



Note: Communications & Engagement priorities reset in March 2020 in response to COVID-19

Communications and Engagement Plan 2020-22



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Note: Communications & Engagement priorities reset in March 2020 in response to COVID-19

POSTPONED OR PAUSED

- **RRS *Sir David Attenborough*** - development of Phase 2 of joint campaign rescheduled from Feb to June; 3D scanning for corporate and public engagement postponed
- **COP26 SDA in Glasgow:** media, corporate, stakeholder and public engagement – postponed to 2021
- **International Thwaites Glacier Collaboration** – US planning meeting now by webinar; campaign paused while operational plans for 2021 season are decided
- **Public engagement:** events at BAS Cambridge and NERC Cardiff Showcase postponed
- **Antarctic media visits** – cancelled for 2020/21 season

NEW PRIORITIES

- **Incident Response** – crisis communications, corporate coms and business continuity throughout COVID crisis
- **Press Office function** – set up for remote working; review and renew media monitoring tools/contract for better reporting
- **Digital comms** – new planning and evaluation tools & training for new staff
- **Internal communication** – new staff survey and different priorities for development of Digital Workspace to meet staff needs during COVID-19
- **Management** – adapt planned induction for new staff members; adapt time and resource management



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Our Strategic Priorities for 2020-22

Promote research excellence

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

Corp & Internal engagement

- Fully functioning intranet/digital workspace
- Support major projects programme delivery
- BAS Transformation Programme

Multi-partner engagement campaigns

- RRS *Sir David Attenborough*
- Antarctic Infrastructure Modernisation
- International Thwaites Glacier Collaboration

Build capacity and reach

- Launch Ambassadors Scheme - digital, internal, PE, Media, STEM and Stakeholder Engagement
- 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, FCDO)
- 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
- Launch BAS Ambassadors Scheme
- **2021:** SDA trials – comms and engagement opportunities
- **October/Nov 2021:** Pre-COP26 & COP London & Glasgow



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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 (UKRI-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 UKRI-NERC & BEIS
- Government, Falkland Islands
- SCAR/COMNAP/ATCM
- Business sectors
- Media

Delivery partners

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

Campaign elements

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

Milestones

- Media visits to Rothera, on JCR and Thwaites
- Refresh SDA web content
- Refresh AIMP web and Digital Workspace content in prep for Phase 2 comms & engagement
- Net Zero/Sustainability/climate science briefing in Westminster
- Pre-COP London Oct 21 (ship); COP26 Glasgow (Polar Zero)



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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
- BAS Transformation– new ship and modernisation programme

Communication Objective

- Engage staff in Antarctic infrastructure Modernisation 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.** Engaging content on internal screens & regular quick fire talks on science and operations
- **2020** Comms strategy for Transformation Programme
- **2020:** Internal comms workshop about ship into service
- **2020-22** – Internal Campaign – Ship Ahoy!
- 2021 Comms Strategy for AIMP



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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 comms & engagement opportunities in RRS Sir David Attenborough trials and our partnerships with cross-government campaigns as a 'peg' for Public Engagement activities
- Create new 3D VR content for web
- Build audiences on BAS social media channels

Target audience

- Attentive general public
- Museum and science centre visitors
- Online social media followers target: 38k Twitter, 31k Facebook
- BAS website visitors target: 40k per month

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
- ~~Techniquet (through NERC Showcase)~~
- ~~Bluedot & Manchester Science Festival~~

Campaign elements

- Ship trials
- 3 x new public information literature/print & online
- ~~Grow community talks programme~~
- Grow social media channels
- ~~Take BAS scientists & staff into UK festivals and events (Bluedot, Techniquet & Manchester Science Festival)~~

Milestones

- **March:** Cambridge Science Festival
- **Ship** SDA trials – comms and engagement opportunities tbd
- 2021 – Online delivery of public and educational webinars (Antarctic Week etc)
- 2021 – Pre-COP Partnerships with National Maritime Museum; Liverpool Good Business Festival



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Objective 4: Inspiring young people in STEM

Strand 1: Polar Science for Planet Earth, Antarctica Week & Engineering: Take a closer

BAS Mission objective

- Engagement with the public, especially young people

Target audience

- Primary school children
- Secondary school children
- Teachers and STEM Ambassadors
- Liverpool, Birkenhead & Harwich schools
- Cammell Laird, Harwich port & BAS staff families

Campaign elements

- The Polar Explorer Programme (hasn't this finished?)
- Discovering Antarctica
- Discover the Arctic
- Engineering: Take a closer look
- Schools involvement in SDA trial events - tbd

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
- Link up to schools through Antarctica Week

Delivery partners

- BAS STEM Ambassadors
- BAS Polar Explorer Programme Ambassadors (?)
- STEM Learning Ltd
- FCO/RGS 'Discovering' partners
- Cammell Laird
- BAM/SWECO engineers
- ITGC community

Milestones

- **January –March:** Digital campaign
- **All year:** ~~BAS participation in Camb Science Festival (Mar), NERC showcase (Jul), Bluedot (Jul), Manchester Science Festival (Oct) & Antarctica Week (Dec)~~
- **2021** SDA trials - opportunities to engage schoolchildren tbd
- **2021** COP26, Glasgow



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Portfolio delivery – how the team functions

Frontline delivery:

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



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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