

University of Cambridge

Public Engagement Starter Fund

Guidance for Applicants

Public Engagement Starter Fund

The Public Engagement team is delighted to announce the return of a funding scheme that supports innovative public engagement with research activities.

Closing date: Friday 15 October 2021, 5pm

Eligibility

University of Cambridge research staff and postgraduates are eligible to apply for Starter funds of up to £1,500 for novel public engagement projects underpinned contemporary research. These public engagement projects will aim to:

- (i) reach a specific non-academic target audience relevant to your research and/or
- (ii) develop a partnership with a community of interest and/or
- (iii) create an innovative activity for the Cambridge Festivals

Note: If you plan to build on an existing public engagement project you must demonstrate how this grant will support a significant new development or change in direction.

For the purpose of this grant, we have adapted the [National Coordinating Centre's](#) definition of public engagement with research:

Public Engagement with Research describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is at its core a two-way process, involving interaction and listening, with the goal of generating mutual benefit. Public Engagement with Research is multifaceted and may entail dissemination, collaboration, consultation and inspiration of and with audiences through various means.

Proposed projects can take a variety of formats, provided a clear rationale is given regarding the appropriateness of the intended audience, method of engagement adopted, and how the necessary resources and expertise will be secured. This variety of formats includes (but is not limited to):

- Live events e.g. festivals, discussions, workshops, science cafes.
- Collaborative projects e.g. with publics/organisations as partners in research.
- Public involvement e.g. patient and public, citizen science.
- Media e.g. social media, discussions via blogs, broadcasting-led activities
- Exhibitions and installations e.g. museums and galleries.

- Education resources and programmes that connect pupils, teachers and/or education providers directly with research. Details of projects funded by the previous funding round can be found on our [website](#).

Activities must take place **by December 2022**. Successful applicants will be supported by the University Public Engagement team with advice and training, and must submit an interim and concluding report including thorough evaluation upon completion of the project.

Please complete your [online application form](#) and submit by **Friday 15 October 2021, 5pm**.

Assessment

Applications will be assessed by a selection committee, and applicants notified **by 15 November** with funds being available from **1 December**. Research students and postdocs should receive permission from supervisors before applying. College researchers are fully eligible to apply.

Note: Applicants are encouraged to follow the [University guidance](#) on carbon offsetting and to consider the reduction of their carbon footprint wherever possible in their project plan. The Public Engagement Team also offers to discuss potential applications before submission. Please email selen.etingubreslaw@admin.cam.ac.uk as early as possible to discuss your application. We cannot guarantee availability close to the submission deadline.

We might share your application with internal staff from other departments (e.g. Impact facilitators, the REF or Cambridge Enterprise Team) if we feel you could benefit from additional support. Please let us know if you do not wish your application to be shared in this way.