

## 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 Seed Fund + is designed to support more substantial projects than the existing Seed Fund, with an increased budget available. The Seed Fund + only supports new projects, not ongoing activity.

The total Seed Fund + budget for 2023/24 is £10,000. The maximum award per application is **£5,000**.

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/](http://staff.hud.ac.uk/public-engagement/).

**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.

### 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.

More information about the University’s approach to Public Engagement can be found in the Public Engagement Strategy ([download link](#)). It is highly recommended that you read this document before applying.

### Who is the Seed Fund for?

Staff and postgraduate researchers undertaking a postgraduate qualification by research 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 Masters’ 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. **It does not support ongoing activity.**

Engagement can take place 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 the Public Engagement Champions and will chaired by the Deputy Director, Regional Enterprise.

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 twice this year.

Successful applicants will be expected to provide a brief verbal update to the Public Engagement Manager or Public Engagement Champion at the halfway point of their activity and produce a 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.

### **2023/24 Schedule:**

|                      |  |
|----------------------|--|
| <b>15 March 2024</b> | Deadline for applications for 1st assessment panel |
| 22 March 2024        | First assessment panel meeting                     |
| <b>26 April 2024</b> | Deadline for applications for 2nd assessment panel |
| w/c 6 May            | Second assessment panel meeting                    |
| <b>15 July 2024</b>  | Deadline for completion of activities and reports  |

**Please note that applications can be submitted for activity which takes place at any time as long everything is completed by the 15 July 2024.**

## 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 to find out who it is.

**If your application is successful, you will be asked to provide written confirmation of involvement from external partners before funds can be released.**

## 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](http://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 March - July
- 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
- Additional funding to support the project is permitted, but only from School budgets, not central or external funding.

### **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

### **Q4: What is the project?** (Max 500 characters)

A basic overview of what the activity will consist of and the research it is linked to.

### **Q5: Who will you be engaging?** (Max 1000 characters)

This question is primarily related to the public who will be involved in the activity. Please be as specific as you can. You can use resources such as <https://esrc.ukri.org/public-engagement/public-engagement-guidance/guide-to-public-engagement/defining-your-audience/> to help. 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.

### **Q6: How will the activity work?** (Max 2000 characters)

Please provide a full schedule, and details of key logistics. Please include a timeline.

### **Q7: What is it trying to achieve?** (Max 1000 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 require significant detail in this area.

### **Q8: How will you assess the results and provide a return on investment to the University?** (Max 2000 characters)

Please detail 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. We expect to see detail about the evaluation framework you will use.

Please also provide details about potential or planned follow-on activities, including an indication of where the funding may come from for them.

### **Q9: 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.

**Q10: 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.