LOGO and Centre Title

**Vision**

[One paragraph describing the centre quite literally.]

The central aim of the [RESEARCH CENTRE TITLE] is to produce pioneering interdisciplinary research that will ….

This will be achieved by ….

[1-2 paragraphs describing the centres identity, unique selling points, and why the centre will be leading nationally/internationally.]

Consider:

* What is the unifying goal that enables bringing together the above stakeholders
* What are the existing strengths that represent a strong foundation for the new centre.
* What does bringing these people together achieve? Critical mass? More funding? New Collaborations?

**Strengths**

[A bullet point list of what the centre achieves]

Consider what the centre creates, enables, establishes, facilitates, and ensures.

Include how the centre will increase recognition and benefit of existing research strengths.

The development of the [Centre Name] has many advantages:

* Uniting our existing research strengths in field X and Y.
* Enables people in X, Y and Z research groups to collaborate on shared goal

**Need**

[A few paragraphs laying out the unique opportunity motivating the centre]

* Unique Strengths of Current structures.
* What is missing? Unrealised potential? Missed opportunities? Connections not being made?
* Where the centre could take research/innovation on the national/international stage.
* The missed impact if things are left as they currently are.
* The availability of funders and external supporters who could be leveraged better through the establishment of a new centre.

Proposal summary:

Here we propose the establishment of [centre name], bringing together X, Y and Z, stakeholders to achieve [shared vision].

**Optional paragraph explaining the chosen identity.** Why does the identity chosen represent how the centre addresses the unmet need. Think about ensuring the centre name, logo and slogan capture this identity.

**[Table of aims, how they will be achieved, and when.]**

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| --- | --- | --- |
|  | **Aim** | **Action** |
| **Short Term** (1st Year) | Engage with key stakeholders in centre establishment. | Establish a new group of [stakeholders], to provide input into centre management. |
| Consider:   * Obtaining formal recognition from key stakeholders * Ensuring visibility and awareness of centre * Establishing the major events in which centre members will meet. * Putting early career researchers at the forefront |  |
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| **Medium term** (year 2-3) | Consider:   * Improving relationship with key external funders or stakeholders. * How initial funding you obtain will be leveraged * What your centre can enable for research that was not possible before. * Some funding sources member researchers can seek funding from thanks to centre support. |  |
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| **Long term** (year 4+) | Consider:   * Ambitious goals that directly address unmet need or unrealised potential in vision above. * How does the centre contribute to the long term goals of the university (hiring and retaining talent, securing substantial funding, student recruitment/satisfaction) * Other dream projects that the centre could make a reality. |  |
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**Infrastructure and Governance**

[Describe the principles of governance and leadership]

The principles of the governance of the [centre name] are:

* Inclusive of key stakeholders
* How will you ensure sustainability
* How will you make sure everyone feels represented by leadership.

[Describe the leadership structure. Will there be a management group, who will be on it? Who will it report to? Which existing reporting structures will the centre fit into?]

**Resources:**

[List the resources that will make up your centre. You are claiming that the centre will be nationally/internationally competitive, therefore list the major resources, research groups, expertise and equipment that back up that claim. Highlight the strengths of each resource that will contribute to the centre.]

There are considerable complementary resources across the participating institutions:

*Resource 1:*

Resource has extensive resources, facilities and technical support, underpinning its strength and international reputation in its field….

*Resource 2:*

Resource two is currently expanding to a new facility following substantial investment and therefore there is a unique opportunity to…

**Public/Community Involvement**

[A couple of short paragraphs on how you will engage with the public/patients/community as a centre. How will these voices feed into your structure.]

Community and public involvement will be a key component to the long-term success of the [Centre Name]. We plan to establish a patient group comprising individuals from different cancer groups to provide expertise and experience…

**Training and Academic Careers**

[One paragraph on how your centre will support student and staff recruitment, training, retention and career progression.]

Consider: students benefitting from new connections, shared vision attracting new talent, training opportunities available across disciplines.

**Relationship with industry**

[One paragraph on how the centre will contribute to existing relationships with commercial partners and enable new commercial endeavours.]

**Success Metrics**

[A bullet point list of things that you hope the centre can achieve.]

Consider: increasing collaborations, greater awareness of leading research activities, local/national/international recognition, research outputs, funding and investment, tangible impact, hiring/retention/training goals, .

The [Centre Name] should be judged by whether it achieves the following:

* An increase in …
* Increased collaborative …

**FAQs**

[Two or three questions that have come up repeatedly, that you want to tackle head on]

Consider the key questions you answered in chapter 1 of the guide.

Q: Why again? Hasn’t this been tried before?

A: Previous attempts to establish a centre have laid the foundation for the [New Centre]. These networks did not remain active, in part due to … We believe there is currently momentum and timeliness, with recent research success and growing patient interest motivating the establishment of a sustainable [Centre Name].

Q: Why now?

A: There is substantial momentum in multiple areas currently, and the direction of travel is clear. We are securing more grants than ever in [research area], and have reached a critical mass of leading research.

Q: Is this a physical research centre?

A: Initially the [centre] will be virtual, but ….

**How to get involved**

You can learn more about the aims of the [Centre Name], and how to get involved by contacting:

Your Name – Your affiliation ([your](mailto:m.flint@brighton.ac.uk) email)  
Any CO-directors/ key allies

[Final statement encourage everyone to provide feedback and get involved, making it clear that the vision can be shaped.