Centre for Public Engagement (CPE)
Large Grants Funding Round 2019
Application Guidance Notes

Contents
Overview........................................................................................................................................3
Application Criteria .............................................................................................................................4
  Applicant Eligibility .............................................................................................................................5
  Activity Timings .................................................................................................................................5
  Funding Use ......................................................................................................................................5
Support for Applicants .......................................................................................................................7
  (a) Advice Surgeries ..........................................................................................................................7
  (b) Application Review ....................................................................................................................7
  (c) Resources and Training .............................................................................................................7
Application Guidance .........................................................................................................................8
Section 1: Background and Aims .......................................................................................................8
  Project Title: ....................................................................................................................................8
  1.1 Summary of Project: ....................................................................................................................8
  1.2 Aims of Project: ............................................................................................................................8
  1.3 Who you will engage with: .........................................................................................................10
  1.4 How the project links to Queen Mary and its work: .................................................................10
  2.1: Principal Applicant .....................................................................................................................10
  2.2: Co-Applicant(s) .........................................................................................................................10
Section 3: Method ................................................................................................................................10
  3.1: Engagement Methods ................................................................................................................10
  3.2: Innovative Engagement Approach ..........................................................................................11
  3.3: Project Plan ................................................................................................................................11
  Project Completion Date .................................................................................................................11
  3.4: Risk Mitigation ..........................................................................................................................11
  3.5: Equal Opportunities, Equity and Access ................................................................................12
Overview

The CPE Large Grants are an annual scheme funded from the Higher Education Innovation Fund (allocated to the university by Research England) to support the development and delivery of knowledge-exchange interactions between higher education and the wider world.

The scheme is a competitive process with a maximum of £10,000 of funding available per project. The Large Grants are designed to support public engagement activities with a larger scope, scale, or legacy, than those funded in the CPE Small Grants.

All applications will be subject to a panel review and will be judged against how well applications meet the criteria of the scheme (see Application Criteria subsection) and whether the proposal presents a robust, carefully considered public engagement project (see Application Guidance subsection).

We recommend that all projects that are considering applying to the scheme familiarise themselves with the Guidance Documentation and seek appropriate support from the CPE (see Support for Applicants subsection) before submitting their proposal.
Application Criteria

Due to the nature of the funding and purpose of the scheme, all applications to the CPE Large Grants must meet the following criteria:

- **A well-defined public audience is the main focus of the activity** (this means students, academic colleagues, or industry collaborators should not be the primary beneficiary of the activity)
- **There is a clear link to research, teaching or the core business of Queen Mary University of London, and reference to how it contributes to meeting the institutions strategic priorities**
- **The activity clearly demonstrates two-way public engagement and provides mutual benefit**: knowledge and benefits of the activity flow between organisers and participants and have impacts on both parties (see Box A for further definition)
- **The activity demonstrates an innovative approach to public engagement**: how is it new for you, for your subject, or for the public engagement sector?
- **There are some indications as to how learning from the project will be shared with others**

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**Box A:** Two-way engagement is where the exchange of knowledge and ideas is able to influence and inform both organisers and participants. This means all sides must be actively listening to one another throughout the process. Ultimately, these activities should demonstrate how thinking, design, and/or outputs at QM could be effected as a result, as well as indicating the benefits to those outside higher education.
Project applications should also:

- Have well defined target audiences for the project with details of how these audiences will be reached
- Contain a detailed and feasible project plan that has clear objectives, and has considered how to manage potential risk
- Contain a thorough evaluation plan that will appropriately enable projects to measure outcomes against their aims (the CPE have an Evaluation Toolkit which may support the development of this)
- Have considered what legacy the project could have and identify opportunities for future growth and/or sustainability

Applicant Eligibility

Applicants must be current staff or students at Queen Mary, with an end date no sooner than twelve months from the date of application. We welcome applications from staff and students at all career stages—and this is not used as a criterion in the selection process.

Lead applicants must be the individuals who will be responsible for delivering the project and subsequent reporting. External applicants are able to apply to the scheme as named co-applicants if collaborating with Queen Mary staff or students on a project. However to assure that applications engage external publics with QM research, teaching, or services, the main applicant must be based at the University and these individuals will be held responsible for delivery and reporting.

Activity Timings

All activities must be able to spend the funds before the end of the current financial year, which is July 31st.

Funding Use

What can this funding be used for?

- Costs associated with developing and delivering public engagement projects which seek to engage public audiences and participants in active research, teaching or core business taking place at Queen Mary
- Payments to PhD students to enable their participation on the project (guidance on this should be sought from home School)
- Internal staff costs for services related to the project such as out of hours charges or AV support
• Payment of specialist external expertise (e.g. freelance artists, patients, interpreters)
• Contributions to partner organisations who are integral to the success of the project and whose participation would otherwise be limited.
• Materials and equipment unable to be supplied through existing Queen Mary channels
• Catering costs, but only where this is integral to supporting engagement. Applications requesting funds for catering must demonstrate clearly how these will improve the quality of engagement and why it is necessary and appropriate for the activity and target public. Where catering is funded, this will need to align to the QM hospitality guidelines.
• In exceptional circumstances, the funding may cover the costs of a QM member of staff to work on a project if their current contract does not allow them to work on it in the time already paid for, and if they would otherwise be unable to deliver the project, where they are currently part time.

What is this funding unable to cover?

• Buy-out costs for the QM staff lead or other applicants
• Activities that are funded under existing research or public engagement grants
• Activity which would happen without funding from the CPE. If the project, or aspect of the project that funding is requested for, has already been advertised or has already taken place, we are unable to fund the project as it will be judged to be going ahead without CPE funding.
• Projects aimed at an academic audience (e.g. Higher Education academics, staff and students as the primary audience).
• Projects where the primary goal is dissemination of research findings and do not include an element of two-way engagement. If you wish to undertake communication activities, please contact the Marketing & Communications team in the first instance.
• Any research proposals
• Honoraria for speakers within Higher Education unless it is clearly specified why they have been selected instead of a QM representative and how publics will still be engaged with Queen Mary research.
• Projects aimed primarily at engaging with industry partners with no public involvement
• Activity which takes place beyond 31st July 2020
Support for Applicants

The CPE offers a number of mechanisms to support individuals who wish to apply to the Large Grants. From previous Large Grant funding rounds, we have observed that projects that seek support from the CPE in the development of their applications are more successful at panel review and more likely to secure funding.

(a) Advice Surgeries
The CPE run a series of specialist Large Grant Advice Surgeries where you can book a 30-minute slot with the team for some 1-2-1 support on developing your project. The team will be able to help refine, shape, and strengthen proposals, as well as discussing practical considerations for project delivery. Large Grant Advice Surgery dates are:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 August 2019</td>
<td>10am-12noon</td>
<td>Senior Common Room, Mile End Campus</td>
</tr>
<tr>
<td>5 September</td>
<td>2pm-4pm</td>
<td>Senior Common Room, Mile End</td>
</tr>
<tr>
<td>10 September</td>
<td>10am-12noon</td>
<td>Nucleus Café, Blizard Building, Whitechapel</td>
</tr>
<tr>
<td>19 September</td>
<td>10am-12noon</td>
<td>Senior Common Room, Mile End</td>
</tr>
<tr>
<td>20 September</td>
<td>2pm-4pm</td>
<td>The Shield Café, Charterhouse Square</td>
</tr>
</tbody>
</table>

If you would like to attend one of these sessions email publicengagement@qmul.ac.uk with your preferred slot and the team will confirm availability.

Additionally, you can book a slot in one of the regular fortnightly Advice Surgeries to discuss Large Grants. The dates of these are available here on our website and are booked as above.

(b) Application Review
As they are not involved with the panel review, the CPE are able to read and give advice on applications to the scheme ahead of their submission.

If you would like the team to read your submission, email publicengagement@qmul.ac.uk with the proposal attached. You must submit this to the team at least one week ahead of the funding deadline.

(c) Resources and Training
The CPE have a portfolio of support resources that you may wish to access as part of the application process. This includes a number of public engagement guides such as the Evaluation Toolkit, and some face-to-face training opportunities. Please visit our website for more information on how to access these,
Application Guidance

Below is section-by-section guidance on how to fill out the application for the Large Grant scheme.

Section 1: Background and Aims

This section focuses on highlighting what applicants are looking to achieve over the duration of the project and why this engagement is appropriate.

Project Title:
Applicants should think about creating a title that accurately reflects the aims and/or activities of the project, without using jargon. Applicants should also consider their audience(s) when naming the project—is the title something that they would understand?

1.1 Summary of Project:

This summary will be used in publicity material should the application be successful. Applicants should give a clear and concise overview of the project without going into fine detail and should contain information on:

- The proposed target audience
- What the activity is
- Why this engagement is important

1.2 Aims of Project:

This should set out a few (ideally, no more than three) aims for the project. Consider the following three questions as a starting point for developing aims:

- What change do you hope that the project will achieve?
- What change do you hope to see within Queen Mary at the end of the project?
- What change do you hope to see within your target public/project partners? You may find it useful to consider this using a public engagement impact grid (see Box B below)

Successful projects are expected to measure success against these aims at the end of the project so ensure these aims are SMART (Specific, Measurable, Achievable, Realistic, Time-bound)
A public engagement impact grid allows you to consider what impacts you hope to have on each group as a result of your engagement activity. These impacts can be broadly classified into four groups: impacts in knowledge/awareness, impacts on attitudes, impacts on skills, and empowerment impacts. We recommend using this grid to identify how the project is mutually beneficial for those involved. This will also help shape your evaluation plan later on.

<table>
<thead>
<tr>
<th>Knowledge and awareness</th>
<th>Attitudes</th>
<th>Skills</th>
<th>Empowerment</th>
</tr>
</thead>
<tbody>
<tr>
<td>You</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your partners (if applicable)</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
1.3 Who you will engage with:

Applicants are encouraged to think carefully about who will engage with their activity. The more well-defined target public/participants/project partners are, the better. Applicants may want to consider identifying groups or individuals by either shared location, shared interest, or shared demographic. For example “families with young children, who live and work in or around Tower Hamlets” or “wildlife enthusiasts across the UK” are both more realistic than attempting to appeal to “the general public”.

1.4 How the project links to Queen Mary and its work:

Applicants should include details about how this project links to current Queen Mary research, teaching and/or core business. The most successful applications are also able to highlight how the project contributes to the institutions’ core value to ‘further embed a culture of engaged research practice, creating an environment where research can be shaped, conducted and results disseminated with the public as partners’.

Section 2: People

This section focuses on naming the individuals who will be significantly involved with the delivery of the project and what highlighting what appropriate experience these individuals will bring to project delivery.

2.1: Principal Applicant

As highlighted above, any project applying for a CPE Large Grant must be led by a QM staff member or student who will remain a staff member or student for the duration of the academic year 2019/20. The scheme welcomes applications from all career stages, however PhD students applying for the scheme will need to ensure they have the support of their supervisor before the application deadline.

2.2: Co-Applicant(s)

Please ensure details of any colleagues or members of staff from external organisations who will play an integral part in the project you are proposing are provided as co-applicants. It is expected that if co-applicants are named, their contribution to the project is clearly demonstrated throughout the rest of the application.

Section 3: Method

This section allows applicants to expand on their initial project summaries to outline how they plan to meet their project aims.

3.1: Engagement Methods
Please describe how the project has been tailored to meet the needs of target public/project partners to encourage their engagement, and any evidence you have for this. If applicants have run pilot activities to help shape the project, or have developed aspects of the project in collaboration with target public and/or input of partner organisations, highlight this here.

3.2: Innovative Engagement Approach

As mentioned above, the scheme is looking for projects which demonstrate innovative engagement methods which are new for the sector, QM and/or your research area. Applicants should consider how their project meets this criterion and highlight this here.

3.3: Project Plan

Applicants should use this space to set out the timeline of the project, as well as to go into more detail about the activity. This should be a realistic proposal of what will happen if funding is approved. It should cover the following:

- A timeline of major milestones and key dates
- Details of venue and content if events form a part of the project (if applicable at this stage)
- How the activity is appropriate to the public that you plan to engage
- Details of how you plan to communicate to and reach the people you will engage with (this may include publicity or working with external organisations)
- Any partnerships that are already in place that will support the project

Additionally if any elements of the project are proposed to run beyond the funding period (including resources), applicants should describe in what capacity these will continue and—if appropriate—highlight how and where funding will be sought.

Project Completion Date

Projects must be completed by 31 July 2020.

If elements of the project are due to continue beyond July 2020 (as highlighted above) these are considered as legacy activities of the Large Grant. However all funding must be spent by the end of the financial year.

3.4: Risk Mitigation

Applicants should be aware that there are risks associated with all projects: from not being able to securing your intended venue to participants not turning up. Such risks are not considered indicators that a project shouldn’t proceed. Instead, applicants should show and awareness in this, and an ability to manage these risks.
3.5: Equal Opportunities, Equity and Access

Please use this space to set out how applicants will **ensure that the project will ensure equal opportunities, equity and access**. This might include ensuring that events are accessible for the public you are engaging with, or seeking to make sure that barriers that might prevent different groups of people engaging in the activity are minimised.

3.6: Legacy and Sustainability

Applicants should have clear ideas about the legacy of their project, and plans about how the project (or project elements) could be sustained or grow in future. Please **outline these sustainability plans and include information on the legacy and any opportunities/resources/relationships that you hope will continue beyond the lifetime of the grant**.

**Section 4: Evaluation**

This section focusses on how applicants intend to evaluate their project activities to determine the success, capture unintended outcomes, and highlight learning points from the Large Grant.

4.1: Indicators for success

Applicants should refer back to the aims proposed in question 1.2 and consider how they will **know if these have been achieved**. This might include collecting monitoring information (e.g. n people engaged, x% increase in y), capturing qualitative measures (e.g. changes in behaviour or ideas), or detailing specific outputs (e.g. collaborative research paper published, future funding secured).

4.2: Evidencing success

Applicants should map out how evidence linked to the successes (above) will be collected. **This should include information on evaluation methods and tools that applicants intend to utilise.** The [Public Engagement Toolkit available on the CPE website](#) may help applicants determine appropriate methodologies.

4.3: Reach and significance

All projects will be expected to capture who and how many people engage with their activity. **Please note that higher engagement numbers does not necessarily indicate quality engagement.** Projects will be judged against whether they seek to create a meaningful impact on individuals/groups rather than whether they reach large numbers.
Section 5: Miscellaneous

This section allows applicants (and co-applicants) to highlight why they are the appropriate candidates for delivering the project. Applicants should consider what elements of their backgrounds evidence their suitability for the project, and highlight any public engagement experience of those working on the project.

Applicants are also asked to highlight whether they have previously applied for, or been a recipient of, CPE Small or Large Grant funding.

Section 6: Finances

Please refer to the Funding Use subsection above to determine what funds can be requested in a Large Grant application. Projects can request a maximum of £10,000 funding from the CPE’s Large Grant scheme. If project costs exceed this, applicants are welcome to seek match funding from alternative sources.

Applicants are asked to set out the costing for the total project (inclusive of VAT). Applicants should then break this total project cost down into amount requested from the CPE and amount from match funding sources. If projects are seeking funding from elsewhere and this is not yet confirmed, please indicate in the project plan and risk management sections (section 3.3 and 3.4) what implications this will have if the funding is not secured.

Project Costs:

Separate columns have been provided for applicants to highlight what project costs are being requested from the CPE and what you are seeking from or have already secured from elsewhere (if applicable). Please include all costs associated with running the project and ensure that these are:

- Accurate costs of all projected spend (where possible)
- Costs inclusive of VAT
- Have a short justification for each listed item

If asking for equipment, applicants are asked to consider if support from elsewhere in QM may be an option and if not, please explain why these items are unable to be sourced from within Queen Mary.

A large contingency budget is not normally approved by the panel, unless in exceptional circumstances (where it is impossible to know true costs at the submission stage). If applications include a contingency budget, please give clear reasoning for including it.
Staff Costs:

Staff costs should only be included if new roles are being created as part of the proposed project or existing contracts are due to be extended in order to deliver this project. Full economic costings details are essential for new QM roles and extensions of existing contracts where those staff are not full-time. Applicants must follow guidance from JRMO and the HR contact in your School to determine these costs. For extensions of existing staff employed on QM contracts where those staff are not full time, please provide details in the ‘Details and Justification’ on how this project role aligns with their existing/current role.

We strongly advise that if you are intending to cost in QM staff time as part of the application that you discuss this with the CPE prior to submitting your application.

Applicants can include costing for PhD student time within this section in the ‘QM PhD Students’ box. This cost should reflect involvement of PhD students at hourly rates. Please follow guidance from the HR contact in your School to determine these costs.

Applicants may also include costing for contributions to external partner organisations who are integral to the success of the project and whose participation would otherwise be limited, as well as freelancers who will be providing specialist services (e.g. translation, artists etc) in the ‘External expertise’ box. If the freelancers are not already QM suppliers, please ensure you adhere to QM financial and HR procedures. You can add additional rows to this section if needed.