



Communications and Engagement Plan 2019

COMMUNICATIONS



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Our portfolio

Strategic
Communications

Science
Communication

Corporate
Communications

Internal
Communications

Public
Engagement

Media and
Campaigns

Education
Inspiring young people

Creative
Services

Evaluation
and Impact



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Our Strategic Priorities for 2019

Promote research excellence

- Generate national & international media coverage for science, innovation & operations (target: 10k individual media hits)

Internal engagement campaigns

- Create a new intranet/digital workspace by September
- Support major projects programme delivery
- BAS Transformation Programme

Multi-partner engagement campaigns

- RRS Sir David Attenborough
- Antarctic Infrastructure Modernisation

Build capacity and reach

- New Ambassadors Scheme - digital, internal, PE, Media, STEM and Stakeholder Engagement by September
- Modernisation delivery team



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Objective 1: Promote BAS as a world-leading centre for polar science, innovation and polar operations

Strand 1: Science Communication Campaign: Polar Science for Planet Earth

BAS Mission objectives

- To be recognised as a world-leading centre for polar science and polar operations
- Position BAS as 'partner of choice'

Communication objectives

- Generate a national and international profile for BAS science
- Use SDA multi-partner engagement campaign as focal point for science
- Build capacity and reach via science ambassadors
- Deliver comms campaign for Thwaites
- Create visual assets for peer-reviewed publications/online/posters etc
- Support 'science into policy' work

Target audience

- Government departments (BEIS, FCO)
- Attentive general public
- UK & international science community
- International media
- Schools

Delivery partners

- Science Strategy Team
- BAS Ambassadors
- Media – science, environment & technology
- NERC, UKRI & Govt sponsor teams
- Museum & science centres
- Thwaites project stakeholders

Campaign elements

- Deliver science comms component of SDA
- Continue to build web content/briefings to explain science c – target of 10 by end of year
- Media c - 12 press releases; 12 news stories; 1-2 Antarctic media visits; c-12 social media campaigns
- Partnerships with c-2 museums and science centres

Milestones

- **Year-round:** Press release of peer-reviewed papers; updates on ITGC and key dates in Antarctic calendar
- Targeted campaigns c – 6 to promote key projects throughout the season and year
- **September 2019:** Ceremonial naming ceremony and 2-3 day festival for SDA
- **October 2019:** Launch BAS Ambassadors Scheme



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Objective 1: Promote BAS as a world-leading centre for polar science, innovation and polar operations

Strand 2: Corporate Communication

BAS Mission objective

- To be recognised as the UK focal point for polar science, innovation & operational expertise
- To be recognised as sustaining UK's active and influential presence in Antarctica

Communication Objective

- Generate positive stakeholder engagement in major operational/ infrastructure/business projects
- Strengthen BAS Brand awareness
- Manage positive reputation (NERC, BEIS)
- Support Innovation engagement
- Generate impact via digital engagement
- Generate media coverage for operational and infrastructure modernisation activity

Target audience

- Corporate and business stakeholders within NERC,
- Government, Falkland Islands
- SCAR/COMNAP/ATCM
- Business sectors
- Media

Delivery partners

- BAS Executive Team
- BAS Management Team
- NERC Corporate Affairs
- BEIS Sponsor team
- FCO Polar Regions Dept
- BAS, Innovation, Operations (inc ships, Stanley office) & Corporate Services
- Media
- Suppliers

Campaign elements

- Participation in the Govt's **GREAT** and **Engineering take a closer look** campaign cross-departmental campaigns
- Brand refresh campaign; new digital presentations?
- engaging corporate content on BAS website (business plans etc)

Milestones

- **March:** BBC Radio 4 Today Programme visit to Ny-Alesund
- **March:** Science Late at Science Museum
- **March/April:** refresh SDA web content
- **June:** ITGC briefing in Westminster
- **September:** Stakeholder focal point at Royal Ceremonial naming and 2-3 day festival of SDA



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Objective 2: supporting BAS2020 modernisation programme delivery

Strand 1: Internal Communication and Engagement

BAS Mission objective

- Safe operations in extreme environments
- Developing our people
- BAS2020 and beyond – new ship and modernisation programme

Communication Objective

- Engage staff in infrastructure programme
- Enable easy access to corporate business information through a new intranet/digital workspace
- Promote employee engagement in BAS – esp safety & environmental sustainability
- Advise programme and project boards – embed good communications in all programmes

Target audience

- All BAS Staff

Delivery partners

- NERC & BAS Project management teams;
- BAM/Ramboll teams
- Operations & Corp Services teams;
- ICT & web apps teams with; external supplier; intranet editors

Campaign elements

- *Think safe, do safe, be safe*
- Minimising our environmental footprint
- Internal workshops for business change
- Social media closed group for AEP
- New web content for AEP community

Milestones

- **Year round.** 6 issues of Ice Sheet
- **Year round.** 6 issues of ShipShape
- **Year round.** Engaging content on internal screens
- **Date tbc.** Comms strategy for Transformation Programme
- **September:** Deliver new intranet/digital workspace
- **September:** staff involvement and engagement in SDA naming ceremony and 2-3 day festival



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Objective 3: Public Engagement in Research

Strand 1: Partnership working. Taking our stories to where our audiences are

BAS Mission objective

- Engagement with policy-makers, government and the public

Communication Objective

- Demonstrate how our research outcomes are relevant to everyday lives
- Use the ceremonial launch event for the RRS Sir David Attenborough and our partnerships with cross-government campaigns as a 'peg' and focal point for Public Engagement activities
- Create new 3D Virtual Reality content for web

Target audience

- Attentive general public
- Museum and science centre visitors
- Online social media followers
- BAS website visitors

Delivery partners

- BAS science teams
- BAS operations teams
- BAS project management teams
- Partners within the new polar ship joint campaign (BEIS, NERC, UKRI, Cammell Laird)
- National Maritime Museum
- Discovery Point Dundee

Campaign elements

- Proactive media campaigns for NSL
- Digital and web campaigns for NSL
- Ceremonial launch for new polar research ship
- 3 x New public information literature/print and online?
- Grow community talks programme

Milestones

- **March:** Cambridge Science Festival
- **July:** BAS at Bluedot Festival
- **September:** Major public engagement at Royal Ceremonial naming of SDA



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Objective 4: Inspiring young people in STEM

Strand 1: Polar Explorer Programme and Engineering: Take a closer look

BAS Mission objective

- Engagement with the public

Target audience

- Primary school children
- Secondary school children
- Teachers and STEM Ambassadors
- Liverpool & Birkenhead schools
- Cammell Laird families

Campaign elements

- The Polar Explorer Programme
- Discovering Antarctica
- Discover the Arctic
- Engineering: Take a closer look
- Schools involvement in SDA launch events

Communication Objective

- Deliver campaigns to inspire young people in science and engineering
- Partner with cross-governmental campaigns to create maximum impact and reach
- Promote BAS research through online educational resources

Delivery partners

- BAS STEM Ambassadors
- BAS Polar Explorer Programme Ambassadors
- STEM Learning Ltd
- Year of Engineering team
- FCO/RGS 'Discovering' partners
- Cammell Laird
- BAM/SWECO engineers

Milestones

- **January –March:** Digital campaign
- **March:** BAS participating in Cambridge Science Festival
- **September:** Schoolchildren focal point at Royal Ceremonial naming of SDA



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Portfolio delivery – how the team functions

Frontline delivery:

- Proactive Press Office
- Public information service
- Providers of expertise and advice



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