

# How to pitch an idea

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## Contents

About Applied Research Collaboration, ARC NWC .....	3
ARC NWC Theme structure .....	4
Why pitch an idea to ARC NWC? .....	6
How to submit an idea .....	8
Key considerations before submitting an idea .....	8
What happens following submission of an idea .....	10
What to expect if your idea was adopted by ARC NWC Theme .....	10
Further details .....	10

## **About the NIHR Applied Research Collaboration, ARC NWC**

ARC NWC brings together health and social care providers, NHS commissioners, local authorities, universities, public advisors, the Innovation Agency and more to support the development, delivery and implementation of research into practice, enabling real and positive change for patients and the public, with an overarching focus on reducing health inequalities. This includes:

- Encouraging, supporting and developing health and social care research that is based around local needs.
- Build capacity for co-producing evidence-based improvements in health and social care
- Equity mainstreaming - embed health inequalities in all our work, from idea generation to implementing findings.
- Collaboration & Co-production - partnerships to make changes based on research findings including member organisations staff, public advisors and academics
- Engaging with and involving public advisors in all activities throughout the research process to ensure that the proposed research relates to their experiences and draws upon their expertise.
- Collaboration with other ARCs (NIHR and NHS/Social Care infrastructures) to enable Members to participate in wider research networks and implement evidence from other organisations.

You can find out more about ARC NWC by visiting our website: <https://arc-nwc.nihr.ac.uk>

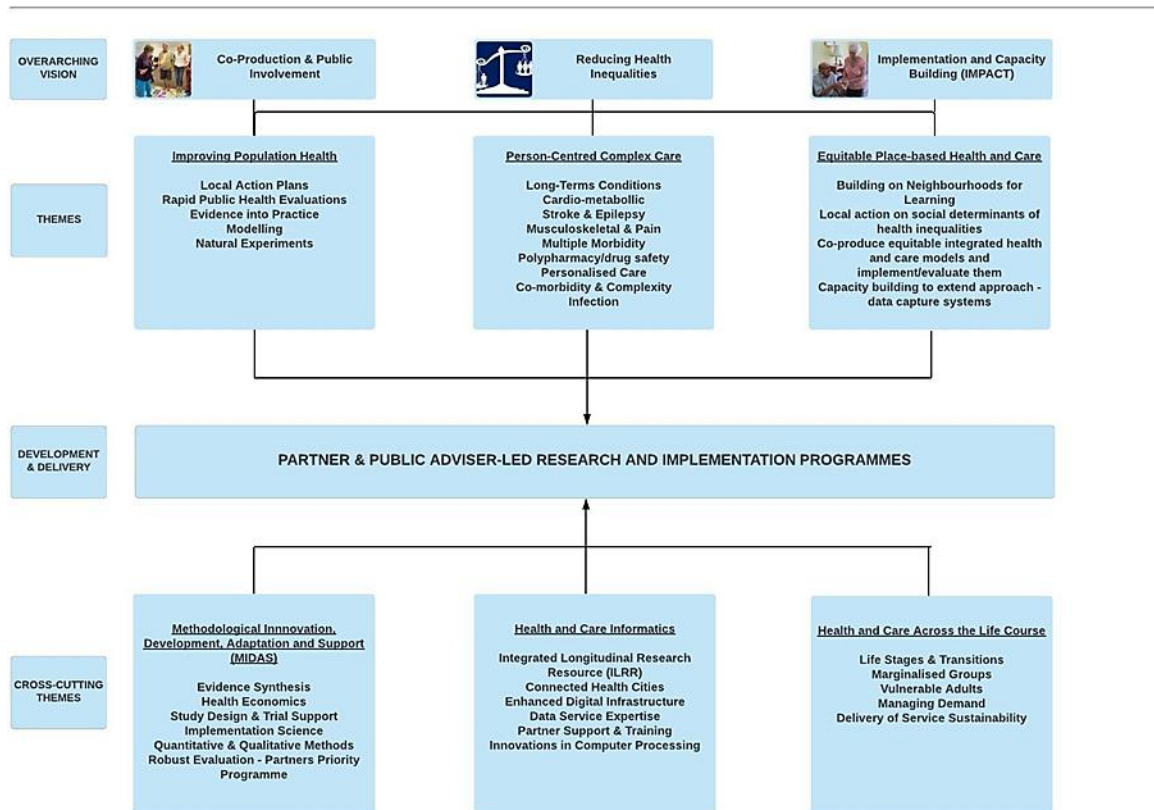
## **ARC NWC Theme structure**

Our four research themes reflect local needs; [Person-Centred Complex Care \(PCCC\)](#), [Improving Population Health \(IPH\)](#), [Equitable Place-based Health and Care \(EPHC\)](#) and [Health and Care across the Life-course \(HaCAL\)](#). (Figure 1)

Our cross-cutting themes provide expertise and guidance to support research and implementation activity: [Care and Health Informatics \(CHI\)](#); [Methodological Innovation Development Adaptation and Support \(MIDAS\)](#) and [Implementation and Capacity Building Team \(IMPACT\)](#). (Figure 1)

Each Theme has an academic Lead supported by co-leads drawn from our Public Advisor Forum and Member Organisations; they are responsible for the development and delivery of coherent programmes of research and implementation that are co-produced and prioritised with Member Organisations and Public Advisors (Table 1).

**Figure 1: ARC NWC Theme structure and area of priority for each theme**



**Table 1: ARC NWC Theme structure**

THEME	Academic LEAD	Theme Manager	Public Adviser co-lead	Public Adviser deputy	Professional Practitioner
Improving Population Health	Ben Barr (Liverpool)	Sian Guy (Liverpool)	<u>Saiga Ahmed</u>	<u>Hina Qureshi</u>	Wes Baker
Equitable Place Based Health & Care	Catherine <u>Walshe</u> (Lancaster)	Paula Wheeler (Lancaster)	Hilary Garrett	Ginger Liu	
Person Centred Complex Care	Tony <u>Marson</u> (Liverpool)	<u>Pallavi Deshpande</u> (Liverpool)	Alan Griffiths	Stephanie Tomlinson	Taj Nathan
MIDAS	Andy Clegg ( <u>UCLAN</u> )	Alison Doherty ( <u>UCLAN</u> )	To be appointed	Gerry Allen	
Care and Health Informatics	Sarah Rodgers (Liverpool)	Sian Guy (Liverpool)	Dawn Allen	To be appointed	
Health & Care Across the Lifecourse	Mark <u>Gabbay</u> (Liverpool)	<u>Pallavi Deshpande</u> (Liverpool)	<u>Dorcas Akeju</u>	Paul Moran	Jo Blair
<u>IMPACT &amp; Capacity</u>	Caroline Watkins ( <u>UCLAN</u> )	Victoria Appleton ( <u>UCLAN</u> )	Neil Joseph	<u>Irum Durrani</u>	Carole Spencer

## **Why pitch an idea to ARC NWC?**

- Do you have an idea that is at an early stage of development?
- Are you seeking to build a collaboration around your idea with others with similar interests?
- Is your idea yet to be tested out with other key stakeholders for example with academics or Health Care Professionals or members of the public?

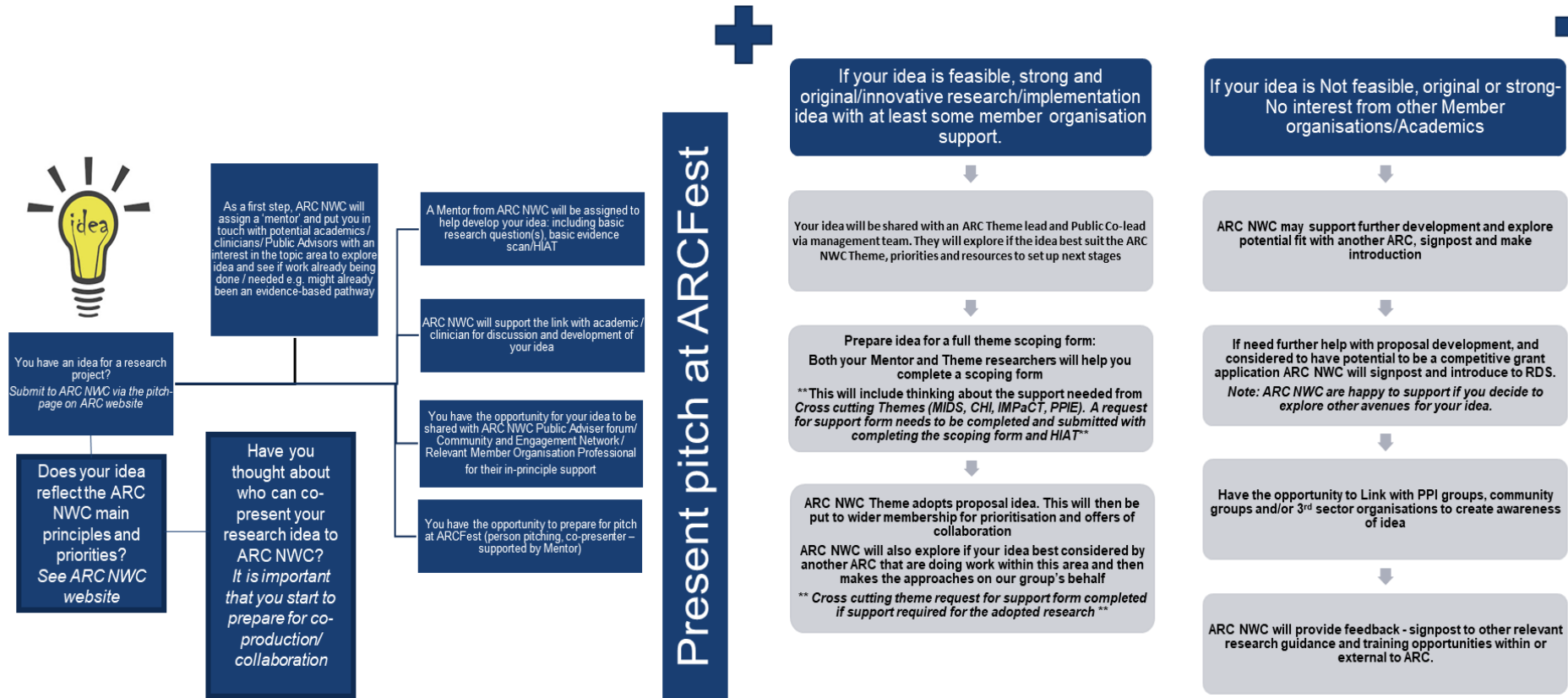
We encourage staff within our Member Organisations (working in collaboration with their ARC member Lead) and Public advisors, and other academics to share their research ideas. We aim to strengthen the involvement of communities and health and care organisations from the areas with the most pressing health needs within our research and implementation programme.

To support our Members and Public advisors, and other academics to share their ideas, we have developed a pitch pipeline process (Figure 2), where we aim to create opportunities for you at different levels:

- **Promoting awareness** – an opportunity to share the topic area across ARC NWC and community networks to develop awareness and gather support for the proposed idea.
- **Network and collaboration** – develop further collaborations with other member organisations, public advisors and academics through the ARCFEST.
- **Development of funding applications** – through collaboration with Member organisations and public involvement, the primary aim is to support a feasible, strong and original idea for a research or implementation project and we can provide mentorship and support for a joint external funding application.
- **Enhance capacity in developing a research idea** - provide guidance and support to ARC NWC Members and Public advisors on how to develop your idea and what is feasible, as well as signposting to the NW Research Design Services (NW RDS) if your project is not adopted by ARC NWC.
- **Signposting to the National ARCs network** – links and support to collaborate with an ARC leading in the proposed topic area.

Figure 2: Pitches pipeline process

# Pitch Pipeline



## **How to submit an idea**

Our dedicated form to capture your ideas can be [downloaded here](#). This form is an initial step to support the development of your idea.

Once submitted ARC NWC will aim to:

- Support you to frame your idea to write a scoping form that will be presented to one of the ARC themes for consideration
- Support you in the process of collaboration from other components of a co-producing group, such as academics, health care professionals and public members, and on a wider scale beyond single site idea
- Advice you on the best way to take an idea forward – considering questions such as; is this idea proposal for research/implementation or is this better for capacity building (e.g. ARC internship)?

*Please complete and send this form either by email to [arcnwc@liverpool.ac.uk](mailto:arcnwc@liverpool.ac.uk) or by hand at ARCFEST days and theme meetings.*

## **Key considerations before submitting an idea**

A key consideration is to what extent the output may be generalizable and thus have a wider applicability across health and care nationally beyond the local health and care system where it is conducted or initially developed.

The ARC NWC encourages you to think about its key principles and focus when developing your idea.

We have agreed key principles for supporting research and implementation projects and it is important that when thinking about a research idea, your idea reflects these and provides evidence that they have been addressed:

**Is there a clear and identifiable implementation or applied research topic to be addressed? What evidence already exists?**

- What evidence on the topic is already available?
- What studies are already planned or in progress elsewhere?
- The outline proposal should include a brief summary of the current evidence-base and gaps/uncertainties/contradictions in evidence.



### **The size of the problem**

- Is this a common problem with uncertainty/conflicting evidence on the solution, or a serious issue for a smaller population (rarer/underserved but important)?
- Is this a national problem/priority and hence potential for a national ARC collaboration or programme?
- Will this provide evidence on: potential impact on quality of care, cost effectiveness, and/or outcomes?

### **Health inequalities**

- What evidence is there that this health and/or social care problem is unequally distributed across people living in different socio-economic circumstances? What evidence is there that current approaches fail to address, or indeed widen health inequalities?
- What is the potential for improving health and/or social care by answering the research question?
- What particular socio-economic causes of health inequalities would you expect to influence this problem?
- How will the proposed project contribute to ARC NWC's overall aim of reducing health inequalities? Evidence presented should include a completed Health Inequalities Assessment Tool (HIAT).

*The HIAT toolkit helps ensure that all our activities at ARC NWC have the potential to contribute to reducing health inequalities.*

*You can find out more about HIAT by visiting our website (highlighted above) and the HIAT webpage: <http://www.hiat.org.uk/>*

### **Partners and Public involvement and engagement**

- Are there plans outlined to recruit and engage further (Patient, Public and Community Involvement and Engagement (PPCI&E), other member organisation, ARC regionally/nationally/Innovation Agency etc.)? What discussions have happened already and what has their impact been on the proposal?
- Are other organisations prepared to commit to involvement? What plans are there to identify other key contacts to ask?

## **What happens following submission of an idea**

As a first step, ARC NWC will assess your submission and explore if it reflects the ARC NWC criteria detailed above.

ARC NWC will put you in touch with potential members such as academics / health care professionals/providers, Public Advisors and others, with an interest in the topic area to explore idea and see if work is already being done / needed e.g. there might already be an evidence-based pathway.

A Mentor from ARC NWC will be assigned to help you develop your idea: including basic research question(s), basic evidence scan/Health Inequalities Assessment Tool.

You will have the opportunity to prepare for pitch at **ARCFest** (person pitching, co-presenter – supported by Mentor).

***Note;** Ideas developed beyond this pitch stage will have the opportunity to start discussions to further develop a theme specific scoping form with the theme researcher/manager/lead or link-person.*

## **What to expect if your idea was adopted by ARC NWC Theme**

If your idea is feasible, strong and original/innovative research or implementation with at least some member organisation support. Both your assigned mentor and Theme researchers will help you prepare your idea for a full Theme scoping form.

This will include thinking about the support needed from Cross cutting Themes (MIDS, CHI, IMPaCT, PPIE). You will be supported to complete a request for support form and a HIAT report with the scoping form. This will then be put to wider membership for prioritisation and offers of collaboration.

## **Further details**

We look forward to receiving your ideas, for further details, please do not hesitate to contact us.

ARC NWC Webpage: <https://arc-nwc.nihr.ac.uk/get-involved/submit-an-idea/>

ARC NWC Email: [arcnwc@liverpool.ac.uk](mailto:arcnwc@liverpool.ac.uk)