

### What is the scheme intended to support?

The scheme is intended to encourage more of our staff and students to develop and deliver novel public engagement based around an area of campus science or research. It is a competitive fund offering awards of up to **£1,500**. To promote creativity and freedom, the fund is not prescriptive on the types of engagement idea that can be submitted. Examples might include:-

- Original one-off live events such as discussions, workshops, or festival activities
- Citizen science style projects
- Collaborative projects that work with community groups or cultural partners
- Developing an exhibition or display for an identified public audience
- Creating education or informal learning materials for school pupils or youth groups

Visit the 'Opportunities for Everyone' page on our public engagement website [www.wgc.org.uk/engage](http://www.wgc.org.uk/engage) for existing projects and event programmes that you could align with.

Although the types of engagement are left broad, there are overarching qualities the awards panel will look favourably upon, including some which align with broader campus values. Examples include:-

- ✓ Engagement activities that encourage dialogue and discussion around areas of genomics science, including those that can provoke emotive responses
- ✓ Activities that reach publics otherwise unlikely to interact with the campus
- ✓ Projects that promote equality and diversity in the course of planning and delivery
- ✓ Proposals that embed evaluation in order to measure the impact of the activity

### What are eligible costs?

The fund is intended to cover costs directly associated with the development and delivery of the public engagement activity. Some examples of acceptable costs are provided below:-

- ☺ Materials required to develop and produce a resource
- ☺ Venue and equipment hire
- ☺ Bursary or support costs, for example to support underserved public participants to attend
- ☺ Travel costs incurred by staff or students in direct connection to the project delivery
- ☺ Publicity and marketing associated with the activity

The following examples are NOT what the fund is expecting to cover:-

- ☹ Costs of bringing in external speakers unless it is pivotal to the engagement concept
- ☹ Engagement activities already planned including those as part of a research project
- ☹ General staff, catering and hospitality costs
- ☹ Items of equipment such as laptops and cameras
- ☹ Funds for doing research

### Who can apply?

Anyone who works at the Wellcome Genome Campus can apply, however please remember the fund is for engaging publics and schools with our science and research. Applications therefore need to reflect this, and have a clear plan for what audiences are being reached and how.

### When and how do I apply?

Applying to the fund is via a simple two-page form you can download from the 'Enabling Fund' page on the public engagement website: [www.wgc.org.uk/engage](http://www.wgc.org.uk/engage). There are three deadlines per year in January, May and September as detailed on the website. It is anticipated up to five awards will be funded in each round. Projects must deliver their activity within nine months of being funded.

## More of the fine print

First and foremost, the Enabling Fund has been created to be as quick and easy as possible to apply for, leaving the maximum time for applicants to think through and create their great public engagement ideas. However, there are a few terms and technical points applicants should take note of ahead of applying. These are highlighted in the list below:-

- The Public Engagement Enabling Fund has three rounds of awards per year with deadlines in January, May and September. A maximum of five projects will be funded in each round on a competitive basis. The exact deadline dates are displayed on the Enabling Fund webpage.
- Applications are only accepted using the application form which is downloadable from [www.wgc.org.uk/engage](http://www.wgc.org.uk/engage). The form is a fillable PDF that everyone with Acrobat Reader should be able to work with. Please report any technical issues in good time to [engage@wgc.org.uk](mailto:engage@wgc.org.uk)
- Applications will be assessed by a panel comprising of internal and external representatives from genomics public engagement and equalities backgrounds.
- It is suggested that applicants discuss their plans with their line manager.
- Unsuccessful applicants will be offered feedback and are eligible to resubmit in future rounds.
- Successful applicants may also be offered feedback on their project and in some cases, funding may be conditional on some specific areas being addressed.
- Applicants should consider evaluation of their activity. Hints and tips for 'Evaluating your activity' are available on the public engagement website and may wish to visit the National Coordinating Centre for Public Engagement website for tips on evaluation approaches.
- Applicants should consider their audiences and ensure balance between what is novel and innovative compared with what is realistic to achieve. General 'Thinking of your Audience' tips are available on the public engagement website.
- Applicants will be notified if their application is successful within three weeks of the deadline. Projects must be delivered within nine months of this notification.
- Funding will be made available to successful applicants through the generation of a project budget code that the lead applicant can access. Authorisation of transactions will rest with the Public Engagement financial administrator and any unspent monies at the end of the project spend period will be transferred back into the Enabling Fund budget for future use.
- Successful applicants who complete their projects and wish to develop their activity further will be eligible to reapply to the Enabling Fund. However the new proposal will have to demonstrate how the project is building on evaluation carried out and demonstrate development of the first phase rather than just 'more of the same'.
- Successful applicants are required to submit a brief mid-project report and upon completion. A template for this will be provided by the Public Engagement team.
- By submitting an application to the Enabling Fund, applicants are consenting to having their successful projects showcased in wider campus information channels. This includes promotional materials, press and social media, case studies for the Public Engagement website, features for the Connecting Science newsletter and exemplars in reports to funders. This may involve project leads or teams being interviewed or filmed where appropriate.
- Applicants should consider the legacy of their project to the wider ambition to build a culture of public engagement across campus. For example, can any new techniques, approaches or resources be shared with others? Could any live events be recorded and shared online? The Public Engagement team can advise on how to reflect and cost such considerations.