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| **PUBLIC ENGAGEMENT: PLANNING FOR IMPACT** | |
| **Project/Event/Activity:** |  |
| **Date:** |  |
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| **RESEARCH**: What research underpins the engagement? What aspects of your research do you want the public to engage with?  *The REF requires impact to be underpinned by research so consider listing relevant publications here. Where possible, ensure that the link between the research, planned engagement and the expected impact is evident.* | |
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| **BENEFICIARIES:** *To demonstrate that your target beneficiary has been reached you must first identify the relevant people to engage with. Targeting a ‘hard to reach’ group could result in more significant impact. Be sure to consider all the potential beneficiaries from your public engagement project, including professional such as curators, teachers, and directors. Remember you can engage more than one audience. Use the following questions to guide you:*  PUBLIC: Who do you want to reach and why? Why might they want to be reached? Who might want to reach you? What expertise/experience will they bring?  For ideas: <https://www.publicengagement.ac.uk/plan-it/understanding-your-audience> | |
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| **STAKEHOLDERS:** *A successful public engagement project will utilise appropriate intermediary partners to reach target beneficiaries (e.g. museums, schools, community organisations). Use the following questions to guide you:*  PARTNERS: Who would you like to partner/collaborate with? Who are you already working with? Why would they be interested in working with you? What expertise/experience will they bring?  Further ideas: <https://www.publicengagement.ac.uk/do-it/working-partnership> | |
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| **AIM:** What do you want to achieve? What outcomes are you hoping for? What are the mutual benefits, effects or changes you want to deliver? Remember to also consider what the public would want to get out of the engagement.  *For REF: e.g. education, encouraging debate, inspiring minds, changing practices/policies, informing attitudes.*  *In addition, outside of the context of REF; e.g. adapting research goals and processes.* | |
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| **OBJECTIVES:** What do you need to do to achieve the aim?  *Make sure these are SMART (Specific, Measurable, Achievable, Relevant, Timely)* | |
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| **METHODOLOGY:** Which methods of engagement will you use? How does this allow you to create the impact you want?  *E.g. public lectures to inform, online consultation for involving dispersed audiences, a panel or user group to explore attitudes and encourage debate*. *Be willing to adapt your method if it does not allow you to deliver the impact you want.* | |
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| **EVIDENCING IMPACT:** What information do you need to gather to show if your objectives have been met? Which data collection technique(s) will you use?  *See ‘****Public engagement: gathering evidence of impact’*** *document. Aim to gather evidence before and after your intervention so that you can evidence change.* | |
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| **REPORTING AND ANALYSING DATA:** Who will analyse the data you receive as feedback? What formal reporting is required as part of funding the project? Will you be sharing the report with partners?  *Ensure you reflect on the findings of the data to inform and influence future public engagement activity. Data and reporting can also be used as the basis for REF impact case studies and future applications for funding.* | |
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