Public Engagement Seed Fund

The Public Engagement Seed Fund supports researchers at the University of Huddersfield to start a new project or activity, or realise an existing idea, that is linked to their research and involves the public.

The University recognises that there are public engagement activities that are not suitable for other sources of funding or are too embryonic for a more formal application. To help increase the quality and quantity of activity at the University, and meet these needs, the Seed Fund has been put in place.

The total Seed Fund budget for 2022/23 is £10,000. The maximum award per application is **£1000**.

The Seed Fund is administered by the University Public Engagement Group (UPEG). Schools are represented at UPEG by Public Engagement Champions.

To find out who your school Public Engagement Champion is click here staff.hud.ac.uk/public-engagement/

What do we mean by "public engagement?"
The university defines public engagement as "the process of involving organisations and individuals from outside the university in our work. We believe that the best engagement happens through collaboration and is mutually beneficial."
The 'public' are organisations or individuals outside of higher education.

The Seed Fund specifically supports engagement with your research, which should, wherever possible, be a two-way process including interaction and listening with the goal of generating mutual benefit with the public**.** This can include the co-production of research, consultation, citizen science, or workshops and activities based on your research.

Who is the Seed Fund for?
Staff and some PGR researchers* are eligible to apply. The principal applicant must be a current member of University of Huddersfield research staff - supervisors should apply on behalf of a postgraduate research student. If you are on an honorary contract, your proposed activity must be related to your University of Huddersfield research.
The applicants' contract must be longer than the period that the funding is required for.

*The fund is **not** open to undergraduate students or students on taught Master's courses.

What can the fund pay for?

The fund supports new public engagement activity being undertaken by a researcher at the University of Huddersfield, that relates directly to their research.

This can include activity at all stages of the research lifecycle, including partnership building, piloting activities, undertaking research (with the public), or presenting findings.

The Panel will be particularly interested in applications that;

- are from researchers who have not previously received funding for public engagement activity
- involve working with a community or organisation who has not worked with the University, at least in the recent past
- experiment with methods of engagement

Examples of activity might be;

- running a consultation event to support a larger public engagement with research funding application
- an activity that focuses on partnership building
- piloting a new workshop idea or approach
- taking an existing model of engagement to a new setting

If you are unsure whether your proposed activity constitutes public engagement, please speak to your School's Public Engagement Champion.

The Panel will be looking for applications which demonstrate two-way engagement with the public. It is **unlikely** that activity focused purely on dissemination (e.g., a lecture, podcast or film, or sole-authored article) will be funded.

How will the money be allocated?

Applications to the fund will be assessed by a small panel, on a termly basis. The panel members will be drawn from staff in Research, Innovation and Knowledge Exchange and will chaired by the Head of Enterprise and Knowledge Exchange.

Applications will be marked against four criteria. There is guidance on what these mean below:

- The overall viability and evidence of planning
- Clarity of evaluation aims
- Return on the University's investment
- Overall quality of activity.

The decisions of the panel are final. Unsuccessful applications will receive brief feedback and will be welcome to apply for future Seed Fund calls. The panel may recommend specific training, or other steps that unsuccessful applicants can take to improve their practice, and the quality of future applications.

Timeline

Funds will be allocated three times a year.

Successful applicants will be expected provide a brief verbal update to the Public Engagement Manager or Public Engagement Champion at the halfway point of their activity and produce a short final evaluation report at the end of the project (a template will be provided). Funds will be released as soon as practicable following the panel meeting.

Schedule:

4pm 5 January 2023	Deadline for applications for 2nd assessment panel
w/c 09 January 2023	Assessment panel second meeting
5pm 21 April 2023	Deadline for applications for 3rd assessment panel
w/c 01 May 2023	Assessment panel third meeting
31 August 2023	Deadline for completion of activities and reports

Please note that applications can be submitted for activity at any time as long as they are completed up until the 31 August 2023.

Application form guidance

The Panel highly recommends seeking advice from your School's Public Engagement Champion before applying and during the activity. If you are unable to access the webpage detailed above, you can contact your School Office.

Things to consider

- If delivery of your activity can only happen on or by a particular date, you must ensure that this does not affect the delivery of scheduled teaching or other responsibilities you have in your School. Please confirm in your application that this has been agreed with your line manager. If your project will require the input of other colleagues or students, please indicate this in the application and whether they have been approached already.
- A well-considered and planned project is much more likely to be successful. Resources from the National Coordinating Centre for Public Engagement may be useful in your planning www.publicengagement.ac.uk/do-engagement/quality-engagement.
- As with any funding application, due consideration should be given to any ethics considerations, risk assessments or insurance for off-campus activity. If your project may have these issues to consider, please include information about your planning process or approval process in the 'How will it work' section of the application form (below), including whether your proposal has been approved by the School Ethics Committee. Applicants should be aware that if this has not been done it may affect the panel's decision and will also have an impact on the timescale for the activity.

Terms and Conditions

- All money to be spent during the academic year
- Funds available October-August
- The activity must respond to original research and be subject to the appropriate ethics processes (if appropriate)
- Collaborative activity featuring multiple researchers is permitted
- PGRs' applications should be made through their supervisor

The money can be spent on:
- Materials or equipment (purchase or hire). Any purchased equipment will be retained by your School and may be loaned by other researchers at the end of your project
- External venue hire
- Travel
- Catering (not drinks receptions)
- Some professional fees (such as employing a designer) that create resources for the activity

The money can't be spent on:
- Paying money directly to community partners, consultants or freelance facilitators
- Part-Time Hourly Pay
- Student helpers
- International travel
- Solely as match funding for larger projects

Guide to completing the form

Q3: What is the project? (Max 500 characters)
A basic overview of what the activity will consist of and the research it is linked to.

Q4: Who will you be engaging? (Max 500 characters)
This question is primarily related to the public who will be involved in the activity. Please be as specific as you can about who will be involved. You can use resources such as https://esrc.ukri.org/public-engagement/public-engagement-guidance/guide-to-public-engagement/defining-your-audience/ to help you define them. Applications that identify their intended audience as 'the general public' are very unlikely to be successful.

Useful questions to ask yourself are: if you already have your public identified: who are they are and why have you chosen to work with them? If you need to recruit or advertise for participants/audiences, how will you target them?

A key issue to consider is how you are going to contact your participants/audiences to ensure you comply with GDPR, and that communication is timely and effective (see link above). In this section you should also mention colleagues from the University, or other Higher Education Institutions, who are involved.

Q5: How will the activity work? (Max 1000 characters)
Please provide a brief schedule, and details of key logistics. Please include a timeline.

Q6: What is it trying to achieve? (Max 500 characters)
Being clear on your aims and objectives is a crucial part of quality public engagement. Successful applications will demonstrate realistic and appropriate targets for this activity, using a methodology such as SMART objectives. Applications do not require great detail in this area, but careful thought and planning must be shown.

Q7: How will you assess the results and provide a return on investment to the University? (Max 1000 characters)
Please outline how you will evaluate the project, linked to your aims and objectives. As mentioned above, an evaluation template will be provided at the end of the project.

Q8: Why does it require the help of the Seed Fund? (Max 500 characters)
We want to know more about existing barriers to engagement at the university, so this information is important for future planning. Additionally, this is your chance to show why your planned activity matters.

Q9: How much do you require and what will it pay for? (Max 1000 characters)
Please provide an outline of the budget and how the money will be spent. For more information about what the fund covers, please see the Terms and Conditions above.