

# Research Engagement Toolkit

Resource and Development eBook

## Developing Widening Engagement Activities and Events

2022-23

# Contents

|  |                           |
|--|---------------------------|
| Welcome  | <a href="#"><u>3</u></a>  |
| Overview: Getting started with widening engagement | <a href="#"><u>4</u></a>  |
| Introduction: Finding the right event              | <a href="#"><u>6</u></a>  |
| Section 1: Planning and preparation                | <a href="#"><u>7</u></a>  |
| Section 2: Development and production              | <a href="#"><u>9</u></a>  |
| Section 3: Delivery and evaluation                 | <a href="#"><u>10</u></a> |
| Templates and resources/contacts                   | <a href="#"><u>11</u></a> |
| Further reading, references and practice           | <a href="#"><u>12</u></a> |
| Exercise and reflection                            | <a href="#"><u>13</u></a> |
| Key dates  | <a href="#"><u>14</u></a> |

# Welcome

This booklet is *Developing Widening Engagement Activities and Events* and provides further information and details about the process and a practical guide to delivering events to connect to and communicate your research.

Aims of this eBook:

- Specifically focuses on designing, developing and delivering public engagement (PE) in person events and activities, with useful links and tools
- Used alongside PDR and Development Plans to identify development opportunities
- Supports decision making and work in areas of research impact, finding funding for research and in preparation for the REF and KEF processes as well as supporting individual and organisational objectives
- Sets out expectations and limitations of the possibilities to help focus time and resource appropriately
- Facilitates preparation in advance of key milestones and PE events in the annual calendar
- Encourages reflection and self-evaluation throughout the development process
- Sign-posts to useful resources, tools, tips and techniques
- Promotes goal setting and development of confidence and capability

## Essential information at a glance:

We have a dedicated intranet space with further information and resources.

Please go to:

[Public & Community Engagement \(sharepoint.com\)](#)

*Additional links and resources have been provided throughout this booklet to continue your development journey.*

## Overview: Getting started with widening engagement

Salford's researcher development programme is aligned with the University's Innovation Strategy 2021-2026, the Academic Career Framework and sectoral standards such as the national Researcher Development Framework (RDF), which sets out the knowledge, behaviours and skills of successful researchers.

This guide links to information, resources and support to enhance your development journey and is split into an **Introduction** and **three key sections**:

1. Section 1: Planning and preparation
2. Section 2: Development and production
3. Section 3: Delivery and evaluation

Additional resources and reading are also provided at the end of this guide.

The guide sets out some key ideas to get you started but will require further follow-up time to apply to your research or practice. Before you begin, it may be helpful to clarify what your aims are for research engagement using this brief checklist:

### Getting started checklist – aspirations, activity and action

**Aspirations:** What do you hope to achieve (short-term or long-term)?

- |  |  |   |
|--|--|---|
| ✓ To break down barriers between researcher and communities  | ✓ To raise the profile of the research or yourself                     | ✓ To communicate and disseminate your research to a wider audience                      |
| ✓ To communicate the impact and value of your research to key stakeholders, end users or policy makers | ✓ To generate interest in your research through social media platforms | ✓ To influence or change policy, process and/or perceptions                             |
|  | ✓ To develop an impact case study                                      | ✓ To progress towards a key milestone such as publication, grant, REF or KEF submission |

**Activity:** What sort of activities do you have in mind?

- |                                |                                       |  |
|--------------------------------|---------------------------------------|--|
| ✓ Presentations or lectures    | ✓ Blogs, vlogs, short articles        | ✓ Inform, educate and tell a story           |
| ✓ Videos or TEDX style talks   | ✓ Festivals and in person events      | ✓ Co-create the research and agenda          |
| ✓ Live online streaming        | ✓ Schools and young people activities | ✓ Specialist and industry-related activities |
| ✓ Participative and cocreated  |                                       |  |
| ✓ Community or specific groups |                                       |  |

## Overview: Getting started with widening engagement (cont'd)

**Action:** What are your initial thoughts on next steps to take?

**Tip:**

Need some inspiration as to what an event could look like?

Take a look at the Research with Impact blog: <https://blogs.salford.ac.uk/research/>

## Introduction: Finding the right event

### What events can I get involved in?

It is useful to know what events are taking place within and outside of the University, the annual timeline of activities and how this aligns to your research and personal or professional goals.

**Make a note:** What type of events do you think you could be involved in? Are there any possible funding streams to support this and how does it connect with your current work/aims?

#### **Tip:**

You needn't start from scratch: there are lots of examples of practice and ideas you could adopt by exploring activities on the Research with Impact blog:

<https://blogs.salford.ac.uk/research/>

This section is split into three parts:

#### **Planning and Preparation**

Now that you have identified potential events to be involved in and also had a look at existing practice, the next step is deciding what you are going to do and start to plan towards this.

#### **Development and Production**

Building and designing your event – what to consider and how best to go about it? Pre- and post-marketing, ethical and safety considerations.

#### **Delivery and Evaluation**

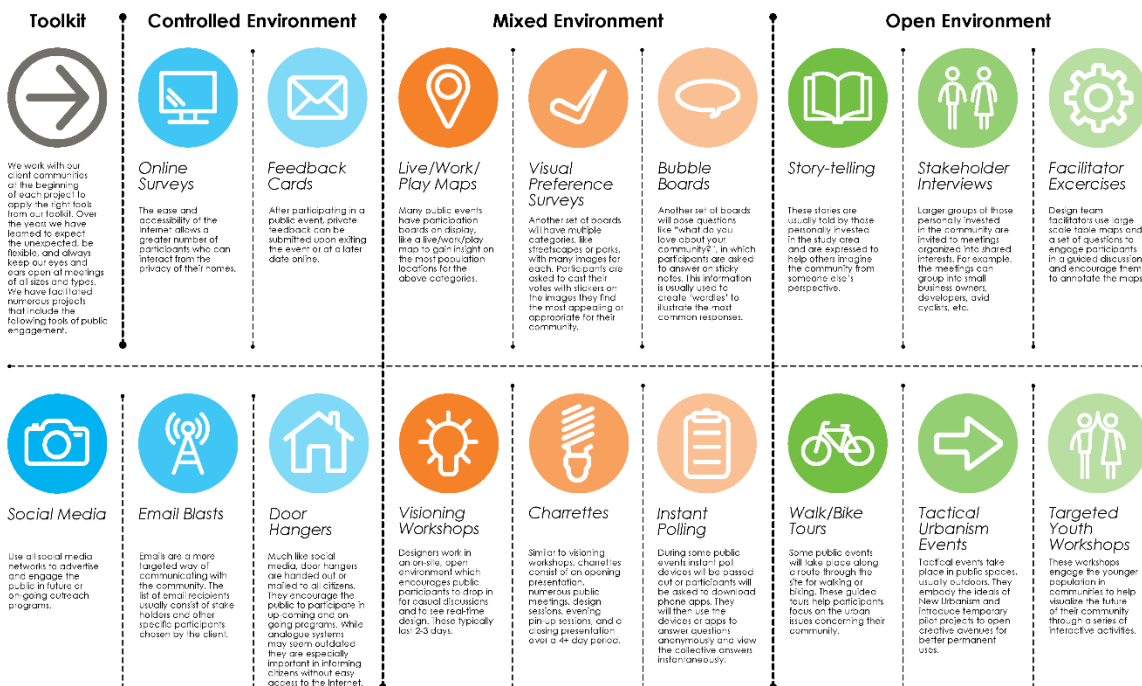
The execution of the event or activity and follow-up including the evaluation and review afterwards.

## Section 1: Planning and preparation

### Exploring what you can do

There is a range of activities that can be undertaken to involve the public and non-expert audiences in your research. Some recent examples of these types of activities at Salford can be found on the blog: [Public Engagement for Research - Research with Impact \(salford.ac.uk\)](http://salford.ac.uk)

# PUBLIC ENGAGEMENT TOOL SPECTRUM



### My initial thoughts:

## Section 1: Planning and preparation (cont'd)

### Starting the development process

There are some tools you can utilise to start the development process and identify how you can connect to your target audience or pilot events.

|   |                      |
|---|----------------------|
| <p><b>1. Planning – the development</b></p> <p>Break down your plans into eight steps:</p> <ol style="list-style-type: none"> <li>1. People</li> <li>2. Places</li> <li>3. Policy</li> <li>4. Practice</li> <li>5. Preparation</li> <li>6. Presentation</li> <li>7. Pilot/Proof of concept</li> <li>8. Purpose</li> </ol>   | <p><b>Ideas:</b></p> |
| <p><b>2. Connecting with your audience – using SAID</b></p> <p>Developing your message and connection points:</p> <ul style="list-style-type: none"> <li>• <b>Story</b> – what is it and why does it matter?</li> <li>• <b>Audience</b> – what are your audience needs?</li> <li>• <b>Information</b> – what is the take home message?</li> <li>• <b>Duration vs. Detail</b> – the more time you have, the more detail you could afford.</li> </ul> | <p><b>Ideas:</b></p> |

#### **Tip: Type of event or activity**

There are lots of possible ways to engage with the public and integrate this into your research. When considering the practical arrangements and reach, thinking about the level of involvement is useful. Are you wanting to inform, consult, involve or directly involve and delegate involvement? This can also affect the reach and size of group that you are engaging with: more people may read a book or short blog post, fewer attend a lecture and fewer still may be prepared to connect with you in a consultative space.



## Section 2: Development and production

### Developing your event

There are many different formats to develop your event. This table provides a starting point to explore what you will do, how it will work practically and a brief risk assessment:

|   |                      |
|---|----------------------|
| <p><b>1. Planning – ‘a virtual walk-through’</b></p> <p>Test your ideas by walking through your event with PDCA:</p> <ul style="list-style-type: none"> <li>• Plan</li> <li>• Do</li> <li>• Check</li> <li>• Act</li> </ul>                             | <p><b>Ideas:</b></p> |
| <p><b>Connecting – reviewing your approach</b></p> <p>Review your development through a SWOT analysis and identify:</p> <ul style="list-style-type: none"> <li>• Strengths</li> <li>• Weaknesses</li> <li>• Opportunities</li> <li>• Threats</li> </ul> | <p><b>Ideas:</b></p> |

### Risk vs. Reward

There are a series of considerations before running an event such as ethics permissions, risk assessments and participant information. More information and templates can be found here: [Academic Ethics for Public Engagement \(sharepoint.com\)](https://sharepoint.com)

## Section 3: Delivery and evaluation

A critical part of public engagement is impact and assessing this over time. This NCCPE Discussion Paper explores public engagement through a REF lens and provides interesting insights into how this is viewed within the REF process and beyond: [Discussion Paper \(publicengagement.ac.uk\)](http://publicengagement.ac.uk)

Developing a longer-term public engagement strategy enables the impact and reach of the engagement activities to be measured over time. In the shorter term, it can help you to identify and articulate the value of the activities which can be helpful to illustrate on grants, or as part of the PDR process.

### Strategy Development:

|   |
|---|
| What are your key activities and/or outputs?  |
| How will you measure their success and when?  |
| What are the key stories or messages – from your target audience? (Current or anticipated)  |
| Key dates and deadlines (You may wish to use this space to map out a timeline for your strategy, considering key milestones in the next couple of months to the next couple of years) |
| Resources, requirements and next actions:   |

### Tip:

Take a look at The Ordsall Method that was developed by a former researcher at Salford as part of a local project and seeks to engage with the target audience at each step of the research development. The link outlines the 15 steps taken and how this was achieved:

[Ordsall Method: The 15 Steps – The Ordsall Method \(wordpress.com\)](http://www.ordsallmethod.com)

Some evaluation toolkits and examples that maybe useful to explore:

- NHS Evaluation Toolkit: <https://nhsevaluationtoolkit.net/>
- Government Digital Inclusion Evaluation Toolkit: <https://www.gov.uk/government/publications/digital-inclusion-evaluation-toolkit>
- Queen Mary London Public Engagement Evaluation Toolkit: <https://www.qmul.ac.uk/publicengagement/goodpractice/evaluation-toolkit/>
- The National Coordinating Centre for Public Engagement has a range of evaluation tools and resources to get you started: [Evaluating public engagement | NCCPE](http://nccpe.ac.uk)

## Templates and resources

### Links and webpages

#### Participate in a University-led public engagement activity

We have a rolling schedule of festivals, public talks, events, projects and consultations to participate in, develop, lead or initiate. Further details of what is coming up can be found at: [Public Engagement for Research - Research with Impact \(salford.ac.uk\)](https://www.salford.ac.uk/research-impact/public-engagement)

#### How to develop engagement projects safely

Access a toolkit of compliance resources for public engagement – safety, ethics, participant information and data protection:

[Academic Ethics for Public Engagement \(sharepoint.com\)](https://sharepoint.com)

#### Explore previous examples of public engagement from across the University

The University blog is filled with stories, case studies and reports from diverse University-led events across all disciplines and Schools. It is a great place to start, be inspired or gather vital lessons learned for developing your own engagement opportunities and stories:

[Public Engagement for Research - Research with Impact \(salford.ac.uk\)](https://www.salford.ac.uk/research-impact/public-engagement)

## Contacts

### Research and Enterprise

For all engagement and training enquiries, please contact:

Davina Whitnall (Researcher Development Manager, R&E) at [d.c.whitnall@salford.ac.uk](mailto:d.c.whitnall@salford.ac.uk)

Stephen Ling (Researcher Development Officer, R&E) at [s.m.ling@salford.ac.uk](mailto:s.m.ling@salford.ac.uk)

For more specific engagement with impact enquiries, please contact:

Emma Sutton (REF, KEF and Impact Manager, R&E) at [research-impact@salford.ac.uk](mailto:research-impact@salford.ac.uk)

#### **Tip:**

Be part of the next festival – drop us an e-mail to find out more. Please contact Dr Stephen Ling ([s.m.ling@salford.ac.uk](mailto:s.m.ling@salford.ac.uk)) or Davina Whitnall ([d.c.whitnall@salford.ac.uk](mailto:d.c.whitnall@salford.ac.uk))

## Further reading, references and practice

### Engagement, influence and impact – Vitae resources

What areas of knowledge and skill should you be developing for success in engaging and influencing others?

Links to related advice and resources in this section and similar content from around the site:

[Engagement, influence and impact — Vitae Website](#)

### Developing you, as well as your practice

A public engagement lens on the Vitae Researcher Development Framework has been developed by the National Co-ordinating Centre for Public Engagement (NCCPE), the Beacons for Public Engagement, Research Councils UK and Vitae, in consultation with individuals and organisations with an interest in public engagement. It focuses on the knowledge, behaviours and attributes that you develop as a researcher and how these can be acquired through or used in public engagement activities:

<https://www.vitae.ac.uk/vitae-publications/rdf-related/public-engagement-lens-on-the-vitae-researcher-development-framework-rdf-apr-2013.pdf>

## Exercise: 5 minutes to focus on your goal

### Reflect on your goal

Consider what you want to do and why? What are your next steps?

What I need to think about.....

People to talk to.....

Things to do.....

## Key dates and deadlines

We encourage you to explore the training and development opportunities on the Development Calendar and on the Advantage booking system. Please consider any forthcoming milestones, deadlines and PDR dates to help target or progress your development. This space has been provided to identify a list of the key dates, deadlines and development opportunities to help you focus on and move closer to your goal.

| <b>Date</b> | <b>Details</b> |
|-------------|----------------|
|             |                |
|             |                |
|             |                |
|             |                |
|             |                |
|             |                |
|             |                |
|             |                |
|             |                |

ISBN: 978-1-912337-67-5

Stay in touch..... for further information and contacts, please go to: [Academic Staff Training & Development \(sharepoint.com\)](#)