

## ENRICHING ENGAGEMENT: Embedding Awards Application Guidance Closing Date for Expressions of Interest: 1 July 2021

### Introduction

1. *Enriching Engagement* is piloting a new way of running the [Wellcome Public Engagement Enrichment](#) grants scheme by the provision of devolved funding to the University of Oxford to allocate as internal grants.
2. *Enriching Engagement* is open to Wellcome grant holders and awardees, across all disciplines, at the University of Oxford, to develop and deliver Public Engagement with Research projects. These projects must engage the public with the research within the main Wellcome research award or grant.
3. The Principal Investigator of the *Enriching Engagement* application must be the awardee or the grant holder (either the Principal Investigator or named Co-Investigator) of the main Wellcome research award or grant.
4. The Project Lead of the proposed *Enriching Engagement* activity can be the PI or a different member of the project team based at the University of Oxford, in which case your Project Lead should be listed as the first named co-I on your IRAMS *Enriching Engagement* application. Other co-applicants can include researchers, public engagement officers and other professional services staff and external partners.
5. The regular rounds of *Enriching Engagement* are for awards of £10k - £100k (the next round will open June 2021 and close September 2021). The Oxford PER website contains [more information on the regular rounds](#), including application guidance and summaries of awarded projects. The Embedding Awards are a special round of *Enriching Engagement*, for awards of £150k - £300k.
6. For the pilot period (July 2019 – September 2021), all Wellcome-funded researchers at the University of Oxford can no longer apply to Wellcome directly for this funding; they must instead apply to the University's *Enriching Engagement* scheme. There are some exceptions to this, alongside the list of some schemes from which you cannot apply for *Enriching Engagement* funding (see Appendix below).
7. The *Enriching Engagement* grants scheme is developed and delivered by the Public Engagement with Research teams in Research Services and the Medical Sciences Division.

## Planning your application

8. The Embedding Awards application process opened in spring 2021, with Expressions of Interest (EOIs) due 1 July 2021; EOIs will be assessed by a funding panel in July, with some invited to develop their proposals into full applications; full applications due September 2021.

9. A key part of this pilot scheme is providing engagement support and guidance with the aim of increasing the quality of proposals and impact of the resulting funded projects. There is significant expertise on offer from the University's public engagement staff (based in Research Services, the Divisions and departments) to support applicants in developing their ideas and shaping their plans through workshops and one-to-one meetings. All applicants are expected to have consulted members of the university's public engagement staff in the development of their application; contact [publicengagement@admin.ox.ac.uk](mailto:publicengagement@admin.ox.ac.uk) to arrange this support if you do not already have contact with public engagement staff.

10. The Eligibility Criteria for the Embedding Awards are as follows:

- **Clear and direct link to Wellcome-funded research:** the PI must be the Wellcome Research grant PI or named Co-I, and the proposed Embedding Award project must be directly linked to the Wellcome funded research. The Project Lead can be another researcher (Wellcome-funded or otherwise) or Oxford professional services staff member.
- **Length of project:** 2 - 5 years. 18 months will be considered in exceptional circumstances. Project end date must be co-terminous with the main research grant.
- **Partnership:** all Embedding Award applications will be required to have an external partner in place by the time they submit their full application in September, if they progress to that stage. However, EOI submissions (due in July) will be accepted without an external partner already in place.
- **Clear and specific target public groups and communities:** a public/communities/stakeholder analysis must be performed as part of the development of the full application process and will be required to be submitted as part of the full application. Applicants must clearly think through and articulate the target publics/communities to engage.
- **Co-production & co-creation:** all Embedding Award projects must be developed and delivered in partnership with an external organisation or community group. Furthermore, all projects must involve the target public/community group(s) in the development in some way (i.e. the public and communities cannot 'just' be the recipients of the project activities). The project must be focused on the needs and interests of the partner and/or particular communities, in addition to addressing research needs and interests.
- **Scoping and piloting:** the proposed project must build on, enhance and scale-up an existing innovative and creative activity that has been scoped, or piloted and evaluated. Therefore the proposed project must have been either:

- fully scoped prior to submission of the full application. ‘Fully scoped’ is defined here as a project that has explored, considered, and defined its purpose, audience, format, and potential outcomes, in close collaboration with the external partner, with a realistic, evidence-based, and detailed budget.
  - OR fully scoped and piloted: the proposed project will build upon a piloted project or existing project – the aim must be to scale-up and significantly enhance or enrich the previous activity.
- Please also see the eligibility appendix at the end of this document, which addresses eligibility for the main Wellcome grant to which the Embedding Award application must be tied.

11. Expectations for Embedding Award applications are as follows:

- **Resourcing:** Given the scale and expected outcomes of this award size, it is expected to include engagement staff resources (e.g. an engagement facilitator or freelancer), and/or to include resources for external/community partners where appropriate.
- **Evaluation:** In the case that the proposed project is built upon a piloted or existing project, it is expected that the pilot or existing project will have been evaluated; and that there is at least indicative evidence that proof of concept has been demonstrated.
- **Learning:** Projects that just increase the size of an existing activity are unlikely to be funded except in exceptional circumstances. It is expected that there will have been considerable learning that has been gained in the evaluation of the existing activity that can be utilised to (significantly) increase the quality and effectiveness of future activities.

12. In terms of Public Engagement, the ‘public’ is defined as individuals (young people; adults or families), groups or communities who do not have a professional purpose for engaging - but who may have general or vested interests in the research.

13. *Enriching Engagement* grants cannot be used for

- engagement activities that are essential to carrying out your research in an ethical way, for example consulting with community advisory panels or communicating research findings to research participants;
- engagement with those that are engaging with a professional purpose, for example policy makers, scientists, healthcare professionals and public engagement professionals, without the involvement of public voices;
- engagement with undergraduate students, or those where the primary purpose is to increase student applications to the University of Oxford (or other Universities).

If you work with patients as part of your main Wellcome grant research, and you wish to apply for funds to conduct PPI (Patient and Public Involvement) please contact Brian Mackenwells (brian.mackenwells@medsci.ox.ac.uk) in the first instance, as some PPI activities are out of scope.

## How to apply

### IRAMS

14. Proposals are submitted via the University's Internal Research Award Management System (IRAMS).

- Complete the online application form on [IRAMS](#).
- Download the Expression of Interest template [Word.doc] that is available from the [Oxford PER funding webpage](#) and once complete, save as a PDF and upload the document where indicated in your IRAMS application.
- Applicants whose EOIs are eligible and in scope will be invited to discuss their proposal with the EOI panels, which will take place in July 2021. Please note that in the event a large number of applications are received, shortlisting may need to occur before the EOI panel stage.

15. All direct costs required to develop, deliver and evaluate the project are allowed. Further information on eligible costs are provided at the end of this document.

16. A University cost centre is needed to host an award and funds must be managed through a Department or Faculty.

17. Applications are automatically submitted to your Department or Faculty via IRAMS. Applicants are strongly advised to consult with their departmental approver prior to applying to ensure their application is approved in a timely manner to avoid unnecessary delays.

## Selection criteria

18. Selection criteria for the Embedding Awards are as follows.

- **Research influence and impact:** the extent to which the project has the potential to result in both academic impact (to shape, influence, or contribute to research in some way) and research impact (i.e. positive benefits outside of academia).
- **Best practice:** the extent to which the development process (and if funded – development and delivery of the project) follows PER best practice.
- **Capacity building:** the extent to which the project has the potential to build and enhance staff capacity in PER and future engaged research leadership.
- **Legacy:** the potential for the project to be transformative in some way, and to result in longer term outcomes and impacts past the period of the funding.
- While the following are not requirements, they are particularly welcomed:
  - **Cross-discipline:** projects involving researchers from different disciplines are particularly welcomed and encouraged; this can be internal or external to the University, and can be cross-, multi- or inter-disciplinary. Note that the original research of the associated main Wellcome grant does not have to be cross-disciplinary.

- **Partner demographics:** engagement with demographics or communities that have historically been poorly reached by academia is particularly welcomed.

## Communication, Evaluation and Reporting requirements

19. Summary details of the awards made will be published via internal and external communication channels.

20. Please note that successful awardees will be required to submit a more detailed evaluation plan for their project at the beginning of the project development phase. Support and guidance will be available.

21. As this is a Pilot scheme, which may also influence Wellcome's future engagement funding strategies, evaluation is key. As such, you will be contacted by the internal or external evaluators to take part in evaluation activities; your participation is voluntary.

## Privacy and Confidentiality

22. The University of Oxford is committed to safeguarding your personal information in accordance with data protection law.

23. The *Enriching Engagement* team will use your information for the administration of your proposal throughout the grants process. In addition to internal staff, the information within your proposal will be shared with external panel members; the external evaluators who have been commissioned by the *Enriching Engagement* team; and with the funder, Wellcome.

## Contact & Further Information

- For enquiries, please email Dr Hanna Smyth, Public Engagement with Research Grants Officer, on the Research Services team – [hanna.smyth@admin.ox.ac.uk](mailto:hanna.smyth@admin.ox.ac.uk).
- Read about the awarded projects from regular rounds of *Enriching Engagement*, in this summary document available on the Oxford PER webpage. [Enriching Engagement Awarded Project Summaries](#) [PDF].
- Read about the most common areas in which applications to this scheme could be improved, in the following guide produced by Wellcome: [Research Enrichment – Public Engagement: ten common pitfalls](#) [PDF].
- For further information on how to plan high-quality Public Engagement with Research activities; toolkits; guidance; resources and examples of best practice, go to: [www.ox.ac.uk/research/public-engagement](http://www.ox.ac.uk/research/public-engagement).

- You can also read about Wellcome’s approach to engaging the public:  
<https://wellcome.ac.uk/news/wellcomes-approach-engaging-public-going-change>.

## APPENDIX

### *Eligibility*

Researchers that are part of the [Wellcome-University of Oxford Africa-Asia programme](#) (including MORU, OUCRU and KEMRI) – please get in touch with your key contact at Wellcome in the first instance to enquire about eligibility towards applying to *Enriching Engagement*.

Furthermore, if you have a Strategic Award, please contact Dr Hanna Smyth (Grants Officer, [hanna.smyth@admin.ox.ac.uk](mailto:hanna.smyth@admin.ox.ac.uk)) to discuss your eligibility.

### *Who can't apply?*

- [Biomedical Vacation Scholarships](#)
- [Doctoral Studentships](#)
- [Engagement Fellowships](#)
- [Four-year PhD Studentships in Science](#)
- [International Master's Fellowships](#)
- [Master's Studentships in Humanities and Social Science](#)
- [PhD Training Fellowships for Clinicians](#)
- [Public Engagement Fund](#)
- [Seed Awards in Humanities and Social Science](#)
- [Seed Awards in Science](#)
- [Small Grants in Humanities and Social Science](#)
- [Sustaining Excellence Awards](#)
- [The Hub Award](#)

### *What costs can be applied for?*

Funds can be used for a range of costs including:

- Dedicated salaried posts, where justified
  - We will provide costs for staff who will coordinate and support the development of your public engagement programme if you have a public engagement programme with substantial reach and impact.
  - We don't cover the salaries of staff already funded by their organisation.
- Other personnel costs directly related to the programme, including salary replacement or cover, eg teaching staff

- Consultancy costs and project management fees
- Direct activity and production costs, including venue costs, equipment and materials relevant to public engagement, training and development for you and any staff employed on your grant
- Travel costs
  - We will provide travel costs for you to: attend relevant training or public engagement conferences; visit audiences and collaborators; develop and deliver your public engagement activities; support the involvement of collaborators and audiences.
  - You can also ask for costs to cover caring responsibilities if you or any staff employed on your grant attend a conference. This includes childcare and any other caring responsibility you have, provided:
    - Wellcome is paying your salary
    - the conference is directly related to your public engagement programme
    - the caring costs are over and above what you'd normally pay for care
    - the conference organiser and your employing organisation are unable to cover the costs
    - you can ask for up to £1,000 per person for each conference
- Evaluation costs
- Administration costs that are not already covered by other funding
- Marketing and publicity costs for events and activities
- Enhanced Disclosure and Barring Service (DBS) checks
  - We will provide costs for enhanced DBS checks (formerly Criminal Records Bureau checks) for applications in the UK. If you are a scientist, these are free if you register to be a [Science and Engineering Ambassador \(opens in a new tab\)](#).
- Contingency costs, as long as these are reasonable and you can justify them
- VAT on fees where the VAT can't be reclaimed.