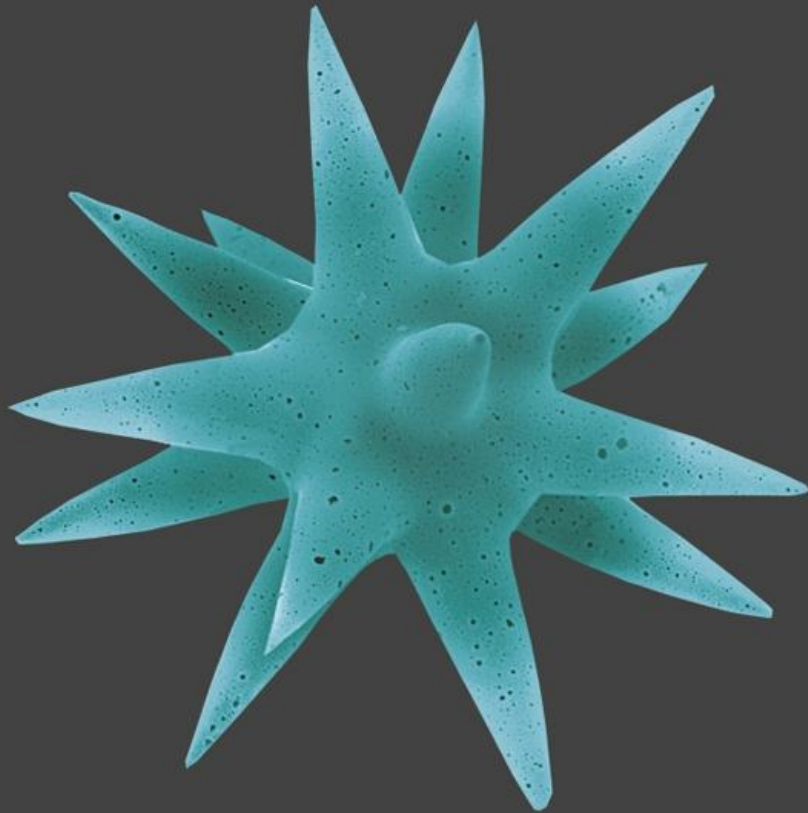


# Engagement at The Wellcome Trust

A perspective from a private research funder

Chloe Sheppard

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We are a global  
charitable foundation  
dedicated to achieving  
*extraordinary*  
improvements in health  
by supporting the  
brightest minds



## Sir Henry Wellcome's Will in 1936

“The Research Fund”.. “for the advancement of ...research which may conduce to the improvement of the physical conditions of mankind”

“The Research Museum and Library Fund” ,, for the maintenance, equipment and/or extension of any of my Research Museums or Libraries”

“that the Directors and others having control of the several institutions and organisations use their best influence to secure total abstinence from wine, beer, spirits .... and tobacco by the staff”

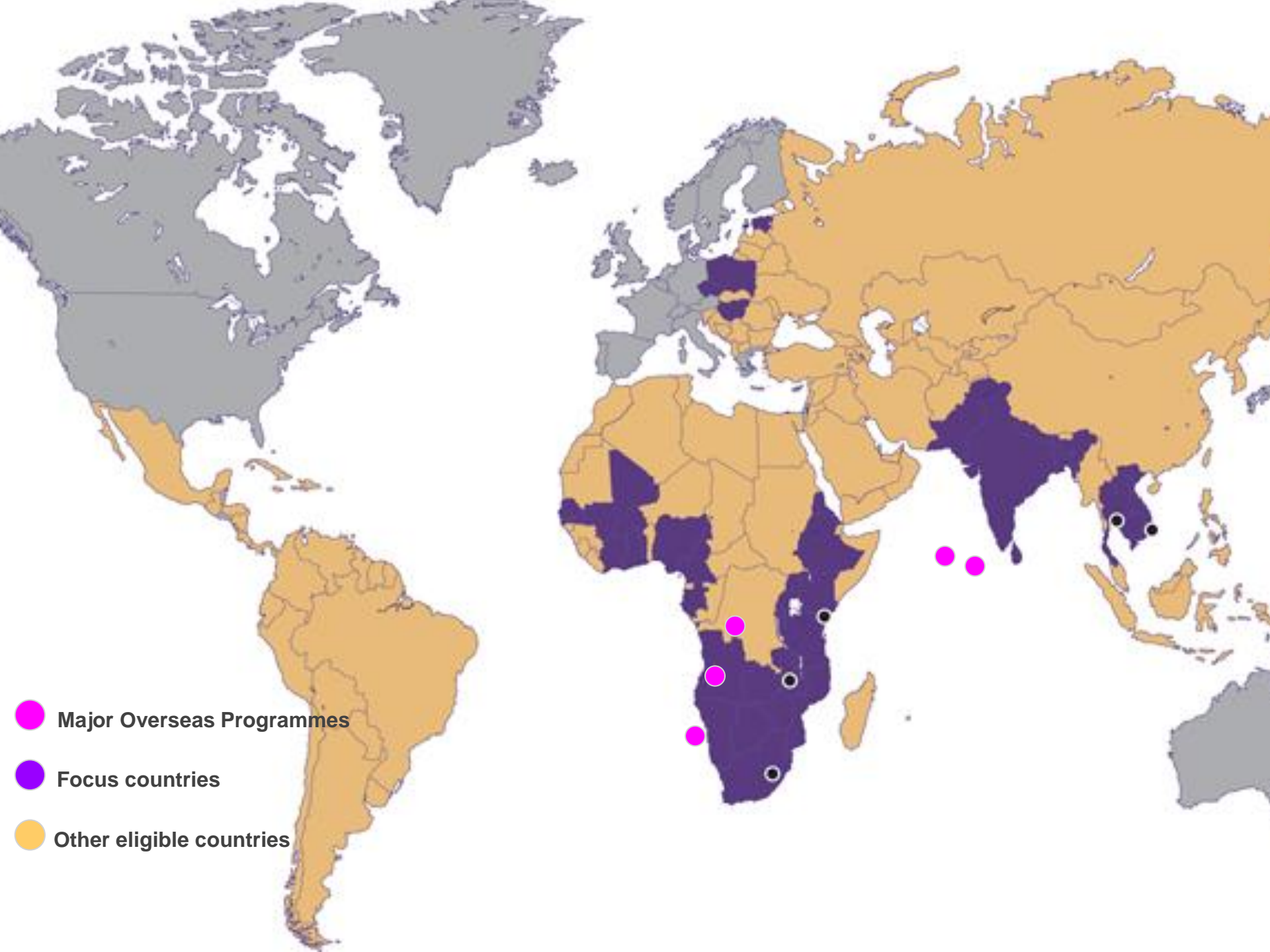


# Strategic Plan 2010 – 20

Our **vision** is to achieve  
extraordinary improvements  
in human and animal health

Our **mission** is to support the  
brightest minds in  
biomedical research and the  
medical humanities



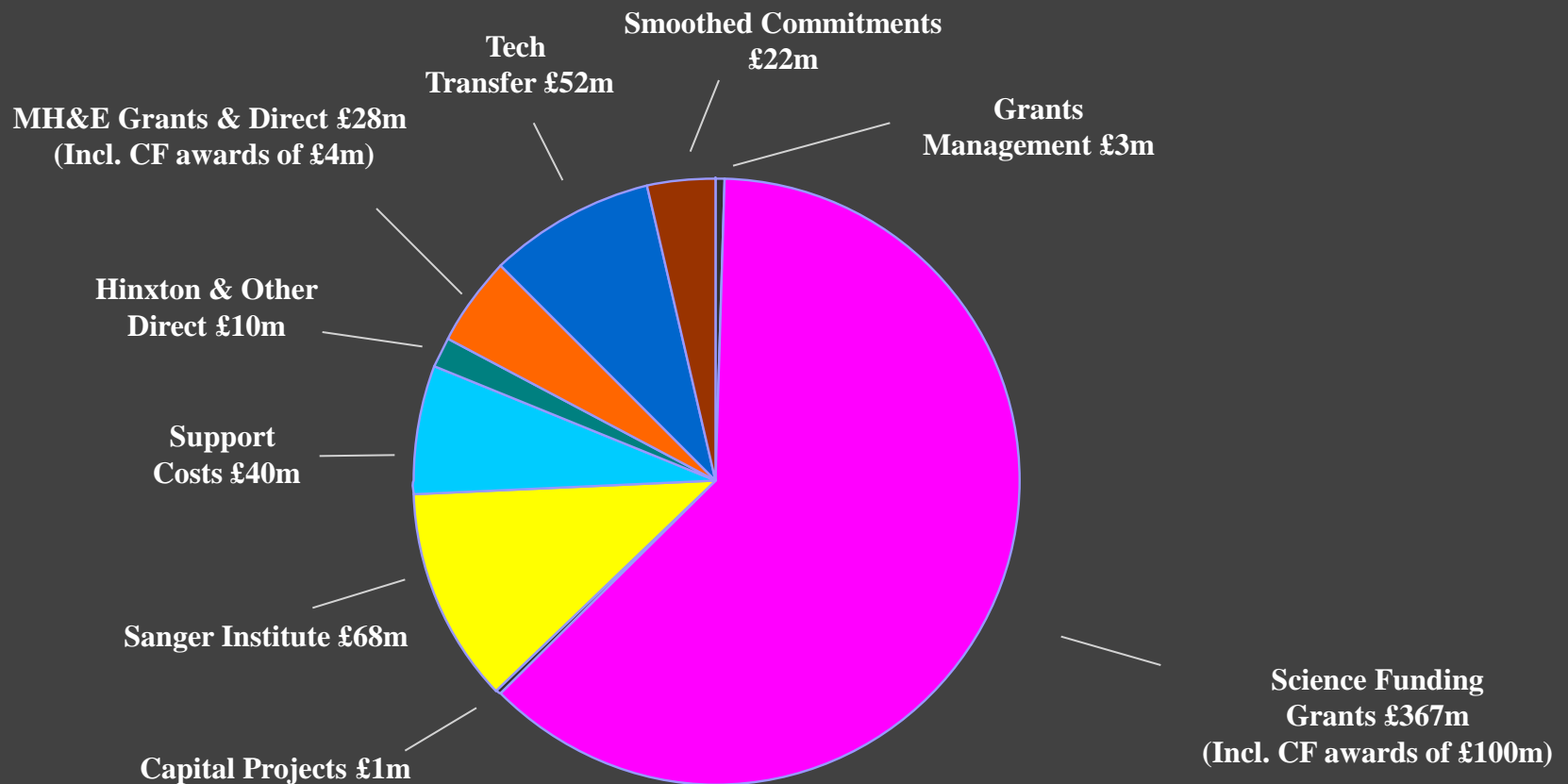


 Major Overseas Programmes

 Focus countries

 Other eligible countries

# Financial Expenditure 2009/10



**Total Financial Plan Expenditure 2009/10: £591m.**  
**Additional Special Dividend Budget £500m of which £32m was committed in 2009/10**



# Engaging the public with science

*To embed biomedical science in the cultural landscape so it is valued and there is mutual trust between researchers and the public*

- Placing medicine within a cultural context
- Inspiring and educating young people
- Embedding mutual trust and understanding
- Opening up information

# Public engagement...what is it?

- Informing
  - inspiring, telling, educating
  - media, talks, lectures, publications, exhibitions
- Engaging
  - conversations rather than transmission
  - opportunity for views/questions/values to be explored
  - consultations, panels, discussion events
- Collaborating
  - jointly working on a research topic
  - involving the public in research

# Why do it?

- Must do
  - to secure ethical compliance
  - to recruit study participants
- Smart to do
  - improve understanding about research & outcomes
  - improve communication skills to broad audiences
  - enhance your research
- Wise to do
  - ensure research is in broad cultural conversation
  - inspire future generations of scientists

# How do we do it

- **Trust-led activities**
  - Wellcome Collection
  - Education resources and policy
  - Broadcast & gaming strategy
- **Grant funding**
  - Audience focussed schemes
  - Collaborative and facilitative approach
  - Peer review

*Placing medicine within a cultural context*

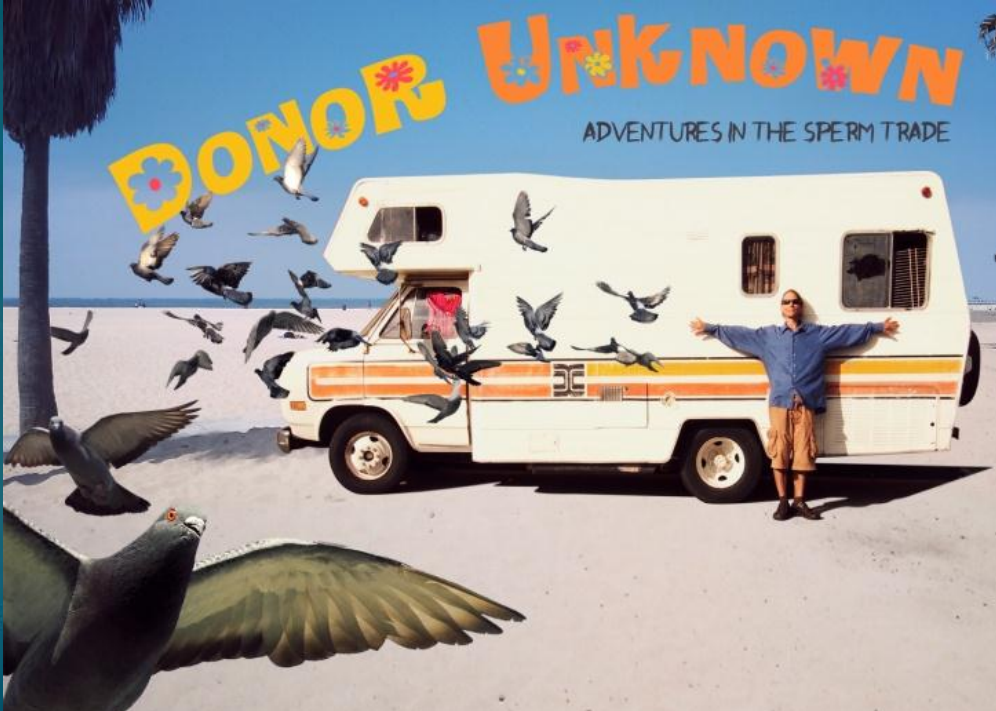


TWO FREE EXHIBITIONS EXPLORING  
FAITH, HOPE AND CHANCE  
6 OCTOBER–26 FEBRUARY

VARIETY - "DEEPLY TOUCHING, RESONANT AND...VERY FUNNY"



Shot in a Ukrainian hospital full of desperate patients and makeshift equipment, "The English Surgeon" is an intimate portrait of brain surgeon Henry Marsh as he wrestles with the dilemmas of the doctor patient relationship.



# *Inspiring and educating young people*

**Leading debate in science education**

**Providing education resources**

- Big Picture
- Great Plant Hunt – with Kew
- In the Zone Olympics project

**Focusing on priority areas**

- Informal education
- Primary science

**Embedding continuing professional development**

- National Science Learning Centre

**Working with our local schools**

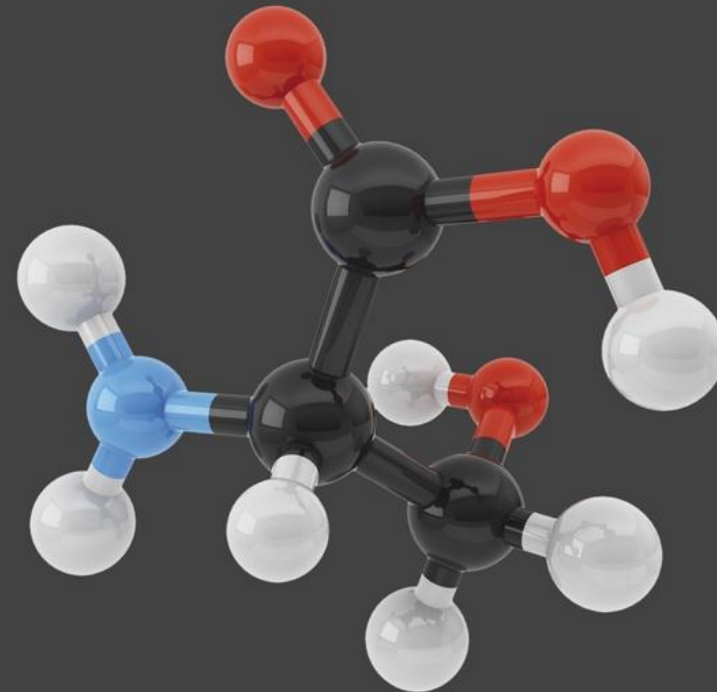


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## *Embedding mutual trust*

Supporting and encouraging our researchers to engage

Support for public engagement through grants





# Support for public engagement through grants

- Capital and Strategic Awards
- Society & People Awards, Arts Awards
- Broadcast Awards
- International Engagement Awards
- Engagement Fellowships



# Public engagement...does it work

- IMPACT
  - Knowledge
  - Behaviour or attitude change
  - Enjoyment/entertainment/emotion
  - Skill acquisition
- VALUE FOR MONEY
- QUALITY
  - Production values
  - Content rigour
  - Artistic expression
- REACH
  - Primary audience
  - Secondary audience