

**Public Engagement Starter Fund**

**Application Form and Guidance for Applicants**

**University of Cambridge**

**Public Engagement Starter Fund**   
The Public Engagement team is delighted to announce the return of a funding scheme to support innovative public engagement with research activities.

**Closing date: Friday 15 May 2020**

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:

1. reach a specific non-academic target audience relevant to your research and/or
2. develop a partnership with a community of interest and/or
3. 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](http://www.publicengagement.ac.uk/) 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.   
  
Details of projects funded by the previous funding round which met these criteria can be found on our [website](https://www.cam.ac.uk/public-engagement/information-for-staff-and-students/public-engagement-starter-fund/clone-of-projects-funded-through-the-2019-public-engagement-starter-fund).

Activities must take place by the end of October 2021. 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 application form and submit it to [publicengagement@admin.cam.ac.uk](mailto:publicengagement@admin.cam.ac.uk) by **Friday 15 May 2020 as a Word file named ‘2020\_StarterFund\_*lastname*’**.   
  
Applications will be assessed by a selection committee, and applicants notified by mid-July with funds being available from 1 August. 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](https://www.environment.admin.cam.ac.uk/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 [alina.loth@admin.cam.ac.uk](mailto:alina.loth@admin.cam.ac.uk) or [dam74@medschl.ac.uk](mailto:dam74@medschl.ac.uk) (for applicants from Clinical Medicine and Biological Sciences) 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.

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| **1** | | **Applicant details (please add additional boxes for any joint applicants)** | | | | |
| Title | | |  | | | |
| First name | | |  | | | |
| Surname | | |  | | | |
| Academic School | | | Arts and Humanities  Humanities and Social Sciences  Biological Sciences  Physical Sciences  Clinical Medicine  Technology   independent of schools, please specify: | | | |
| Department/Faculty | | |  | | | |
| Role (e.g. PhD, postdoc, lecturer, UTO, CTO etc.) | | |  | | | |
| Telephone | | |  | | | |
| Email | | |  | | | |
| Does your project have any web presence (website, social media handles?) | | |  | | | |
| **2** | | **Have you discussed this application with a Public Engagement Professional?** (You can get in touch via publicengagement@admin.cam.ac.uk) | | | **Yes** | **No** |
| Who did you speak to: | | | | | | |
| **3** | | **Title of proposed project:** | | | | |
|  | | | | | | |
| **4** | | **Please provide a short summary of your proposed engagement project.** (This will be used for promotional purposes in case you are awarded. For consistency please follow the suggested format, max 100 words) | | | | |
| (Your name) will…. | | | | | | |
| **5** | | **Who is your target audience/s and why is it important to engage them with your research? Why is it relevant for them? (max 200 words)** | | | | |
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| **6** | | **Please outline the details of your proposed project, why you have selected this method of engagement, and how will it reach your target audience (max 200 words)** | | | | |
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| **7** | | **Please provide details of anticipated timescales for the planning and delivery of this project, in light of all activity requiring completion by October 2021. Please consider all necessary stakeholders/collaborators/audiences involved in each project phase (max 200 words)** | | | | |
|  | | | | | | |
| **8** | | **Please provide a summary of the research that your public engagement project is based on (max 100 words)** | | | | |
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| **9** | | **Please describe the effect that this proposed project would have on your research, professional development and on the audience you engage with (max 100 words)** | | | | |
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| **10** | | **What evaluation will you undertake during and after this project? How will you use this to assess the effectiveness of your project? (max 100 words)** | | | | |
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| **11** | **Amount of funding applied for (up to £1,500)** | | | | | |
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| **12** | **Please provide a breakdown of the anticipated expenditure for your fund (max 100 words)** | | | | | |
|  | | | | | | |
| **If you are a postgraduate student or postdoc, please confirm that you have permission from your supervisor for this project** | | | | Supervisor name:  Signed: | | |

If applicable, you can add any pictures, web links, testimonials, or documents in support of your application here or in one separate pdf file: