Session Outline

- Introduction to the ESRC IAA
- Information on the funding available
- Presentations from Regional KE Partners
- Lunch
- How to apply
- Presentations from successful applicants
- Find out how to make a competitive application
- Q&A

*Refers to relevant section in guidance documents*
Some definitions

Knowledge exchange...

“...is a two-way process where social scientists and individuals or organisations share learning, ideas and experiences.” – ESRC

Impact...

“...is the demonstrable contribution that excellent research makes to society and the economy” – RCUK
Impact Acceleration Accounts

- ESRC IAA – block awards made to 25 universities by the Economic and Social Research Council to accelerate the impact of social sciences research; Oxford’s ESRC IAA is managed by Social Sciences Division

- Other IAAs at Oxford – EPSRC, STFC, NERC, BBSRC

- IAAs allows us to respond to knowledge exchange opportunities in more flexible, responsive and creative ways

- IAAs enable Oxford to provide funding for knowledge exchange (KE) activities in ways that best suit our institutional strategies and opportunities

- ESRC IAA – Oxford took part in £500K pilot, full roll out £985K over period 2014–2018
ESRC IAA 2014–2018

£985K approx. for period July 2014 to end March 2018.

Oxford’s overarching vision for the IAA is one of ‘Partnerships Enabling Research with Impact’.

Oxford’s objectives are to:

• **Support and incentivize** social science researchers to engage with the KE agenda and make a difference to people’s lives with their research

• **Initiate, build, and consolidate partnerships** with an array of external stakeholder organisations in relevant sectors (policy, practitioner, commercial and community) to embed KE activities into everyday research practice.

• **Develop researchers’ skills and tools** through a programme of training and skills development to improve capacity to engage and exchange knowledge.
Progress so far

Pilot
• 20 projects funded, most completed, a few ongoing due to delays

Main IAA
• 14 projects funded (£365K) from 32 applications
• 15 KE Dialogues (£30K) from 18 applications
• Seminars, training sessions & LiveFriday event

Total requested = over £2.1m
Total awards = under £750K
Wide-ranging partnerships
Regional partnership

Partnering with...

Designed to build on existing, and explore new, regional stakeholder partnerships.

The aim is to encourage researchers in the four HEIs to work together on collaborative projects, bringing in external stakeholders from this region and beyond.

If you would like to explore a new collaboration with one of these partners or have an existing relationship that you would like to build upon, please get in touch.
Creative, practical and innovative proposals that engage non-academic partners in two-way sharing of learning, ideas and experiences with the aim of accelerating the economic and societal impacts of excellent social science research.
Eligible activities

**Academic placements** with a civil society, business or public sector organisation

**Practitioner placements** at the University

**Policy or evidence seminars** (encouraged to exchange and develop ideas)

High-level stakeholder, practitioner **meetings/workshops**

Activities to facilitate the **development and management of relationships** with external users/stakeholders

The **co-development of tools** that emerge from research that can maximise the use of research outputs in practitioner communities

**User-led research**, where researchers are engaging directly with users in shaping the research agenda and in applying social science to current issues relating to policy, strategy or practice

**User-led public engagement activities** – web, social media, briefing papers, public events, podcasts, citizen science
Eligibility

Any department or faculty in the University can apply.

Underlying research must fall within the social science remit of the ESRC.

Colleges are not eligible to hold an award.

Must demonstrate support from your respective Department/Faculty.

All applications should have a non-Oxford University, non-HEI partner.

Consult your faculty/department for any internal eligibility criteria.
Eligibility

Principal Investigator (PI) - current employee of the University of Oxford, holding an academic post, or PI on a research contract awarded competitively and intended to enable the holder to establish an independent research career.

Early Career Researchers (ECRs) should apply as a Co-Investigator (Co-I) with an established researcher as the PI; ECRs = maximum of four years academic post-doc research experience.

Non-ECRs not on permanent contract who want salary costs covered should be included as project staff.

Postgrads not eligible – but Oxford postgrads post-submission and pre-viva are eligible as ECRs.
Regional Partner Eligibility

Regional partners

• Process still under discussion
• Previously – had to apply with an Oxford PI (likely to change)
• regional partners may apply as PIs with Oxford Co-PIs or Co-Is
• ring-fenced pot (£50K) specifically for regional partnership projects
• all schemes open to Regional Partners
• If you don’t have an Oxford partner, complete an Expression of Interest and we will assist with finding suitable partners
## Eligibility

<table>
<thead>
<tr>
<th>Oxford only</th>
<th>Oxford</th>
<th>Regional partners</th>
<th>ECRs (Oxford or Regional partners)</th>
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<tbody>
<tr>
<td><strong>Oxford only</strong></td>
<td>PI (+Co-I)</td>
<td></td>
<td>(Co-I)</td>
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<td><strong>Oxford lead</strong></td>
<td>PI (+Co-I)</td>
<td>Co-I</td>
<td>(Co-I)</td>
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<td><strong>Joint lead</strong></td>
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<td>PI (+Co-I)</td>
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<td><strong>Regional lead</strong></td>
<td>Co-I</td>
<td>PI (+Co-I)</td>
<td>(Co-I)</td>
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Funding schemes

Kick-starting Impact Awards (up to £7.5K)
- Seed funding for new KE activity – pilot scale
- Workshops, events, online
- Try things out – innovative ideas welcome
- Salary costs for PI and Co-I(s) are NOT eligible

Impact Acceleration Awards (up to £50K)
- Flexible grants for more significant impact activity
- Continuation of previous or new project
- Larger scale, longer duration, combination of activities
- Salary costs for PI and Co-I are NOT eligible
  - Costs for project staff are eligible
Funding schemes

Outgoing KE Fellowships (up to £25K)
• buy-out and expenses, enabling an academic to spend time with an external organisation (i.e., PI salary costs ARE eligible)
• 2 streams
  Established researchers
  – Buy-out, research assistance, event costs, T&S, resources etc.
  Early career researchers (Co-I)
  – Buy-out – minimum grade 7, point 1

Incoming Visiting Practitioner Fellowships (up to £25K)
• Non-academic practitioners embedded in department/faculty
• Learn research skills, use data or equipment, networking
• Travel, subsistence, accommodation, salary or fees*
Funding schemes

KE Dialogues (up to £2.5K)
- Small grants for meetings/events to engage with stakeholders
- Separate application process (same eligibility rules)
- 4 quarterly gathered fields:

04 December 2015
04 March 2016
03 June 2016
30 September 2016
2 sides maximum (Arial 11pt, 2cm margins)

Suggested subheadings:
- Rationale and research background
- Aims and objectives
- Description of planned activities
- Justification of resources
- Outcomes and benefits

Address the criteria and focus on knowledge exchange and impact throughout

Beware of writing your proposal like a research proposal

Clearly ground the proposal in your research expertise

Ensure the panel can understand exactly what you want to do
Letters of support

Statement of support from department
- From a **Head of Department** or equivalent
- Demonstrates knowledge of the project and acknowledges the department’s responsibilities

Letter of support from external partner(s)
- Declaration of the partner organisation’s support for the project
- Demonstrates an understanding of their responsibilities and commitments
- Outlines their expectations of outcomes and benefits
- Names a primary contact at the partner organisation

Statement of support from regional partner(s)
- Declaration of regional partner university’s support for the project
Other supporting documents

CV for ECR fellowship applicants and visiting practitioners (1 page)

A breakdown of costs presented as an X5 admin output

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**Table: Project Costs**

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<tr>
<th>Budget Heading</th>
<th>Name / Description</th>
<th>Role</th>
<th>Person Time</th>
<th>Total FEC</th>
<th>Actual %</th>
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<td>DA Investigators</td>
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<td>Other Direct Costs</td>
<td>Outgoing Fellowship - Policy consultation in Delhi; Venue hire (£100); Travel for 20 people (£200); Catering for 48 people (£800); Event management logistics (£300)</td>
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<td>Outgoing Fellowship - Academic practitioner workshop in Patna; Venue hire (£100); Travel &amp; accommodation for 2 people (£400); Catering for 40 people (£400); Event management logistics (£200)</td>
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<td>Other Direct Costs</td>
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Download application form: www.socsci.ox.ac.uk/esrciaa/call
Submission & review process

Applications should be submitted via your departmental or faculty administrator/research support officer

Assessment by a panel of established researchers with KE and Research Impact track record

Applications will not be anonymous
The panel aim to support high quality proposals which:

(a) show strong potential to accelerate and deliver impact arising from excellent social science research (fitting ESRC remit) and

(b) demonstrate commitment to developing lasting and productive partnerships with non-academic partners.
Additional selection criteria

**Contribution** – Contribution to knowledge for external partners/users beyond the academy and likely importance of the research expertise to those partners/users.

**Design & methods** – Effectiveness of project/activity design and methods, particularly involvement of external partners/users at all stages of the project (co-design, co-delivery and user involvement in dissemination are encouraged).

**Usefulness** – Timeliness of the outcomes for external partners/potential users and the ability of the project/activities to meet external partners’/users’ needs.

**Value for money** – Value for money, including demonstrable investment (cash or in-kind) by external partners/users, if appropriate.

**Sustainability** – Potential for project/activity to lead to further development of a sustained relationship with external partners/users and impact in the longer term.
Important dates

Deadline for applications
Friday **12 Feb 2016**, 5pm

Expression of interest
(regional partners only)
**30 Nov 2015**

Panel review meeting
mid/late March 2016

Results announced
early April 2016

Earliest start date
mid-April 2015

Check with your faculty/department for any internal deadlines.

Submit via your departmental administrator
What to expect this round

Approx. £300K to be allocated (10-15 projects)

Expect a more competitive call – more applications anticipated

Impact Acceleration Awards definitely most competitive (20–30% success rate)

Regional KE partnership – desirable but not essential
How to be competitive

• Select the right partners
• Demonstrate a clear reach beyond the academy
• Show evidence of partner involvement at all stages of the project
• Base project on/around high quality research
• Have a clear plan of activities and strong outcomes
• Be creative with varied activities/outcomes
• Be ambitious but match resources and time to activity
• Have some kind of sustained activity/results
• Avoid jargon and boilerplate support letters
• Partner contributions either cash or in-kind encouraged
Reviews of successful projects

“Excellent proposal grounded in strong research background and record of collaboration. This seems like good value for money including suitable contributions from other partners. Potential to roll out model to other areas suggests potential sustainability.”

“A proposal which has clear potential to generate impact through developing the practices of the named partners; support letters outline this potential quite clearly.”

“A strong project with clear methodology and good relationships; strong track record of success. Good and varied dissemination and impact strategies with good value for money.”

“This seems like a strong project with a clear architecture and potential to produce clear impact and dissemination to different audiences across different media. There is a clear sense of involvement from all partners and the methods of engagement appear strong, there is a clear base in research and possible transfer to other contexts.”
Reviews of unsuccessful projects

“Good project with sound cooperation base to build on, although perhaps more suited to a different funding programme even within this KE scheme (1 workshop). The activities are heavily research focused and the proposal is less informative in terms of dissemination/how to generate impact on policy and practices.”

“Good quality research, however the framework to generate significant impact on policy is not particularly well argued (website, semi-formal communications) and the evidence of involvement [by the partner] (monetary, in-kind, active contribution) is not visible.”

“Application is based on a solid and promising collaboration and shows fair value for money...; there is also potential transfer to different contexts and dissemination.... But the collaboration with [XX] is mentioned without clear support/evidence and the project architecture is not entirely convincing.”
Lessons learned

• Factor in time for delays and make contingency plans – assess the risks before you start and be flexible if you can

• Expect changes to the situation, priorities, staffing and engagement and adapt activities accordingly

• Keep the momentum going – staff with sufficient time to focus on the project are crucial for progress

• Take advantage of new avenues of opportunity

• Think about how the partners can positively feed into the research process

• Spend time in partner environment

• Steward relationships carefully and manage partner expectations

• Design outputs in accessible formats for stakeholders

• Think about next steps, time and resources
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Support available

Download application form and guidance
http://www.socsci.ox.ac.uk/esrciaa/call

Email queries
Email esrciaa@socsci.ox.ac.uk for further advice and assistance.

Advice
To talk in more depth about plans and get feedback on application drafts email aileen.marshall-brown@socsci.ox.ac.uk

Exemplar applications
Previously successful applications can be viewed here:
https://sharepoint.nexus.ox.ac.uk/sites/socsci/ke/Exemplar%20proposals/Forms/AllItems.aspx
Get in touch

**Stacey McGowen** | Research Impact Officer  
ersciaa@socsci.ox.ac.uk  
(First line enquiries)

**Aileen Marshall-Brown** | Research Impact Facilitator  
aileen.marshall-brown@socsci.ox.ac.uk  
(IAA operational lead & facilitation support)

Regional partner contacts:  
**Dana Vilistere** | Oxford Brookes University  
**Fiona McKerlie** | Open University  
**Charlotte Johnson** | Reading University

Thanks for your attention!