A HOW TO GUIDE



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Café Connect is a unique 'pop-up' research café which engages with the public at all stages of the research life cycle (Figure 1) via a reciprocal process using a wide range of activities in order to fuel imaginations and spark debate in people of all ages and backgrounds. The key aim is to engage and involve the public throughout the research process – not just at the start and the end of the work. This approach facilitates genuine interaction and initiates new ideas for future research, study design, data gathering and analysis, knowledge exchange and the dissemination of research findings. This type of approach to Public Engagement was recently endorsed in a blog from Sense About Science*.

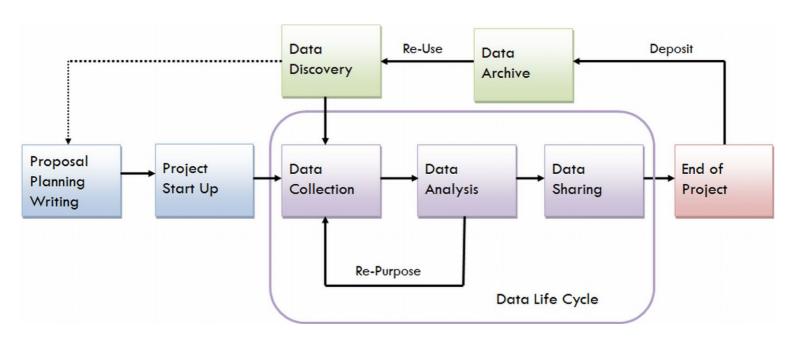


Figure 1. Stages of the research lifecyle. From http://data.library.virginia.edu/data-management/lifecycle (Reproduced with permission)

Crucially, Café Connect takes place in the heart of the community in a relaxed, comfortable cafe atmosphere. Many people do not feel welcome in the university environment so it is vital that we reach out to them. The University of Nottingham, for example, is a beautiful campus university complete with an 'Ivory tower' and barriers at the entrances.



THE HISTORY OF CAFÉ CONNECT

We piloted the Café Connect concept in August 2015. We were aware of other café-based engagement projects that had engaged members of the public in data collection including Carnegie-Mellon's Behavioural Research Café in Downtown Pittsburgh and the Restaurant of the Future in Wageningen. We partnered with Nottingham Contemporary which is an art gallery in the centre of Nottingham with a spacious café and excellent public transport links. We wanted our engagement to be genuine and meaningful so a range of activities from many different academic disciplines (e.g. psychology, law, midwifery, psychiatry and biosciences) were available for people to take part in from fun demonstrations, to focus groups, to laptop-based experiments, questionnaire studies and talks about research. Crucially, we found that each stage of the research process offered a way to engage meaningfully with people about research.

Sometimes this was unexpected. For example, in one study we had invited people to complete a task which asked them to consider the factors that might lead someone to self-harm. We had many conversations with people who completed this activity who felt that it had really challenged their existing assumptions about self-harm and what it meant.

THE CAFÉ CONNECT MODEL EVOLVES

We received superlative feedback from the public and from researchers about our pilot research café. The public really appreciated the university coming into the community to involve them and the researchers found themselves on new paths in their research often with a more participatory focus to their work having been involved in the cafe. Encouraged by this we applied for Wellcome Trust funding to extend our model of public engagement more specifically into health-related research. We felt the model would be particularly useful in this space since public engagement (at all stages of the research process) is vital in developing appropriate and effective interventions for a wide range of health-issues. We also decided to extend the model so that in addition to flagship events involving lots of activities as per our successful pilot Research Café we now created three specific studies which ran across four Café Connect events held over a year from October 2016-July 2017 (Figure 2). The work for the specific projects across the four events was co-created with 'Participant Enagers' who took part in initial focus groups and became part of the research team.

Crucially, we wanted to ensure that Café Connect model facilitated the engagement of people who may not normally participate in research and removes barriers for people who do not feel comfortable entering a university campus environment. Here we explain how to set up a flagship pop-up café event. More details about how the specific projects worked across several pop-up Café Connect events will be published in a forthcoming journal article.

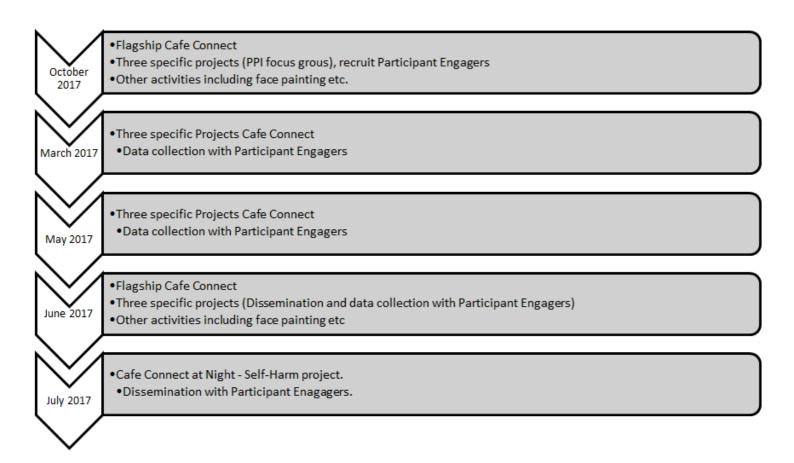


Figure 1. Café Connect events held in 2016-17.

HOW TO PLAN A CAFÉ CONNECT EVENT

BEFORE THE EVENT

Funding

Find some funding to support your event. Unless you have lots of time on your hands (if you are an academic we know you won't!), you will need to employ a project manager to oversee the event for you. For a one off event we estimate you will need at least 8-10 weeks of support to set up and evaluate your event effectively. ESRC Impact Accelerator Awards and Hermes funds are a good place to start.

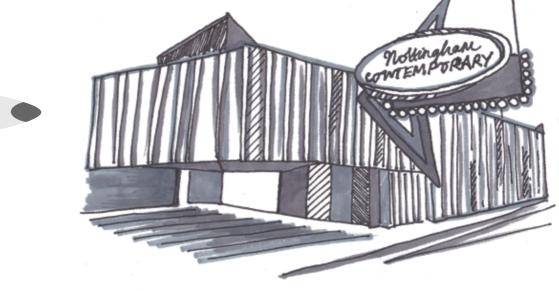
Iltems you may wish to budget for as consumables are listed in Appendix 1. (Vouchers, balloons, helium, face painter, advertising, room hire, vouchers for student volunteers etc.)

Recruit and appoint your project manager(s)

For our pilot event we employed two postgraduate students, part-time on a casual basis over the summer of 2015. This worked really well.

Find your venue

We worked with Nottingham Contemporary Café in Nottingham city centre. The university has an established link with the Nottingham Contemporary, an art gallery located in the Creative Quarter of Nottingham City Centre. Nottingham Contemporary is a light and spacious environment with excellent transport links.



Nottingham Contemporary has an art gallery, open space where children's activities are run during school holidays, private rooms that can be hired and a café area. The Contemporary Café was used as the main area for the engagement activities and a private room was hired for conducting the focus groups and other activities requiring a quieter environment. You will need to establish whether your venue will charge you for the space and you'll need to budget for this. We provided vouchers (£2.50) for participants as a thank-you for taking part in activities that involved collecting data.

These could then be redeemed at the café (we then reimbursed the café the costs of the vouchers spent – so the café benefits from additional spending on the days of your event).







It is vital that you understand the limitations of the venue – what activities are they comfortable with? Are there research topics to be covered that they would be averse to? Make sure you understand the constraints of the venue you are working with - even down to where you can and cannot pin things up, place tables and poster boards, or use blu tack.

Why is a café environment important?

We think this is vital for two main reasons. First, people coming to the café may have never been exposed to university research before. A café is a relaxed and friendly environment which is ideal to explore novel ideas and experiences.



Second, we really liked the idea that people could come to the café without prior knowledge of the event and be exposed serendipitously to public engagement. This happened often in our experience and was enjoyed by those who had come to the café for another reason (often a business meeting).

Decide event dates

Agree with your venue when the events will be held. We have found that Thursdays and Fridays in school holidays are optimal times to hold Café Connect events and attract a wide and diverse audience.



Identify your activities

You need to invite members of academic staff and postgraduates from across your institution to get involved. We created an application form (see Appendix 2) for researchers to complete to determine the space and facilities they would need and the nature of the activity on offer.

You need to make sure the space in the venue is not too busy so have in mind a total number of activities you could accommodate. Be sure to determine if the activity can take place in the main café or whether the researcher will require a quiet space for a focus group etc.

If you have lots of activities you will need to decide on a criterion for selecting projects to be involved.

For our work we chose projects that promised meaningful engagement for participants. All projects collecting data must have ethical approval in place for the event. As ethical approvals can take a long time to process we must stress the importance of planning in advance and/or having back-up activities to offer instead. We offered 11 activities at the October 2016 flagship event and nine in June 2017. (See examples in the menus in Appendix 3).

Recruit student volunteers

We had undergraduate and postgraduate volunteers helping out on the day who were keen to get experience of public engagement. The played a vital role in explaining what was happening, signposting people and helping with evaluation of the events. We were able to give them some 'Love to shop' vouchers as a thank you for their time.

Researcher workshop

Prior to the event hold a briefing/training workshop to be attended by all lead researchers and student volunteers. The workshop covered health and safety issues, advertising and promoting, representing the university, people management at the event, avoiding bias and stereotyping, how to be sensitive and approachable. Researchers were told to alert the Project Manager if they were concerned about someone taking part in activities in the café. Research activities and topics were discussed as well as technical considerations such as space and material used. See Appendix 4 for a checklist of issues we covered in our researcher workshops.

Create a website

Ours was very useful for advertising and posting information. https://www.nottingham.ac.uk/interact/research-cafe/cafe-connect.aspx Googlesites websites are very easy to set-up and maintain if you do not have dedicated personnel to help with web design.

Create a menu of activities

A laminated 'menu' of activities (Appendix 3) was available on the day for participants to peruse and see what was on offer that day. We also posted this on our Café Connect website ahead of the event.



Advertise and promote your event

Ask your media team to write a press release about your event. This led to appearances on local TV and radio and to increased attendance on the second day of café events. We have appeared on both radio and TV to talk about Café Connect events.



Before the event researchers need to promote the event via traditional methods (posters and leaflets) (see examples in Appendix 5) in public places, libraries, health centres, through local schools and partnership organisations and at the Contemporary. We also posted information via social media (Twitter, Facebook etc).

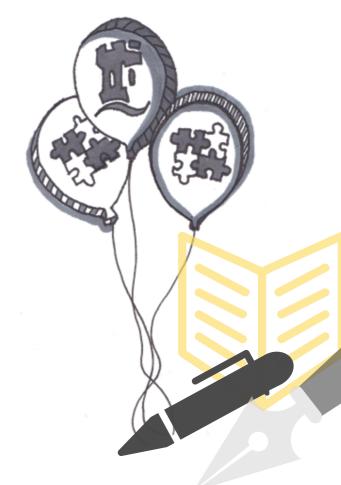


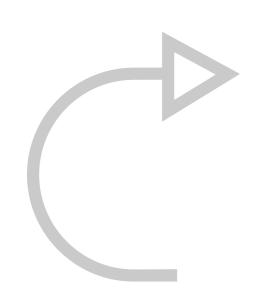


We advertised on the internet through our website www.nottingham.ac.uk/INTERACT and other relevant platforms. Our press office posted a blog on the Nottingham University website about the success of one of our events (http://blogs.nottingham.ac.uk /newsroom/2016/11/03/research-cafe-success/). Information about events was also disseminated via electronic mailing of appropriate databases.

Information about events was also disseminated via electronic mailing of appropriate databases. We also promoted events at other public engagement events at the University of Nottingham. For example, we promoted the event at 'Wonder'

(www.nottingham.ac.uk/wonder). Wonder is the University of Nottingham's largest outreach event attracting between 6,000 and 7,000 visitors to the university each year. Café Connect leaflets were distributed at information points. We ran a Café Connect stall with Café Connect branded balloons, pens and leaflets and a 'Win a University of Nottingham bear' competition to engage younger visitors.







Brief researchers on space and space usage

Ensure that researchers know where they will be stationed in the café and what space they have to use. If using a flag system to indicate willingness to be approached ensure that all researchers respect this.





Create a Café Connect identity

We created a logo which was used on advertising materials. Researchers wore lanyards and student volunteers t-shirts to help visitors readily identify the Café Connect team in the venue. We created pull-up free standing banners to indicate that the café event was taking place that day.







Liaise with the venue

Liaise closely with the venue to make sure they know what to expect on the days you will be in their space.

Hire a face-painter/provide children's activities

To make the event fun, we hired a face painter and a had children's activity table (colouring in, creating brain caps etc) that was popular with younger visitors.

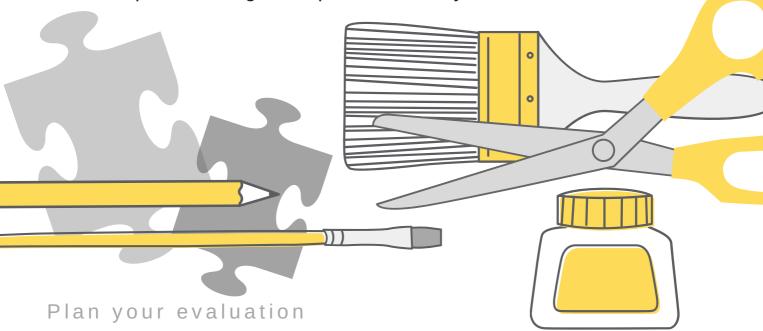
Ideally this should be overseen by a DBS checked supervisor to enable carers to participate in activities.





Consider what supports and/or signposting might be needed following participation in activities

As we conducted work on self-harm in Café Connnect, we partnered with Harmless, a user-led support service for self-harm, who were available to talk to people as an when needed. We also provided a range of leaflets to sign-post sources of support following actitivies. We also created a 'chill out' zone including word searches, crossword puzzles, colouring in and craft activities for people to engage with having taken part in our study on self-harm. This was suggested by the participant engagers working on this project who felt that some people would appreciate time to 'decompress' having taken part in the study.



Decide how you will evaluate the event. You could ask about increased awareness and knowledge about research. We included questions about the relevance of the activities on offer to participants' job or daily life, whether they would be following-up with a member of staff as a result of their engagement and whether there was anything they would change about Café Connect.

DURING THE EVENT





Setting up

Make sure you can arrive before the café opens to set-up each activity. Place pull-up banners about the event at the entrance to the venue. Create a welcome station to explain what is happening in the café for the day(s) of the event. Place the menus detailing Café Connect on café tables. Pens and lanyards, worn by researchers and printed with the Café Connect logo provides a consistent identity to the event. Inflate balloons printed with the Café Connect logo and hand these to children in the café which can provide an easy way start conversations with people and can further promote events.

Use a flag system

To indicate willingness to be approached to take part in studies. Here we had green and red flags that visitors could place in a pot on the table to indicate that they were willing to have a go at activities (green) or that they did not wish to participate (red).





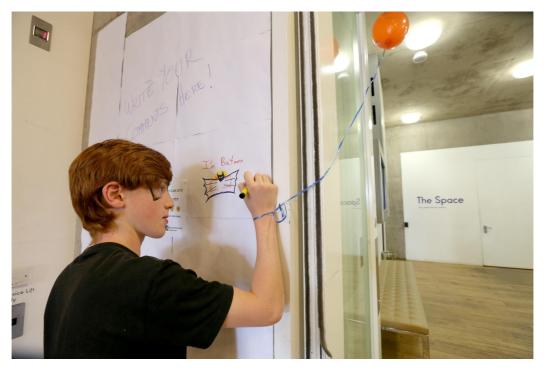


Evaluation

An evaluation was conducted by an external company. Data was collected from visitors to the café who participated in the event via an online survey. Feedback was also gathered from researchers who participated in the October event via an open ended questionnaire circulated via email. You can also create feedback postcards (see example in Appendix 6) or a 'feedback wall' for people to write or doodle their feedback on during the café.







Have fun

Smile, be open and enthusiastic!

AFTER THE EVENT

Say thank you

Thank researchers and venue for taking part in the event. Use social media to thank everyone who came along to take part.

Collate feedback from researchers and the public

Evaluate what lessons can be learnt from your experiences. For example, we discovered that we had to find a balance between people who wanted to be approached to take part in activities and those who did not want to be approached. We created a flag signalling system for people to use on their table to overcome this issue.



Reflect on feedback

When you have collated and digested all the feedback from your event make sure you incorporate this into the design of your next event.







Let us know how you got on

We are very keen to hear how people have got on with Café Connect events.

Please tag us in any social media you use @CafeConnectUoN



Café Connect was led by Professors Ellen Townsend and Joanne Hort (University of Nottingham)

Contact: ellen.townsend@nottingham.ac.uk

Acknowledgements

We thank Nottingham Contemporary for hosting Café Connect. The Wellcome Trust for funding Café Connect. The Café Connect Advisory Group. Our amazing Participant Engagers, Café Connect interns and volunteers. Scott Singleton and Unilever for funding and support. Emma Nielsen for the amazing art work in this guide.

Items to budget for in a Café Connect event

Over 8-10 weeks (approx. one month before and one month after)

	Approximate cost
	(in pounds
	sterling).
Project manager full time	£4000-5000
Advertising	£300-500
Printing costs	£100-200
Room Hire	£500
Consumable- Branded merchandise (balloons, pens, tee shirts for	£300-500
volunteers, banners)	
Face painter	£300
Evaluation	£1800
Consultancy fee (outside organisation)	£300
Room hire, lunch for advisory group	£100-200
Vouchers for taking part data collection studies	£200-300
DBS child care supervisor for childrens' activity corner (optional)	£500
Materials for chill out zone	£50
TOTAL	£8,450 - 10,150

Café Connect application form for Researchers

Café Connect event (Nottingham Contemporary) 27-28 October 2016.

Researcher Application Form

I earn members with email	Lead applicant:			
addresses.	Other team members:			
Project title and brief	(300 words max.)			
outline.	,			
NB. You will need to provide				
any equipment needed to				
deliver the activity.				
Please explain why this	(100 words max.)			
activity is engaging?	,			
, , , ,				
What is your back-up plan?	(100 words max.)			
(Who will lead the project if				
you cannot?)				
Please describe how you	Advertising plan (100 words max	t _*)		
will advertise your study to				
the public.				
NB. If you are seeking a specific	Pre-recruitment plan (100 words	max)		
group or if your activity takes				
longer than 15 mins you are				
expected to pre-recruit				
participants.				
Please indicate whether	Yes/No Please cirde	If you are collecting	Yes/No/NA	
your study can be run in		data will you pay an		
the main café (i.e. at a table	If no please describe the space you	inconvenience	If yes please detail how much.	
where people are eating or	require below:	allowance?		
drinking).	•			
Age range of participants		Duration of		
or audience sought		study/activity (mins)		
Have you obtained ethics	YES/NO	•	•	
approval?				
	If no - please explain why not below.			
	If yes - please insert the name of the approving ethics board and your ethics approval number here.			
By signing below I/we agree				
	planned and ensure a back-up plan is in p			
A member of the team will atter	d an 'engaging with the public' workshop	to be held on 28" Septembe	r 2016, 2-3.30pm (venue TBC).	
Researcher signature		Date		

(Electronic signature preferred - submission from a University of Nottingham email address is acceptable in place of a paper-based signature.)

Completed applications should be emailed by 31st August 2016. Please send to <u>Anne-Roberts@nottingham.ac.uk</u>
Applications will be considered by the Cafe Connect Advisory Group. You will be notified about the outcome of your application by 19th
September 2016.

Menu of activities for the October event



Café Connect

Scientific research is important because it increases our knowledge, which helps us to find solutions to problems, and consequently lead to improvements in the world we live in. However, research is not possible without the invaluable assistance of volunteers who participate in our studies. Many volunteers find that taking part in research studies can be an incredibly rewarding experience. Café Connect offers you the opportunity to choose from, and take part in a variety of studies. Your participation will contribute to important research that has the potential to make a positive difference to peoples lives.

Main courses Thursday and Friday 10 - 4

Are you a super taster?

Ever wondered why some people like some foods, such a Broccoli, and others don't?

Find out today if you're a supertaster or not. It might help explain!

Feeling good about donating

Come and play a game that will help us explore the link between altruism, charitable donating and well-being.

Your experience counts!

Your experience of health and healthcare can help us — the NHS and the University — do better research. Find out how you can get involved in shaping what we do. Look forward to meeting you!

How are you? Everyday Symptoms

We will ask you to rate how you're feeling right now – and ask you to read some information about managing common illnesses.

Why can't I find my keys?

We've all struggled to find things, even when they are in clear view. We want to know how best to help people locate the things they need, whether it is your keys in a hurry or book in a bookcase.

What is your experience of maternity research?

Find out about some recent studies through posters and a short film, share your opinions of childbirth and TV, and discover how you could get involved in Nottingham's maternity research

Getting children to take medicine

We all know administering medicines to children can be challenging. We are looking for children and caregivers to discuss their experiences of medicine administration to help us further understand and improve this area.

Children and caregivers.

All ages with experience of giving medicines to children. You do not have to currently care for young children, just have had experience of it in the past.

Morning Snacking (in the studio) Thursday and Friday 10 - 1

How good is your hearing?

Deafness, hearing loss and tinnitus (ringing in the ears) are very common. Find out about hearing research in Nottingham and learn more about your hearing through fun and interesting demonstrations suitable for all ages.

Afternoon Snacking (in the studio)

Join one of our focus groups to help shape our research.

Limited space

Food choices and preferences (Thursday and Friday 1.30 – 2.30)

Help shape our research into the factors affecting food choice and decisions (18 + years only)

Alcohol use (65+) (Thursday and Friday 2.45-3.45)

Are you aged 65 or over and have an opinion about alcohol use in your age group? Join our focus group to discuss how we should conduct future research on this topic (65+ only)

Self harm and eating disorders (Thursday and Friday 4 – 5)

Have you ever struggled with eating or hurting yourself (self-harm)? Help shape our research into the relationship between these important issues (18-25 only).

Menu of activities for the June event



Café Connect

Menu of activities

You are invited to take part in our research at Nottingham Contemporary

Café Connect 29 – 30 June

10am - 4pm

Scientific research is important because it increases our knowledge, which helps us to find solutions to problems, and consequently lead to improvements in the world we live in. However, research is not possible without the invaluable assistance of volunteers who participate in our studies. Many volunteers find that taking part in research studies can be an incredibly rewarding experience. Café Connect offers you the opportunity to choose from, and take part in a variety of studies. Your participation will contribute to important research that has the potential to make a positive difference to peoples lives.

Eating problems can be hard to talk about: help us find new ways.

We'd like to invite people over the age of 16 years old who have experienced problems with eating to help us shape future research. We will be holding focus groups in a quiet space (the Studio), where we'd ask for one hour of your time between 12-2pm.

Places are limited

Calm about Cake?

Find out the results of our research from the recent Café Connect Events concerning the emotions associated with eating cake in a café and the effect of portion size.

Handling Conflict

Understanding how people handle conflict in their lives is important. Come and learn about how we can gain a deeper understanding of conflict using a deck of cards! Age 25+ only

Pour a glass you might pour for yourself or for a guest at your home.

The 'drink' (dyed water) poured will be measured to calculate the number of alcohol 'units'. You'll be asked to estimate the number of 'units' poured. This isn't an intervention so you won't be given feedback about the amount you poured, but you will be provided with general information to help you keep track of units at home. Age 18+ only

Charitable giving

Come and play an economic game that will help us explore the link between altruism, charitable donating and well-being.

Over 18 years old only

Approx 10 mins

Pharmacists in GP Practices

The NHS is testing the idea of having Clinical Pharmacists in GP practices having appointments with patients. We would like to find out more about your experiences of your health, GP services, and pharmacists to help us evaluate this pilot study.

Maternity research and the Nottingham Maternity Research Network

Find out about some recent studies on topics such as: birth plans; doula support and early labour, and hear how you could get involved in the Nottingham Maternity Research Network.

www.nottingham.ac.uk/interact



CafeConnectUoN



@CafeConnectUoN

How well can you ignore distractions?

In this demo you will be asked to try and sort coloured rectangles whilst ignoring distracting words (such as the word "Red" when you see a blue rectangle). By measuring how fast you can sort the rectangles and how many mistakes you make we can show you how distracted you net!

Can you find what you are looking for?

How quickly can you see what you are looking for in a busy scene or cluttered room? Come and talk to us about times you found searching for things easy or difficult.





Supported by a Wellcome Trust People Award

Training for researchers

Factors to cover	Points to consider	Covered?
Representing the	At the Café Connect event we are all working together and representing the University of Nottingham. Prompt awareness	
University	of the fact that when they are approaching and talking to members of the public at Café Connect they are representing a	
	world leading and highly respected University.	
Ethics	Talk through and explain all the ethical aspects of the study.	
Approaching participants	Discuss issues of being sensitive and polite when approaching participants. It is important that Café Connect is a positive	
	experience for all. We need to ensure that we have good communication between University staff, participant engagers	
	and student engagement interns. Each study will need to provide a script for the student engagement interns so that they	
	use consistent and appropriate language when talking about each study with members of the public. Discuss with the	
	participant engagers the script that you will provide for your study to facilitate good communications.	
Delivering the study	Brief the participant engagers on how to deliver your study procedure. Consider whether you need them to practice so that	
procedure	when they deliver the procedure they are not leading or creating bias that may impact on study outcomes.	
Managing personal safety	Under no circumstances should participant engagers give personal information to members of the public. This includes	
	telephone/mobile numbers, email address, home address. It is important that while they are compassionate toward	
	members of the public that they maintain appropriate boundaries. If, during the course of the Café Connect event they felt	
	that a member if the public is attempting to spend an inappropriate amount of time, or stay within an inappropriate	
	proximity to them they should discreetly make this known to a University of Nottingham staff member. If during the course	
	of talking with a member of the public, it was revealed to them that they were having suicidal thoughts they should guide	
	the person to a University staff member.	
Unconscious bias	Prompt awareness of issues around stereo typing and bias and making judgements about people that affect the way they	
	approach and communicate with them. For example just because someone is struggling with personal hygiene or appears	
	unkempt it doesn't mean they are not intelligent and ready to engage with research. Raise awareness of being prepared to	
	meet people from different backgrounds and all walks of life.	
£2.50 vouchers for study	Each member of the public that takes part in a study will be given a £2.50 voucher to spend in the Contemporary Café. The	
participants	voucher can only be used in the café and only on either the 23rd or 24th March. If the person does not wish to redeem their	
	voucher in the Contemporary café they can place their voucher in a charity box. The equivalent monetary amount will be	
	donated to either age concern or a self-harm charity. We will not offer money to members of the public only the voucher.	
Data analysis	Discuss expectations about their level of involvement with data analysis and the extent that they would like to be involved.	
Dissemination of findings	Discuss how they might like to be involved with dissemination.	

Poster and flyer for the October event



Café Connect

Nottingham Contemporary, October 27-28 2016 10.00am - 4pm

Ever wondered what researchers at the University of Nottingham do?

Help shape our research at Café Connect at Nottingham Contemporary by taking part in a range of activities:

Are you a super taster? Your experience counts! Do you search for your keys? What's going on in maternity research? How good is your hearing? Feeling good about donating How are you? Everyday symptoms Getting children to take medicine Food choice decisions Older adult drinking Self harm and eating disorders

Help us design future studies. Take part in research and research demonstrations. Talk to researchers.

Fun activities for people of all ages. Free face painting and children's activities

www.nottingham.ac.uk/cafeconnect CaféConnectUoN







Poster and flyer for the June event



Café Connect

You are invited to take part in our research 29 - 30 June 10am - 4pm



Café Connect

Nottingham Contemporary Weekday Cross, Nottingham, NG1 2GB

Come and take part in and find out about research conducted at the University of Nottingham:

- Charitable giving.
- Maternity research.
- Why can't I find anything?
- Ignoring distractions.
- Pharmacists in GP Practices - what do you think?
- Handling conflict.
- Older adult drinking.
- Food choice decisions.
- Finding new ways to talk about eating issues.

www.nottingham.ac.uk/interact

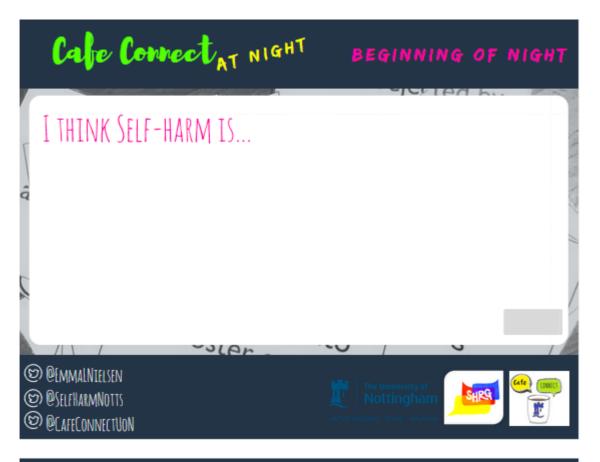
How to find Nottingham Contemporary

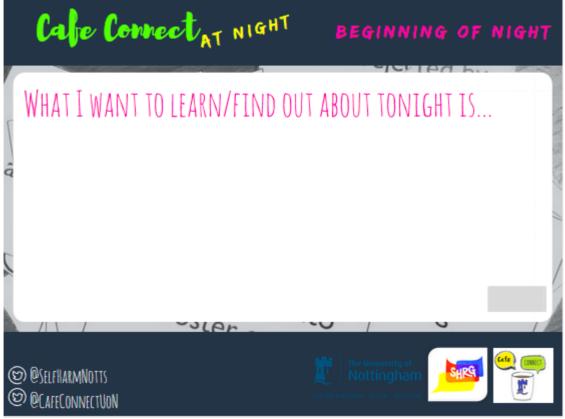
Nottingham Contemporary is located next to the Lace Market tram stop, a few minutes' walk from Nottingham Railway Station, and intu Broadmarsh. Car parking is available nearby.



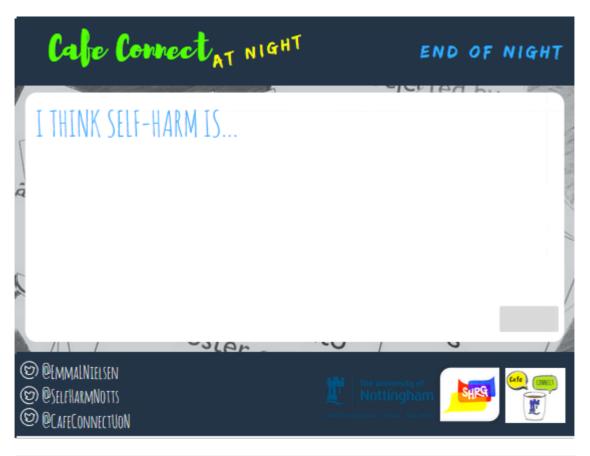
Cafe Connect is supported by a Wellcome Trust people award

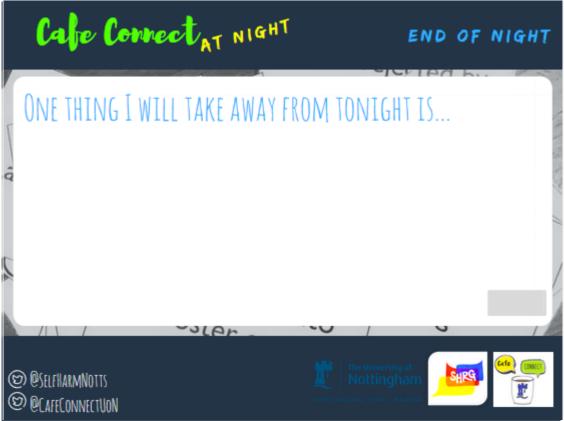
Café Connect feedback postcards





Café Connect feedback postcards





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