

## **Communications & Engagement Expectations for ADR UK Research Fellowship grant holders**

This document sets out the expectations regarding communications and engagement for recipients of ADR UK Research Fellowship grants, issued by the Economic and Social Research Council (ESRC), part of UK Research & Innovation (UKRI). The purpose of this document is to ensure a coordinated and mutually supportive approach. It also sets out best practice approaches to communicating the work of grant holders to the public and relevant stakeholders and facilitating meaningful engagement with relevant publics or demographics.

The following expectations are in addition to the basic minimum requirements set out in the grant agreement.

*Please note:* Any work removed from the trusted research environment, such as the Office for National Statistics (ONS) Secure Research Service, needs to go through output clearance and be reviewed by the data owner. All outputs should be fully cleared before they reach the ADR UK Communications and Engagement team. Adequate time for output clearance should therefore be factored into the production and publication timeline.

### **Communications and engagement planning**

All work funded by ADR UK is expected to have a plan in place for communicating the work to the public and relevant stakeholders, and to embed meaningful public engagement in their research. Upon prior agreement with the ADR UK Communications and Engagement team, this plan may either be produced independently by the grant holder where the resources exist to do so, or otherwise in collaboration with the ADR UK team. If there are no plans for communications and engagement activities for a particular research project, the reason for this will need to be agreed with ADR UK.

### **Scope**

This document relates to all external communications and engagement activities by ADR UK and the grant holder in relation to the funded project. Both communicating and conducting meaningful engagement are vital to the ADR UK investment; one is not a substitute for the other.

Activities include but are not limited to:

### 1. Communications

Communicating the impact of the work we enable is critical to ensuring the successful continuation of the ADR UK investment. In line with this, the grant holder will be supported by the ADR UK Communications and Engagement team in undertaking open and transparent communication about ADR UK-funded data curation, linkage, and research. This will be upon agreement between both parties regarding appropriate messaging.

*a. Communications outputs produced by ADR UK Research Fellows and published on ADR UK channels typically include:*

- **a project page:** This provides a brief overview and key details of the project, such as background, objectives, and funding details. It ensures ADR UK is transparent about the work it is funding. It targets government, the public, and privacy lobbyists
- **at least one blog on the ADR UK website:** This sets out project ambitions in clear and simple terms. It may include why the project is important, context, and expected impact. It targets government, researchers, and the public
- **a Data Explained publication:** This discusses the data used, its limitations, and any recommendations for improvements. It targets researchers and data owners
- **a Data Insight publication:** This showcases early research findings with the aim of influencing policy or practice. It targets policymakers
- **And another output of choice:** This could include an additional output from the list above focusing on another area, or a different output such as a policy briefing, animation or video.

*b. Communications published on grant holder or third-party websites which may include:*

- academic publications
- podcasts or interviews
- case studies and reports
- press releases or statements
- features in newsletters and social media
- infographics, videos, or other online multimedia.

All published outputs will be promoted on ADR UK's social media (Twitter/X and LinkedIn) and in the ADR UK monthly newsletter.

## 2. Stakeholder engagement

Conducting meaningful engagement with the public and other stakeholders is crucial to maintaining a healthy social contract, whereby administrative data research is conducted in a way that demonstrates trust and maximises public benefit. This includes engagement with all relevant stakeholders including: academics, researchers, government or other data holders, policymakers, representatives of community organisations or NGOs, and members of the public.

### *a. Public engagement*

ADR UK is committed to ensuring public engagement is embedded throughout the research process for all our funded projects. Therefore, all recipients of ADR UK grants must build meaningful public engagement into their research proposals. Engaging with the public can be done directly with members of the public, or through representatives of particular groups of the public, via community organisations or NGOs, or both. Public engagement activities may take the form of:

- public consultation or dialogue with the general public to inform ADR UK-funded work, e.g. focus groups, workshops, or online surveys
- activities with community representatives, in which members of organisations which represent sub-sectors of society are consulted in the development of ADR UK-funded work.

Meaningful public engagement necessitates **two-way engagement of listening and responding**. This means building a public engagement plan around the intention of seeking and utilising feedback to inform your research. Feedback from public engagement has the potential to inform the contextual and practical applications of your research; ethical considerations related to demographics relevant to your project; plans for dissemination, and more. More information about how to meaningfully engage the public in your work can be found on the [Learning Hub](#), including [case studies](#) on meaningful public engagement activities.

### *b. Policy or researcher engagement*

Engaging policymakers can help achieve impact, while engaging other researchers can help raise awareness of administrative data research. Engagement activities may include:

- attendance at events as an exhibitor or speaker, in which the ADR UK-funded work is showcased to relevant stakeholders, e.g. academic researchers or policymakers
- public seminars and lectures, where attendees can ask questions and speak directly with grant holders about ADR UK-funded work
- responding to policy-focused activities such as government inquiries and consultations, using evidence generated through ADR UK-funded work.

## ADR UK's expectations of grant holders

Holders of ADR UK grants from ESRC are expected to:

- i. Agree a planned approach and outputs for communications and engagement work with ADR UK.
- ii. Agree key messaging for the funded work with ADR UK and align with the agreed messaging in all subsequent outputs unless otherwise agreed with ADR UK.
  - a. Where new information is to be included in outputs, messaging should be agreed with ADR UK beforehand. Where no new information is included, pre-agreed messaging may be distributed without the need for further sign-off.
- iii. Carry out planned activities in line with the agreed plan, clearly communicating any changes to the plans.
- iv. Share details of any communications and engagement activities about ADR UK-funded work (including activities by third parties) with the ADR UK Communications and Engagement team as far in advance as possible, to allow the team to have meaningful input and to support dissemination. This must be a minimum of three working days before the activity takes place.
- v. Be open to advice and comment from ADR UK, to help ensure communications and engagement are as effective as possible.
  - a. The Senior Public Engagement Manager should be informed of any public engagement activities from the planning stage of the activity onwards.
- vi. Acknowledge ADR UK and the ESRC as the source of funding in outputs referring to the funded activity with use of the ADR UK and ESRC logos where appropriate.
  - a. This should adhere to relevant [brand identity guidelines](#).
  - b. Logos, acknowledgement text, colour scheme and more can be found on the [ADR UK brand toolkit](#).
- vii. Ensure that outputs follow the correct clearance processes, and are written in line with the [ADR UK writing style guide](#) and template guidance.
- viii. For outputs using ONS SRS data, use the dataset Digital Object Identifier (DOI) in citations in all publications.
- ix. Keep the ADR UK Communications team informed about significant developments which could be of positive media interest, such as early research findings.
- x. **Proactive press releases:** Give the ADR UK Communications and Engagement team the opportunity to review and provide formal sign-off for proactive press releases and other relevant communications materials with reference to ADR UK or data provided by ADR UK, at least five working days prior to any external circulation unless otherwise agreed. This includes when shared in advance with journalists.
- xi. **Reactive statements/press releases:** Where these are based upon pre-agreed messaging, these do not require review or sign-off by ADR UK, although outputs should still be shared for information. However, if reactive statements contain significant new messaging, they must be reviewed and signed-off by the ADR UK Communications team.
- xii. Provide appropriate statements in the event of Freedom of Information requests or other reactive external requests with direct relation to research projects or findings.

### **Grant holders' expectations of the ADR UK Communications and Engagement team**

In turn, grant holders can expect the ADR UK Communications and Engagement team to:

- i. Provide advice and support in developing and delivering a communications and engagement plan for ADR UK-funded work.
- ii. Agree key messaging for the funded work with the grant holder and abide by the agreed messaging in all subsequent outputs unless otherwise agreed with the grant holder.
  - a. Where new information is to be included in outputs, messaging will be agreed with the grant holder beforehand. Where no new information is included, pre-agreed messaging may be distributed without the need for further sign-off.
- iii. Share details of planned communications and engagement activities about ADR UK-funded work with the grant holder as far in advance as possible, with a minimum of three working days before communications is in the public domain or engagement activity has taken place, and be open to advice and comment from the grant holder.
- iv. Edit any outputs for publication on ADR UK channels in line with the ADR UK style guide.
- v. **Proactive press releases:** Give the grant holder the opportunity to review and provide formal sign-off for proactive press releases and other relevant communications materials with reference to ADR UK-funded work undertaken by the grant holder at least five working days prior to any external circulation, including when shared in advance with journalists (sooner where possible).
- vi. **Reactive statements/press releases:** Where these are based upon pre-agreed messaging, these do not require review or sign-off by the grant holder, although outputs will still be shared for information. However, if reactive statements contain significant new information, the grant-holder will be given the opportunity to review and sign-off by the ADR UK Communications team.
- vii. Provide materials for grant holder communications and engagement activities when requested and where reasonably feasible, such as basic information for public web pages and quotes from ADR UK representatives.
- viii. Support grant holders in amplifying communications and engagement activities where appropriate, e.g., to stakeholder contacts or via social media.
- ix. Provide appropriate statements in the event of Freedom of Information or other requests with direct relation to ADR UK or datasets curated and shared with the grant holder by ADR UK.



**Contact**

If you have any questions about the above, please contact the ADR UK Communications and Engagement team.

General: [press@adruk.org](mailto:press@adruk.org)

Christine Boase, Strategic Lead for Communications and Engagement:

[christine.boase@esrc.ukri.org](mailto:christine.boase@esrc.ukri.org)

Shayda Kashef, Senior Public Engagement Manager: [shayda.kashef@esrc.ukri.org](mailto:shayda.kashef@esrc.ukri.org)

Laura Mulvey, Communications and Engagement Manager: [laura.mulvey@esrc.ukri.org](mailto:laura.mulvey@esrc.ukri.org)

Eleanor Collard, Communications and Engagement Officer: [eleanor.collard@esrc.ukri.org](mailto:eleanor.collard@esrc.ukri.org)