

# Challenging the research culture in a community trust

Authors: Research Team

## Introduction

To demonstrate how we are overcoming the challenges that exist for a community trust when introducing a research culture.

## Objective

Working in a community trust with no significant history of clinical research we, the Research Team, faced a number of challenges in order to embed a culture of research.

We identified a need to raise awareness of research by using digital technology and social media. We regularly go out to clinical teams to network and attend local events. The department has successfully hosted an annual research conference for the past four years with growing attendance.

After feedback from colleagues, we introduced bi-monthly research interest sessions (RIG) for staff to come together and discuss potential research ideas.

We continuously develop our staff by presenting at induction training, designing trust specific e-learning modules, delivering NIHR GCP training, and running workshops and training sessions.

Opportunities are publicised for everyone to be involved in research and to take on leadership roles. We encourage staff members to pursue their own clinical academic careers through the NIHR Integrated Clinical Academics Programme and provide supervision. We also encourage collaboration with other NHS trusts and universities to develop home-grown research and deliver portfolio studies.

## Results The outcomes from our work in two years:

More than **300** followers on Twitter.

More than **200** colleagues have joined the RIG since 2015.

GCP trained staff has increased by **300 per cent**.

**15** staff members on the NIHR Clinical Academic Programme across four universities.

Non-medical PI's increased by **600 per cent**.

Recruitment to portfolio studies has increased by **293 per cent**.

**Highest** recruiting trust in our first commercial study.

Research is a **trust-wide priority** that has been embedded into the trust strategy.

## Conclusion

Looking to the future, research will become part of **normal clinical practice** delivering safe care with the best outcomes.

