

Welcome to the webinar

This webinar will be recorded

The recording (and slides) will be made available on our website after the event

You may submit questions anonymously using the Q&A function if you wish



**Behavioural
Research UK**

BR-UK is supported by
the Economic and Social
Research Council
[grant number
ES/Y001044/1]

BR-UK Commissioning Fund

INFORMATION WEBINAR



**Behavioural
Research UK**

BR-UK is supported by
the Economic and Social
Research Council
[grant number
ES/Y001044/1]

National Capability in Behavioural Research

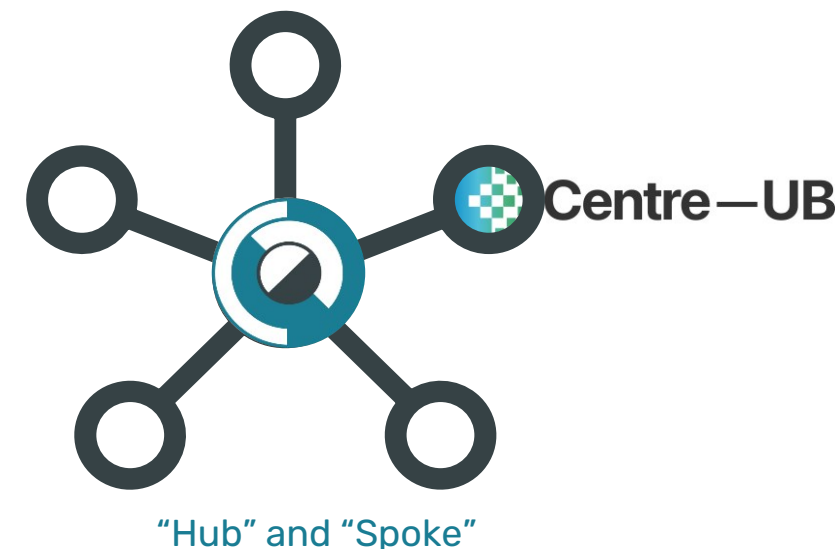
Aim

- To harness, connect and extend the UK's existing capacity and capability in interdisciplinary behavioural research and support mobilisation of research into policy and practice.



Objectives

- facilitate evidence-based decision making through timely, high impact, and independent research on human behaviour that meets the needs of policymakers, industry, and civil society
- build a critical mass of researchers with the knowledge and skills to transform our understanding of human behaviour by applying a diverse range of relevant methods.



What is BR-UK?

The Behavioural Research UK Leadership Hub is a five-year programme of work, led by Professor Linda Bauld, Edinburgh and Professor Susan Michie, UCL

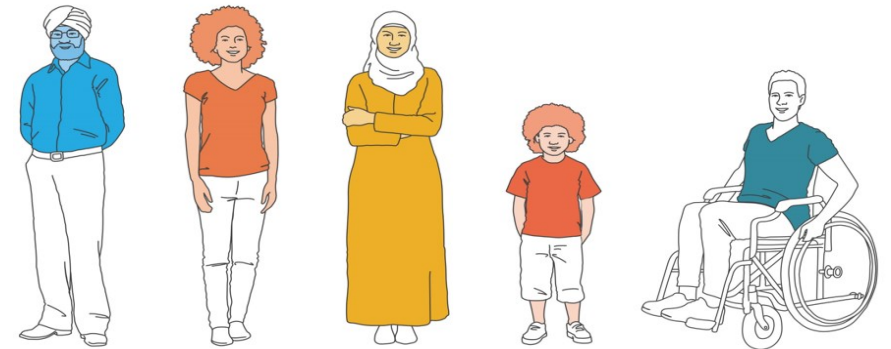
It involves academics in seven universities as well as colleagues working in government, industry and charities in all four nations.



Our Purpose

We conduct interdisciplinary behavioural research to help addresses societal challenges. With a focus on:

- Integration & co-ordination
- Inclusiveness & collaboration
- Embeddedness across the UK.



We are committed to open science.

Our Research – Phase One*

- Understanding the translation of behavioural and social science advice to government during a UK public health emergency (COVID-19)
- Examining the influence of statistical and anecdotal evidence on belief in policy effectiveness and support
- Development and evaluation of methods for creating and using ontologies in behavioural and social sciences
- Assessing the transferability of evidence for environmental policy support across different lifestyle clusters, socio-demographics & countries
- Behavioural interventions to reduce speed behaviour in car drivers
- Capability Scoping
- Responsive Research (two projects to date)

Phase Two Research

Theme	Work Package
Environment & Sustainability	Capability Building
Health & Wellbeing	Data & Technology
Resilient Communities	Methods & Evidence Synthesis
Organisations, Markets & the Economy	Engagement & Involvement

- Continuing Responsive Research
- Behavioural Concepts Group
- Artificial Intelligence in Behavioural Research
- Behavioural Research Resource Development
- **Commissioning Fund**



Behavioural
Research UK

What is the Commissioning Fund?

A £1.3 million fund to enable and support exemplar projects to further build behavioural research capability across the UK

How does this complement BR-UK's own research?

The funding is **not** designed to extend BR-UK's own research

It should facilitate development and adoption of new approaches and ways of thinking that align/are compatible with BR-UK's objectives to:

- Increase scientific understanding of behavioural research and its contribution to tackling global challenges
- Advance the methods used in behavioural research in a range of contexts
- Generate impact by employing co-production of research proposals and championing widespread use of behavioural data sets.

Call Themes

- Use of artificial intelligence (AI) in building knowledge and conducting behavioural research, including how best to integrate human and AI contributions.
- Integration of knowledge across types of data, academic disciplines and sectors, involving methods that: triangulate different types of data; improve integration of knowledge across disciplinary 'silos'; and advance how behaviours are measured.
- Explaining variations in effectiveness of behavioural interventions across contexts (e.g. types of populations, settings and behaviours). This will enable the accurate generalisation of research findings to specific contexts.

Addressing Societal and Economic Challenges

Research proposals should consider how they address societal and economic challenges

Specifically:

- building a greener future
- developing a secure and resilient world
- creating opportunities and improving outcomes in communities across the country
- securing better health, ageing and wellbeing for everyone.



Behavioural
Research UK

Funding Options and Eligibility

How much is available and who is eligible?

What are the funding types?

	Accelerator	Research Proposal
Process	One Stage	Two Stage
Amount	Up to £50,000	Up to £300,000
Duration	Between 12 and 18 months duration	Between 18 and 30 months duration
Purpose	Initial funding to provide proof of concept and/or generate new data and evidence that will allow applicants to pursue additional funding to further knowledge.	To build upon existing data, theories or methods to expand or advance these aspects of behavioural research
Lead	Early career researcher; Any researcher at a recognised Research Organisation that is eligible to apply for and receive UKRI funding.	Any researcher at a recognised Research Organisation that is eligible to apply for and receive funding from UKRI.
Team	Other co-investigators or collaborators can be named that will contribute and support the early career lead applicant.	Cross-sector; Interdisciplinary; Mixed grade/level.
Deadline	4pm, 12th August 2025	1st Stage: 4pm, 31st July 2025



Accelerator Proposals (Single Stage)

Amount : Up to £50,000.

Deadline: 4pm, 12th August 2025

Duration: Between 12 and 18 months duration.

Purpose: Initial funding to provide proof of concept and/or generate new data and evidence that will allow applicants to pursue additional funding to further knowledge.

Lead: Early career researcher.

Team: Other co-investigators or collaborators can be named on the grant to contribute and support the early career principal applicant.

**BR-UK will only fund the initial project.
How you intend to obtain future funding from other sources
should be outlined in your application.**

Project Proposals (Two Stage)

Amount: Up to £300,000.

Deadline (EOI) : 4pm, 31st July 2025

Duration: Between 18 and 30 months duration.

Purpose: To build upon existing data, theories or methods to expand or advance these aspects of behavioural research.

Lead: Any researcher at a recognised Research Organisation that is eligible to apply for and receive funding from UKRI.

Team: Cross-sector; Interdisciplinary; Mixed grade/level.

First Stage: Expressions of Interest (EOI) submission.

Second Stage: Proposals deemed to be of sufficient quality following peer review will be invited to submit a full application.

What is the eligibility criteria for applications?

Applications must:

- Be led by a researcher at a recognised Research Organisation that is eligible to apply for and receive funding from UK Research and Innovation (UKRI)
- Have a named Project Lead based at the submitting institution who is not based outside of the UK*
- Applications should be co-funded (cash or in-kind) by the applicant's organisation or other partners.

Is this funding only for HEI/academics?

No – research teams are encouraged to be interdisciplinary and cross-sector in their composition.

Business, voluntary or public sector applicants are welcome but....

- Businesses must comply with the UK Subsidy Control Act 2022
- Co-lead costs must not be more than 30% of the overall grant
- Overheads and any other indirect costs are not eligible for inclusion.

Where an application includes co-applicants from UK business, third sector or government organisations and international co-applicants not on the [OECD DAC list](#) (plus any based in organisations in India and China), the combined costs of all co-investigators must not exceed the 30% maximum limit.



Behavioural
Research UK

Finances

What costs are eligible?

Eligible Costs

All research grant applications and fellowship applications must be costed on the basis of full economic cost (FEC).

If a grant is awarded, we will fund 80% of the FEC. The applying organisations must then agree to find the balance of the project's FEC from other resources.

In this funding opportunity, costs are divided into three expected summary fund headings as follows

- Directly allocated costs (Staff, Estates, Other)
- Directly incurred costs (Staff, Equipment, Travel, Other)
- Indirect costs.

Eligible Costs

- Salary, travel and subsistence, and other directly incurred costs are allowed for business and third sector parties.
- Academic partners may also request overheads in addition to these categories.
- Public bodies may only apply for travel and subsistence costs.

Co-Funding Expectations

All applications **must** have an element of cash or in-kind co-funding included. If this is not included, the application will not be funded.

Examples

- A direct contribution of a specified amount of funding from a departmental budget or an industry partner.
- 'In kind' contributions such as staff time (for example a senior colleague providing advice or support to the project without any salary costs), and/or access to equipment, travel costs or consumables. These should also be quantified.



Behavioural
Research UK

Peer Review Principles

Points to consider

BR-UK Principles

- Open Science
- Co-production, Public engagement & stakeholder involvement
- Equality, Diversity, Inclusion and Intersectionality

Peer Review: Initial Triage

At the point of submission, each proposal will be assessed on the following criteria:

- Are the applicants and named staff eligible under the scheme requirements?
- Have all the relevant application documents been fully completed and a CV provided?
- Does the proposal must meet the aims and criteria of the funding scheme?

The answer must be yes to all three before the application will be blinded and passed to peer review.

Peer Review: Blinding

- We will be using a blind screening process as part of our commitment to EDII best practices.
- It may not be possible to completely blind the application.
- Reviewers will be provided with all sections of the application form except that which contains the names of the proposed research team and summary of their skills and experience when reviewed in the first round of peer review.
- This means the focus will be on the research plans and proposals initially.
- Applicant CV's will be withheld until this first review stage is complete.

Peer Review: Evaluation

- Scientific Evaluation by a panel of experts
 - Members of the BR-UK senior leadership team
 - Selected BR-UK early career researchers
 - Invited experts from our International Scientific Advisory Board
 - Others as needed. Chair of the panel is independent of BR-UK.
- Separately, financial and contracting aspects will be reviewed by the BR-UK Hub Manager and the University of Edinburgh Research Office.

Peer Review: Scientific Evaluation Process

A score of up to six points will be assigned for each of the following categories:

Scientific Merit: Originality, significance, outputs and rigor of the research

Feasibility: Practicality of the research plan and methodology.

Impact: Dissemination and potential to influence policy or practice (dissemination plans) and engagement with relevant publics/stakeholders.

Team: Qualifications, experience and diversity of the research team.

Additional Considerations

- **Value for Money:** Efficient use of funds and resources.
- **BR-UK Principles:** Equality, Diversity, Inclusion & Intersectionality and Open Science

Scientific Merit

- How original/innovative is the proposal?
- Is the same or similar work being undertaken elsewhere?
- If applicable, does the application summarise previous work and describe how this will be built upon and progressed?
- Are there obvious gaps? Address these!
- Are the outputs suggested realistic and rationale?
- Will the research contribute significantly to an advancement of knowledge?

Feasibility

- Are the experimental plans realistic and feasible, given the aims of the research and the resources?
- Are the methods and study design appropriate, clear and transparent? Have you provided sufficient details?
- If appropriate, is there suitable preliminary data included?
- What are the scientific, technical or organisational challenges and what are the plans to tackle them?
- In the case of applications for Accelerator grants: how will the work be developed and how feasible are the subsequent proposals?

Impact

- Does the application explain how they will translate outputs into outcomes and impacts related to:
 - Policy Making
 - Societal benefits
 - Capacity building
 - Academic benefits
- Are the dissemination plans adequate and fully considered?

Value for Money

- Outline the level of resources requested to deliver the stated aims.
- Justify the resources requested – outline how they are appropriate (including facility requests such as computing etc.
- Have you secured co-funding? Explain what form it is in and what the value of this co-funding to the overall award.

Your Team

- Highlight the skills and experience of you/your team.



Behavioural
Research UK

Conflicts of Interest

What is a conflict and how are they managed?

Conflict Declaration

Generally, conflicts might occur if individuals have, for example:

- a direct or indirect financial interest related to the proposed research
- non-financial or personal interests related to the proposed research
- competing loyalties between the proposed research and an organisation that they owe a primary duty to or some other person or entity, or both.

Any private, personal, or commercial interests, which give rise to such a conflict of interest must be recognised, disclosed appropriately and either eliminated or properly managed. For example, if you own shares in a company that may benefit from the proposed research then you should declare this.

Peer Review Conflicts

Conflicts of interest will also be monitored amongst the Peer Review Panel.

Applicants are encouraged to declare any pre-existing collaborations/relationships with members of BR-UK. Members of the Leadership team may provide general guidance on application preparation only and cannot be part of the research proposal.



Behavioural
Research UK

Submission

Process and deadlines

What are the key dates to be aware of?

ACTION	DEADLINE
Closing Date - Expression of Interest	4pm (BST) on 31st July, 2025
Closing Date - Accelerator	4pm (BST) on 12th August, 2025
Notification of Outcome - EOI	w/c 22nd August, 2025
Application Portal Opens for Invited Research Proposals	w/c 29th September
Award Start Dates - dependent upon contracting process	Late 2025 or early 2026. Projects must be complete by October 2028 in line with BR-UK's current funding period.

Applications will only be accepted via the Qualtrics Platform



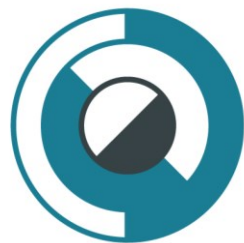
Behavioural
Research UK

Q&A





THE UNIVERSITY
of EDINBURGH



Behavioural
Research UK



University of
St Andrews



The
University
Of
Sheffield.



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales



Scottish Government
Riaghaltas na h-Alba



UK Health
Security
Agency



Government
Office for Science



Llywodraeth Cymru
Welsh Government

BR-UK is supported by
the Economic and
Social Research
Council
[grant number
ES/Y001044/1]



www.br-uk.ac.uk