Small award guidance

Priority activity

The CPE Small Award panel are particularly interested in:

- Activity which involves engagement with research
- Activity which is an example of two way engagement, or engagement led research
- Activity which is an example of a new or innovative approach to engaging a particular audience with QM
- Activity which focuses on a novel or hard to reach audience
- Activity which demonstrates a novel approach to evaluation

Activity outside the remit of this scheme

We will not fund activity which would happen without funding from the CPE. If an event or activity has already been advertised, we are unable to fund the project as it will be judged to be going ahead without CPE funding.

We will not fund catering costs unless it is shown that these are integral to the event, with evidence of a sound methodology or critical thinking behind the request. Where we do fund catering, we will only do so within QM’s hospitality guidelines.

Conferences

It is an important part of the remit of the small award scheme that the non-academic audience is the main focus of the activity to be funded. Therefore activities associated with academic conferences or similar activities should seek to clearly show how this activity will do one or more of the following:

- Attract a significant portion of its audience from non-academic backgrounds
- Encourage two-way dialogue between academics and non-academic
- Offer significant demonstrable value to the non-academic proportion of the audience

If the activity is associated with a fee paying conference, the applicant should show clearly why the conference fees cannot cover this portion of activity.
Festivals

Where the applicant wishes to use a festival environment to engage in a way which fits to one of the main interests of the scheme as indicated above, it is permissible to apply for funding through this scheme.

However, it should be noted that it is challenging to be innovative in the form of activity presented in these formats, so the applicant should take care to underline why this activity is deserving of being funded from this scheme.

In many cases, these activities have clear benefits for both the home School of the staff member, and the staff member themselves. In these cases, we would recommend that this activity is funded by either the school or the faculty due to potential recruitment or widening participation benefits.

Where activity allows researchers to speak with other researchers and industry partners, we would recommend that this be funded from research grants or (if the potential for collaboration with an industry partner is particularly clear) an application be submitted to the innovation fund.

Conditions of funding

All successful applicants to the CPE Small Award fund will be asked to provide copy and an image to go on the Centre for Public Engagement website.

All project which are fully or part-funded by the CPE must use the CPE logo on any promotional materials, presentations or webpages.

All projects will be asked to fill in a short report six months after the award date, with further reports every six month until completion of the activity.

In order to share expertise and learning from his project across the college, all successful applicants will be asked to contribute to a CPE public engagement guide. The subject and content of the guide should be relevant to the project, and the applicants will be supported in producing this guide by the CPE

Widening Participation

For activity which has clear recruitment or widening participation benefits, the panel would expect the applicant to seek the advice of either QM’s Widening Participation
team, Education Liaison or the Faculty Marketing Manager as relevant. The application should make clear why this activity is not being funded by the School’s central region recruitment budgets.

**Press and PR**

Applicants should get in touch with QM’s PR team several weeks before any planned activity should take place, as they can help with both publicising any events (for example on Facebook and Twitter) and on writing press releases and circulating to the media appropriate.

The CPE will also provide support and advice as required.

**Match funding**

The CPE panel expects all applicants to the scheme to attempt to procure a contribution towards the scheme from their home Department, research grants or contributions in kind (such as the waiving of hire fees for rooms or audiovisual equipment). Where such contributions are not possible the activity may still be funded, but the applicant should make it clear why the CPE is being asked to cover the full cost of the activity.

**Sustainability and Legacy**

The CPE is keen for all of the activity that it funds to be sustainable or to have elements of legacy. As such, we ask all applicants to consider how their project may continue in the future, or if it is to be a one-off event, whether it is appropriate to make a record of the event in some way. As a minimum, we would expect the event to be recorded. Costing for this should be included in the budget for the project from the beginning.