needs for FHLS researchers * Outcomes and data form recommendations that drive the long-term objective of this aim * Social media, web, media monitoring analytics as appropriate * Compare medium objective outcomes and data with short term objective and outcomes and data |
| **Long term objective**: *To have an established and sustainable PER programme across Oxfordshire (that can be transferable across the UK) that addresses health and life sciences challenges faced by communities.*  **Outcomes/data to include:**   * Outcomes and data will be gathered from evaluation of PER activities * Outcomes and data Indicate current level of FHLS PER engagement with public(s) around health and life science related challenges * Outcomes and data indicate current PER training and development needs for FHLS researchers * Outcomes and data form recommendations that drive the development of this aim * Social media, web, media monitoring analytics as appropriate * Compare short-, medium- and long-term objective outcomes and data |

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| ***AIM 4: To enrich the life of society through the promotion and sponsorship of cultural events and exhibitions and by making available university spaces and facilities for public use*** |
| **Key Activity:** *Bespoke FHLS PER programme of activities, events, exhibitions, lectures and podcasts. Work in collaboration with other local and U.K organisations where possible to plan and deliver PER activities.* |
| **Short term objective:** *To establish**a hybrid FHLS PER programme for December 2022**by*  *appointing PER Leads to work with REO, stakeholders and public(s) to Identify key activities/events and leaders/organisers for each one.*  **Outcomes/data to include:**   * Outcomes and data will be gathered from evaluation of PER activities * Outcomes and data indicate public(s) current level of FHLS PER engagement overall * Outcomes and data form recommendations to help drive the medium objective of this aim * Outcomes and data indicate PER training and development needs for FHLS researchers |
| **Medium Term objective:** *Deliver and evaluate 2022-2023 FHLS hybrid PER programme, that*  *includes a range of inclusive and co-designed activitie*s.  **Outcomes/data to include:**   * Outcomes and data will be informed by evaluation of PER activities * Outcomes and data indicate public(s) current level of FHLS PER engagement overall * Outcomes and data indicate PER training and development needs for FHLS researchers * Outcomes and data form recommendations to help drive the medium objective of this aim * Short- and medium-term objectives and data are compared |
| **Long term objective:** *To have an established and sustainable PER programme of activities,*  *events, exhibitions, lectures and podcasts, that is evaluated in early 2025 (looking at 2022 – 2023 and 2023 to 2024)*  **Outcomes/data to include:**   * Outcomes and data will be informed by evaluation of PER activities * Outcomes and data indicate public(s) current level of FHLS PER engagement overall * Outcomes and data indicate PER training and development needs for FHLS researchers * Outcomes and data form recommendations to help drive the future of this PER programme * Short-, medium- and long-term objectives and data are compared |

In addition to the four OBU aims above, FHLS has identified a fifth training aim:

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| ***AIM 5: To develop a training package for PE Leads and the wider FHLS research community*** |
| **Key activity:** *Identify, co-ordinate and (where appropriate) deliver internal PER training opportunities to FHLS research staff and students as well as the wider Faculty staff and students (as appropriate), identify and communicate relevant OBU-wide PER training opportunities, identify and communicate external PER training opportunities.* |
| **Short term objectives:** REO and FHLS PER Leads work together to identify common training and developing needs to meet each FHLS PER strategy aim.  **Outcomes data to include:** Report identifying training and development needs identified and maps existing resources and training available. New resources, workshops needed identified. |
| **Medium term objectives: R**EO works with OBU PE and Outreach Leads to develop new PER training/resources as needed, training delivered Spring 202**2**  **Outcomes data to include:** Findings from bespoke PER workshop evaluations |
| **Long term objectives:** FHLS are able to maintain and develop a sustainable PER training and development programme that positively contributes to the successful delivery of FHLS PER  **Outcomes data to include:** Include information gathered from training evaluations and FHLS PER activity evaluations |
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**4. Reporting mechanisms to promote and celebrate our PER activities**

**Faculty level**:

* FHLS research social media accounts
* FHLS Research Roundup Newsletter – include a section on PER activities/meetings
* Implement HLS PER award ceremony
* REO reports at relevant FHLS meetings (e.g. FHLS RKEC meetings/ OxINMAHR meetings)
* Internal Annual report
* Implement PER award for student researchers at FHLS PGRS

**OBU level**:

-  Staff update newsletter

-  PEN newsletter (and OBU PEN Twitter account)

-  Media Relations team for newsworthy PER stories that can be submitted on OBU webpages and to wider media

- ‘Brookes Unscripted podcast’

-  PEN (e.g., our researchers could present about their PER activities)

-  Research network newsletters/meetings and other activities

- Other OBU committees and meetings.

**NOTES**

**PER Leads**

Currently the HLS REO meets monthly with SK (Psychology/ PER champion) DN (RL BMS) JC (RL SHSSW) JA (RL OSNM).

**Instead, a dedicated PER champion in each FHLS UoA would be more beneficial because;**

* For REF, it would provide the RL or UoA Coordinator with a dedicated person to support the reporting of PER and a mutually supportive connection for the UoA Impact Officers for REF (as PER is the pathway to impact). The REO can further support by providing reports on PER activities at RL meetings and RKEC.
* It provides HLS academics with an opportunity for staff development, strengthening career prospects and more opportunity for PER expertise to be passed on to other researchers
* Having a dedicated PER champion for each HLS UoA would further support the OBU PER and Outreach Leads and also OBU to meet it’s PER objectives

‘PER Leads’ should;

* Have KE/Research hours in their WLP dedicated to ‘championing’ PER
* Have their role reviewed (informally and formally as appropriate) annually
* Be part of the OBU public engagement network (PEN)
* Undertake PER training and development opportunities (e.g. training on evaluation which is offered centrally by OBU)
* Help to identify PER training and support needs in their departments/research centre/group(s)
* Contribute to the development of Faculty PER and support
* Have a presence on the relevant OBU research networks
* interface with the National Coordinating Centre for Public Engagement (e.g., by attending their ‘engage conference’ and being familiar with how to access resources)
* Contribute to the monthly ‘FHLS Research RoundUp Newsletter’
* Work with the REO to develop HLS research presence in the community
* Support the REO in making sure HLS researchers have a presence at central OBU PE events (e.g., Science Bazaar) and external PER events in Oxford, where mutually beneficial to FHLS research
* Report to Faculty meetings (RL/RKEC/OXINMAHR as needed (unlikely to be on a regular basis)
* Support embedding of PER into FHLS by talking at student inductions (research and UG) and departmental meetings.
* Support REO in gathering HLS departmental data and outcomes for PER and reporting (e.g the review of this strategy)

**Other OBU stakeholders and meetings**

* REO meeting with the OBU PER and Outreach Leads
* REO meets with the OBU Impact Officer monthly
* REO attends the Communications, Marketing and Engagement Directorate ‘Trello meetings’ and regularly connects and meets with the OBU News and Media Relations team (which includes FHLS Link Media and News Relations Officer).