



# Launching the ARC WM Public Involvement Strategy

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It is with great pleasure that we announce the launch of our Applied Research Collaboration for the West Midlands **Public Involvement Strategy** - now available on our [ARC WM website](#).

Our Strategy, which sets the direction of travel for Public Involvement in ARC WM, was created over six months between October 2020 and March 2021. Whilst a core group of eight Public Contributors was instrumental in shaping the Strategy, the final version was a real team effort: our Public Contributors, researchers, Theme leads, managers and the ARC WM Director all influenced the final version.

The Strategy includes a vision statement, setting out what we want to achieve in ARC WM regarding involving the public in our research, which is underpinned by five strategic aims.

A delivery plan records, in detail, how we will deliver our Strategy, with milestones to make sure we keep on track.

## Our Vision Statement

*“Involving and engaging people from diverse backgrounds across the West Midlands in collaborative research. This will drive service improvement to make lasting benefits in health, social care and wellbeing for individuals, their families and communities.”*

**1** Enhancing diversity in our involvement and engagement and including communities under-represented in research.

Building on both foundations and experiences from CLAHRC WM to embed public involvement practices, which facilitate partnership working and enable the public to have real influence at Project, Theme and Central levels in ARC WM.

**3** Developing skills and capacity in the ARC WM Community (contributors, researchers and staff working in health and social care services) to deliver meaningful PPI/E across ARC WM.

Collaborating with public involvement colleagues locally, regionally and nationally to achieve continual improvement of PPI/E through sharing resources, learning and examples of best practice.

**5** Embedding a culture of gathering feedback, evaluating and reporting PPI/E to capture the impact of public involvement and contribute to the evidence-base.

We know that writing the Strategy is just the first step on a long journey. Now the Strategy has been written and published on our website, the real work in delivering our Strategic Aims begins.

[Wayne Murray](#), founder of Humanity Square, and charity strategist, recently said:

*‘Your strategy isn’t a document. It’s a set of mutually agreed decisions, created by all and owned by all. The document is just the receipt.’*

I couldn’t have put it better myself.