



National  
Co-ordinating  
Centre for  
Public Engagement

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UKCEH

# Public Engagement with Research: Implementation Plan 19/20

Created as part of the UKRI SEE-PER programme

# UK CENTRE FOR ECOLOGY AND HYDROLOGY: PUBLIC ENGAGEMENT WITH RESEARCH: IMPLEMENTATION PLAN 19/20

## 1. SCOPE

This Public Engagement with Research Implementation Plan covers the financial year 2019-20. The plan sets out what we want to do to embed public engagement with research successfully across [UKCEH](#), and how we will communicate about our public engagement with research both externally and internally.

## 2. OBJECTIVES

Our overarching objective is to embed excellent, focused public engagement with research across all UKCEH sites and science areas. Within that, specific objectives are:

- a) **To widen participation** in public engagement with research across UKCEH, with a particular focus on citizen science, public dialogue and community engagement (see principles).
- b) **To increase excellence and impact** such that PER activities have measurable objectives, clearly defined publics, and a rigorous evaluation plan.
- c) **To build strategic partnerships** that help us to increase the impact of our public engagement with research and extend our reach.
- d) **To provide focused support** for public engagement with research spanning guidance, training, funding, recording and reporting.
- e) **To resource, reward and recognise** public engagement with research, with support from the UKCEH senior leadership team.
- f) **To continuously improve** by reflecting critically on our public engagement activities and the value for money and impact they are providing.

The activity plan below outlines how we will make progress against each of these objectives in the coming year.

## 3. ACTIVITY PLAN

This activity plan incorporate activities still outstanding from the EmbER 2 project as well as additional activities designed to achieve the objectives above. Communications activities are highlighted in blue.

Major elements we will deliver through this plan include: a KPI framework and reporting strategy; continuous improvement, including via the EDGE tool reassessment; creation and dissemination of a bank of lessons learned; creation and dissemination of principles; conference attendance; seed funding round (nearly complete); people and recognition strategy; training and guidance; and internal and external communications around our public engagement with research.

<b>Activity</b>	<b>Relevant objectives</b>	<b>Month / Responsible</b>
Write implementation plan and agree KPIs in principle	All objectives	May / June 2019 Head of Comms & Engagement
Deliver and evaluate Pathways to Impact training.	To increase excellence and impact	May / June Learning & Development
Disseminate CEH Principles of Public Engagement with Research to scientists across all sites and science areas in an engaging way.	To widen participation To increase excellence and impact	May – Sep Head of Comms & Engagement to attend science area meetings and send all staff email with videos
Set up a temporary “light” reporting tool and process for the public engagement team to record PER activities. This will support reporting to Science Board until a more comprehensive solution is in place. Solicit input quarterly from scientists via an email to all.	To increase excellence and impact To provide focused support To continuously improve	May / June Public Engagement Coordinator
Set up a schedule for reporting to the PER Committee, NERC, Science Board and Annual Report, and add to relevant Outlook calendars.	To increase excellence and impact To provide focused support To continuously improve	June / July Public Engagement Coordinator
Take a paper proposing improvements in joined-up impact reporting, including public engagement with research to Science Board.	To increase excellence and impact To provide focused support To continuously improve	October Director of Impact & Innovation
Meeting at UKCEH with Head of PE, UKRI, and Head of PE, Wellcome Trust	To build strategic partnerships	June / July

to showcase and discuss CEH's core capabilities in PER		Head of Communications & Engagement
Write SEE-PER interim report		To be submitted 19 June Head of Communications & Engagement
Scientists to report on second round of seed funding and write summary report evaluating impact, using format for EmBER 1.	To provide focused support To continuously improve	June / July Public Engagement Coordinator
Work with L&D to scope a cost-effective, focused training programme for PER for scientists, exploring existing training options with the SEE-PER community.	To widen participation To increase excellence and impact To provide focused support	June / July Head of Communications & Engagement
SEE-PER meeting		10 July Head of Communications & Engagement
Work with HR to put in place a plan to deliver Impact Awards, including communication about the Awards.	To resource, reward and recognise	July / August Public Engagement Coordinator
Work with HR to give guidance on rewarding scientists for PER activity via the bonus system	To resource, reward and recognise	July / August Public Engagement Coordinator
Improve intranet resources for PER for scientists – to include UKCEH principles of PER, signposts to external resources, our own existing guides, and easily available online training already developed by others.	To widen participation To increase excellence and impact To provide focused support	July / August Public Engagement Coordinator
Improve representation of our public engagement with research on the CEH website – to include our approach and engaging cases.	To widen participation To provide focused support	Cases April / May Head of Communications & Engagement Website July / August

	To build strategic partnerships	Head of Communications & Engagement
Re-run the EDGE tool in order to assess our progress with embedding public engagement with research across CEH and set future priorities.	To increase excellence and impact To continuously improve	August / September Public Engagement Coordinator
Write SEE-PER report		To be submitted 18 September Anthea Milnes
Engage two key partners who can help us extend the reach and impact of our public engagement with research across multiple science projects, and scope potential collaborations.	To build strategic partnerships To provide focused support To increase excellence and impact	September / October Nick Wells / Anthea Milnes / Clare Usher
UKCEH Strategy 2025 to include external facing summary of our approach to public engagement with research.	To widen participation To provide focused support To build strategic partnerships	September / October Head of Communications & Engagement
SEE-PER meeting		9 October Head of Communications & Engagement
Prepare for and attend Communicate Conference	To increase excellence and impact To continuously improve	October Public Engagement Coordinator
Prepare for and attend Engage Conference	To increase excellence and impact To continuously improve	4 December Public Engagement Coordinator One Public Engagement Champion

Ensure good internal link between public engagement and tender support such that public engagement with research is included in all relevant bids and that scientists are made aware of public engagement funding opportunities that might be relevant for them.	To widen participation To increase excellence and impact	November December Public Engagement Coordinator
Embed excellent public engagement with research in processes around creating pathways to impact for each individual science project, particularly with a focus on NC programmes, but also major CWI projects. Each WP leader to provide a plan?	To widen participation To increase excellence and impact	November December Head of Communications & Engagement Director of Impact & Innovation
Develop and deliver bespoke PER training either online or in workshops.	To widen participation To increase excellence and impact	December 19 to March 20 Public Engagement Coordinator with Learning & Development

In addition to these activities, there are three bi-lateral calls scheduled with other SEE-PER member organisations to help with the evaluation of the EmbER project.

### **Why measure and for whom?**

Our KPIs will be used to report to the PER Committee, Science Board and other audiences on public engagement with research. Both KPIs and broader reporting will be used by NERC and by the PER committee to critically reflect on what we are doing, monitor progress, learn and improve over time. Both KPIs and reporting should help us to see if we are successfully embedding excellent, focused public engagement with research in the organisation and to know if we are getting the impact and value for money we want from our public engagement with research.

### **KPIs: Widening Participation**

1. Record PER activities in a spreadsheet and monitor the increase or decrease in the number of activities over time.
2. Identify which activities are around our core capabilities as outlined above and monitor the increase or decrease over time.

3. Record the journey of scientists with PER from initial activity onwards via same spreadsheet, tracking improvements in excellence and scale where appropriate.
4. Record enquiries and the nature of those enquiries to communications and tender support relating to public engagement and monitor increase or decrease in enquiries over time.

#### **KPIs: Partnerships**

1. Report qualitatively on progress with partnerships and outputs from these.

#### **KPIs: Excellence and Continuous Improvement**

1. Record alignment of activities with our core focuses i.e. citizen science, public dialogue around restoration or remediation, public dialogue around controversial technologies or infrastructure developments, community engagement in designing science projects.
2. Record objectives, defined publics and metrics for each activity.
3. Review lessons learned and ensure they have been applied to future plans and activities.

#### **KPIs: Income**

1. Record number of PER grants applied for and won, and income generated.
2. Record inclusion of public engagement with research in broader bids.

#### **KPIs: Impact**

1. What difference have we made through PER? Case studies and stories.
2. Inclusion of PER cases in Centre Evaluation and KEF.

#### **KPIs: Focused Support, Reward and Recognition**

1. Record engagement with training materials and training sessions
2. Record recognition activities e.g. director's quarterly update, impact awards.