

Supporting Public Engagement Activity as part of impact through the lifecycle of a project

PLANNING FOR IMPACT

Engage with and discuss your plans with members/representatives of your target group

Discuss your research project with the impact and engagement team to ensure impact opportunities are thoroughly explored/budgeted for at application stage

Use 'initial impact planning tool' to identify impact goals

If you will need practical support with your activity, discuss with the relevant stakeholders/teams

Access resources to inform planning your public engagement activity

- General
 - [National Co-ordinating Centre for Public Engagement](#)
- Considering EDI in your public engagement
 - [NCCPE: Useful resources for equity, diversity and inclusion](#)
 - [How do I champion equality, diversity and inclusion in public engagement?](#)

PREPARING FOR PUBLIC ENGAGEMENT

Questions to consider when planning/delivering your public engagement activity:

Who will benefit from your research?

- Who are your target audience?
- What public engagement activity are you planning?
- Why is this the most appropriate activity?
- How does the activity support your wider impact goals?
- What do you hope to achieve with this activity?
- Consider who your 'publics' are – find information on publics [here](#)

How will you make your activity accessible to the public?

- Will members of your target audience have any additional needs (e.g. language, accessibility, childcare for events, financial barriers to participation)?
- How can you practically address/support these needs?
- Will you need any specialist support to make your activity accessible to all?
- Will the activity cover any sensitive topics? What support can you offer for your audience if they may be affected?
- Is the activity practical?
- Will there be any cost involved? How will it be funded?

How will you evaluate your engagement?

- How will you know your activity was effective?
- How will you evaluate / record your activity. Useful resources:
 - [NCCPE guide to evaluating your public engagement activities](#);
 - [STFC Public engagement evaluation framework](#)
- Why is this the best method? How will it contribute to demonstrating and evidencing your impact goals (planning tool)?
- Will your evaluation be accessible to all participants (see above planning considerations)?
- Will you make the results of your evaluation available to your participants/audiences? How?