

## **Sporta and Wellcome Trust support resource**

### **Trusts supporting community health conference, November 2017**

This informal support resource is designed to help Sporta member Trusts further understand some of commonly asked questions, in relation to Wellcome Trust funding. This resource is co-authored by Sporta and Wellcome Trust colleagues.

#### **Why do you want to do this project?**

It's important to think carefully about the motivation behind your idea, along with the context in which you plan to work - find a health-related topic that is of value to your leisure and culture Trust. This will help you to develop the engagement approach you want to use.

Keep your question/ topic simple. "Science" is very broad subject and by keeping it quite simple, you will find it easier to hone in on the project.

Ask yourself why you want to do this work at this time: are you responding to particular needs or opportunities? What change do you want to see as a result of your work? What are the benefits for the people involved? Answering these questions will help structure your idea and you might find there are better ways of achieving your goal. It might also be worth learning from people/projects that have gone before – have people tried a different approach to you? How is what you are planning different from what has been before? How is this building on your own existing activities?

#### **Who?**

Developing a clear understanding of who you want to engage and why is crucial to shaping your approach. Think about the particular interests and concerns of your target audience and ask yourself why the issue you want to explore is relevant to them. Also consider what factors might prevent people from taking part and how might you address these? You might want to work with different groups, and would therefore want to consider different approaches to engage each of them. We encourage you to develop your understanding of your potential audiences, this could be through your own first-hand experience and relationships, or through consultation.

#### **What & How**

Think clearly about what you want to do and how you are going to do it. Are you developing new relationships or creating time for engagement? Consider how you intend to encourage conversation and exchange with the people you are working with and the people you're engaging. You should make sure your activities enable all parties to participate in the conversation in a meaningful way.

#### **Legacy**

Think about the impact of your work on those involved, as well as on your own practice, partner collaborators or organisations. For instance, will your activity change people's perceptions on a particular topic? Think about how you, and others, could draw learning from your activity for future projects.

#### **Showing the difference between health promotion and research engagement**

Public engagement involves creating an opportunity for people to consider, participate and debate ideas. It is two-way process, which may involve activities like participation, conversation, interaction and listening. It can take many forms but is often made up of projects, activities or events, ranging from a family fun make-and-take activity, right through to an artist performing a new piece of work exploring an issue or concern to a public audience.

Wellcome think public engagement is at its best when it takes on a creative and inventive approach to bringing people together on themes and topics which are meaningful and relevant to them. In these situations, activities inspire curiosity, spark debate and stimulate conversations, supporting people to make connections between ideas, their own lives and society.

## Examples of public engagement

Public engagement includes the following kinds of activities:

- workshops, events, debates and discussions
- exhibitions, festivals and pop-up spaces
- film screenings and games
- apps, websites, discussion forum and cross-platform projects
- performance or theatre projects

Please be aware that Wellcome cannot consider applications which are primarily aimed at health promotion.

We have included some examples below to show how Wellcome view the differences between promotion and public engagement (examples from the Engaging Libraries programme):

*Healthy eating:* Research tells us that eating lots of fruit and vegetables is good for you, and the NHS promote “Eating 5 a day” – this gives clear advice to people about how they can eat healthily. A promotion activity would involve disseminating this advice ‘as is’. However, a public engagement project based on the same issue might be to create an interactive event such as an evening dinner with chefs, historians and food related researchers, where dinner members can share their thoughts and opinions about what eating healthily means to them. Or, activities could include sharing recipes, hints and tips, or might even include a debate on the 5 a-day rule.

*Coping with depression:* A promotional health video could be used to communicate to people what research and medical advice suggests are the best ways to cope with depression. A public engagement project on this theme, however, might ask people to come together and – perhaps after a series of flash talks and discussions with experts or people who have gone through depression – write letters about their experiences and work together to create a video or art installation based on what they have written.

*Arts for therapeutic purposes:* Projects that are primarily aimed at providing therapeutic services or treatment of a health condition are ineligible for the scheme, as these services are covered through health service provision. There may be cases where as a result taking part in an engagement activity, a person feels their wellbeing has increased, however this would be a secondary outcome and is not the primary driver behind the engagement project.

## .....and public engagement for Trusts?

The funding is linked to activities relating to public engagement with science rather than delivering of new physical activity initiatives. Wellcome will not fund delivery of the sports or physical activity per se but if it’s an integral part of the engagement experience, then it will be considered Wellcome want to fund activities which would otherwise be hard for us to achieve and which other grant giving organisations might not fund. As such, if you are piloting a physical activity intervention as part of the application, you could view this as your ‘match contribution’ to the engagement piece

If you want to test whether engagement improves access to our services then there would need to be an “opposed to what” theory. Think about how you measure its success e.g. have a control group in some circumstances, and assess whether you think this method of engagement provides benefits as opposed to traditional methods.

## What is meant by collaboration

Collaboration means working together with someone or a group of individuals to reach a shared goal. We would encourage Trusts to think broadly and creatively about possible partnerships with other organisations or individuals – this could be a business, local charity, a school, a midwife, an artist, scientist or researcher.

## What do we mean by research and researchers?

You will need to find a research partner, as proposals need to be grounded in research

- The researcher is very important
- It is key to find the researcher who is also interested in exploring the same subject and are keen to engage the public with their research
- researchers do not have to have received or been involved in Wellcome Trust funding before; in fact a

new and different researcher/academic partner would be positive.

The type of researcher you work with might be dependent on the subject you want to explore but just as importantly, how you want to explore it. Wanting to engage the public about perceptions and attitudes to exercise for example, might be of interest to a public health researcher or social scientist as opposed to solely a researcher in sport and exercise. Be open to the type of researcher you might need to work with.

Researchers are in some ways like us. They are busy undertaking or delivering the research which leaves limited to time in conducting public engagement. This is akin to leisure trusts who are also busy delivering and operating (albeit facilities and programmes) which leaves less time to engage the public.

It is strongly encouraged to engage a researcher within your project ideas as soon as possible. This will help assess whether your subject you want to engage with is of interest and whether there is already plenty of evidence around your topic. The funding is also important to link communities to researchers so that there is a greater dialogue between the two.

### Funding notes

The lists below are illustrative, and not definite.

As an illustration, costs requested could include:

- direct activity and production costs including venue costs, equipment and materials
- project travel costs, including costs of travel to monitoring meeting and attendance at relevant UK conferences
- project administration costs where these are not already covered by other funding
- project publicity costs
- contingency – as long as reasonable and justified
- personnel costs directly related to the project, including backfill, salary replacement or cover and consultancy costs, project management fees

As an illustration, funding does not cover:

- core overheads not related to the project, e.g. heating, rent
- expenses incurred in submitting an application
- costs arising prior to the start date of the project
- arts for therapeutic purposes
- health promotion
- projects that are not collaborative

Please visit the Public Engagement Fund webpage: <https://wellcome.ac.uk/funding/public-engagement-fund>

### Links and contacts

This section lists some organisations which may be able to help you find partners in the spheres of public engagement, art or science. The list is not exhaustive and it is an optional resource – you are welcome to collaborate with individuals or organisations local to you.

#### Public Engagement

National Coordinating Centre for Public Engagement: [www.publicengagement.ac.uk/explore-it/what-public-engagement](http://www.publicengagement.ac.uk/explore-it/what-public-engagement)

This organisation supports universities to do public engagement. The site lists many resources which can be useful for getting more information about public engagement practice. It's worth bearing in mind that the website is targeted at university researcher, but can still be used by anyone.

#### Arts and Culture

National Alliance for Museums, Health and Wellbeing: [museumsandwellbeingalliance.wordpress.com/](http://museumsandwellbeingalliance.wordpress.com/)

The National Alliance for Museums, Health & Wellbeing is a place where information about museums and health is shared; to improve existing practice, help build resilience and provide resources and support for those individuals and organisations working in this area of activity. The Alliance is funded by Arts Council England. The site includes useful links to resources providing examples of health and wellbeing engagement activities taking part in museums.

*National Alliance for Arts, Health and wellbeing:* [www.artshealthandwellbeing.org.uk/](http://www.artshealthandwellbeing.org.uk/)

This network provides a voice and resource for arts and health activity. Here you will find resources to support your own work, and examples of the ways that creative activity can benefit the health and wellbeing of individuals and communities.

*Audience agency:* [www.theaudienceagency.org/](http://www.theaudienceagency.org/)

The Audience Agency supports cultural organisations to better understand their audiences. They also contribute in increasing the number and diversity of people engaging with a broad range of culture, and the depth and scope of their involvement. Their website contains a [useful tools section](#), providing overview of audience data and ways of describing audiences.

## Science

*British Interactive Group (BIG):* [www.big.uk.com/](http://www.big.uk.com/)

BIG is a skills-sharing network for individuals involved in the communication of science, technology, engineering and maths (STEM) subjects. Their mailing list (BIG chat) is useful to forum to hear and take part in discussions within the science engagement sector, as well as hear about upcoming opportunities within the sector. Their website also lists a number of science engagement contractors across the country, outlining what they offer in terms of support and how to contact them

*PSCI-Comm mailing list* [www.jiscmail.ac.uk/cgi-bin/webadmin?A0=PSCI-COM](http://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=PSCI-COM)

This is another online mailing list for those working in research and engagement communities. Although similar to BIG Chat (managed by the British Interactive Group) in that it acts as a forum for discussions and notifications on upcoming events and activities, this mailing list is much more used within the researchers engagement community.

*UK Association for Science and Discovery Centres:* [www.sciencecentres.org.uk/](http://www.sciencecentres.org.uk/)

ASDC brings together over 60 of the UK's major science engagement organisations. This network page is useful as it provides a list of Science centres and discovery centres across the country. The Association website provides some resources and information on upcoming activities. In particular, the site contains an overview paper on how you can work with science centres and discovery centres, and how you can contact them.

*British Science Association:* [www.britishtscienceassociation.org/](http://www.britishtscienceassociation.org/)

The British Science Association coordinates, delivers and oversees a number of different projects and programmes aimed at engaging more people with science. They work across the UK through their network of regional branches and by building partnerships with national and local organisations: [www.britishtscienceassociation.org/the-branches](http://www.britishtscienceassociation.org/the-branches)

*Imperial College London - Pop Up Science:* [www.imperial.ac.uk/nhli/interact/public-engagement/our-projects/pop-up-science/](http://www.imperial.ac.uk/nhli/interact/public-engagement/our-projects/pop-up-science/)

Pop Up Science is a practical guide to transforming empty shops into creative spaces for science engagement. It was written to disseminate learning from two pilot pop up science shop projects, *The Heart and Lung Repair Shop* and *The Heart and Lung Convenience Store*. The guide also includes seven other case studies of pop up science shops from the UK, Europe and the US.

*Science Live:* <http://sciencelive.net/>

This is an online events platform connecting event organisers, volunteers and speakers to put on live science events across the country. This can be a useful resource to find speakers or contractors.

**End.**

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