

ENRICHING ENGAGEMENT: Application Guidance

Closing Date: noon, Thursday 16 September 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, 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. 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).
6. 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

7. The *Enriching Engagement* pilot period has five separate funding rounds.
 - Round 1 closed in September 2019.

- Round 2 closed in June 2020.
- Round 3 closed 21 January 2021.
- The 'Embedding Awards' round for extra large projects (£150k - £300k) opened for Expressions of Interest in May 2021, with EOIs due 1 July 2021 and selected proposals invited to submit full applications due 16 September 2021
- **Round 4 opened 17 June 2021 and closes 16 September 2021.**

8. 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.

9. All potential applicants are **strongly encouraged** to attend at least one of the pre-application workshops or a one-to-one surgery to discuss and develop their proposal ideas and plans. This will also avoid considerable time being invested into a proposal that is out of scope or ineligible.

10. Applications from those that are new to or experienced in Public Engagement with Research are welcome.

11. If you have previously applied unsuccessfully to Enriching Engagement and are planning to apply again, your new application must be substantially different from your old one.

12. Two levels of funding are available. Please note, the purpose of the Awards in rounds 3-4 has evolved from rounds 1-2 of *Enriching Engagement*. This change has been made to better align with Wellcome's strategic priorities and encourage multi-phase scoping, development and scaling development of public engagement with research projects.

a) Small Awards (£10k - £40k; < 2 years*) are to either:

- scope out, pilot and evaluate an engagement project, including time to develop new project partners.
- develop deliver and evaluate smaller scale activities and projects.

b) Large Awards (£50k - £100k; < 3 years*) are to enhance and scale-up a previous/existing engagement project (funded via any source) that has already been scoped and at least piloted and evaluated; and in which proof-of-concept has been established, including evidence of demonstrable outcomes to date.

*or until the main Wellcome research grant ends; *Enriching Engagement* grants must be coterminous with the main Wellcome research grant.

13. Please note that the *Enriching Engagement* award size does not have to be commensurate with the size of your main Wellcome grant/award. Those holding relatively small Wellcome grants may apply for Large Awards (noting that these are to enhance/scale up activities that have already been successfully trialed); and those holding relatively sizable Wellcome grants are welcome to apply for a Small Award.

14. 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.

15. *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

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

- i. Complete the online application form on [IRAMS](#).
- ii. Download the Case for Support template [Word.doc] that is available from [here](#) and once complete, save as a PDF and upload the document as your 'Case for Support'.
- iii. Applicants whose applications are eligible and in scope will be invited to discuss their proposal with the funding panels, which will take place in October 2021. Please state in your Case for Support which date(s) you can attend. Please note that in the event a large number of applications are received, shortlisting may need to occur before the funding panel stage.

IRAMS Application Form

17. The online IRAMS application form requires a financial breakdown of the project. For each budget line please describe the costs being requested in the corresponding 'Description' field, and if appropriate, a brief justification. You can provide a fuller 'justification of costs' as part of your Case for Support document, in the extra information section. It is your responsibility to confirm all costs with your department; all staff costs (except for casual workers) should be calculated using the X5 costing tool.

18. Once you enter the 'Purpose' for three budget lines, more budget lines will become available on the online form.

19. 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.

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

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

Case for Support

22. Your proposal must identify the target public audiences or public participants that the project aims to engage. You can define your target group by a range of demographic factors. This could include by age, location, gender; socioeconomic status or a particular community. Publics and communities can also be defined by their interests, attitudes or views. Please note that projects that aim to reach the 'General Public', are unlikely to be funded.

23. Applicants are also required to identify the key Purpose of the activity:

To inform and inspire the public about your research: Researchers informing and inspiring public audiences about their research. Possible formats include: festivals; interactive talks and shows; films and animations.

To consult and listen to public views about your research: To inform researchers on the public's views or concerns about the direction of research, or an opportunity to hear fresh perspectives and insights. Possible formats include: public debates; online consultations; panels and user-groups.

To partner and collaborate with the public on shaping, defining or carrying out your research: Whereby researchers and the public work together on projects or help define future research direction, policy or implementation of research outcomes. Possible formats include: crowd-sourcing; citizen science; co-production of knowledge; deliberative dialogues on shaping research questions or tools.

Communication, Evaluation and Reporting requirements

24. Summary details of the Awards made will be published via internal and external communication channels.

25. 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.

26. 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.

Selection criteria

27. Selection criteria for the *Enriching Engagement* awards are as following.

- The potential for the project to enhance or influence your research or its impact in some way.

For example this could include one of the following: shaping research direction; providing new perspectives; raising debate and dialogue on social and cultural contexts of the research; public participation in collecting or analysing data through Citizen Science; sharing the research findings to enable cultural enrichment or empowering people through increased knowledge and understanding.

- The potential for the project to result in benefits to the engaged publics.
- Clear evidence that the purpose of the engagement and target public audiences or public participants have been carefully thought through and articulated; and that the chosen way to engage is compelling and appropriate to reach the target groups and achieve the objectives.
- How well the project relates to the specific research within the main Wellcome research grant; and potential for benefits to the researchers and/or to influence their research in some way.
- The potential to build capacity for high-quality Public Engagement with Research through enhancing the public engagement skills, knowledge and experience of Wellcome-funded researchers.
- The appropriateness of the budget, justification for the costs and value for money.
- For Large Awards – evidence that the proposed activity has already been successfully scoped, piloted and evaluated with evidence of demonstrable outcomes.

Privacy and Confidentiality

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

29. 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.
- Read about the awarded projects from prior rounds of *Enriching Engagement*, in this summary document available on the Oxford PER webpage. [Enriching Engagement: Awardees](#) [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
- 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) 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.