**UCL CULTURE**

**What do Public Engagement funders look for?**

1. **That you have bothered to do your homework:**

* Read the guidance notes.
* Read any example or case study applications that they make available.
* If possible, ring or email the funding body for advice BEFORE you apply.
* Make use of the support services available at UCL:
  + e.g. UCL Public Engagement Unit and, for large scale bids, the relevant Research Coordinators.
* Talk to people who have been successful in the past.

1. **Generic elements of a well drafted public engagement funding application**
2. **Clear writing throughout**

* Use accessible language and vocabulary throughout.
* Avoid academic jargon or acronyms – try showing your application to someone who knows nothing about your subject area and see if they understand it.

1. **What is going to happen and why are you doing it?**

* Clear aims and objectives.
* Aims that fit with the funder’s aims.
* Clear identification of public group and their need
* A clear idea of what will actually happen during the project – who is going to do what?
* A clear indication of the timeline – what will happen and by when?
* Benefit for the audience (what will change as a result of the project?).
* Impact on staff/students (what will change as a result of the project?).
* A good idea of how you’ll get in touch with your public audience.

1. **What will the money be spent on?**

* A planned, realistic budget with an appropriate amount of detail (funders will want to know how you’ll spend the money).
* Good value for money (think about breadth and depth of impact – it’s not just about numbers).
* Have you really thought about what might enable or encourage your target audience to take part? Do you need to subsidise travel costs? Have you budgeted for catering? Do you need to pay for support workers? Have you thought about access costs? Will you need a translator?
* Do you have pledges for in-kind funding (eg. provision of a free venue?).
* Do you have any matched funding already pledged from another funder?

1. **How will you know what you achieve? What works and what doesn’t work…**

* Planned evaluation and monitoring that will measure what you want to know.

1. **It is also important to think about:**

* Why the project is important.
* Why are you the right person or people to get the job done?
  + Appropriate expertise and track record of the project leads and project team.
  + Your own imagination, enthusiasm and originality.
* If you lack specific skills/how will you address this? Can you incorporate a budget line for training? Can you pay an external partner to supply the specific skill?
* Transparency and accountability – are there any ethical considerations? Who do you need to inform about the project? How will you keep records? Do you need to be aware of data protection or issues about safeguarding children or vulnerable people?
* Potential problems and how you might solve them.
* Will any part of this project or activity go ahead if you do not get funded? What are your contingency plans?