

Pathways to Impact – some guidance for costing

You can ask for funds towards your pathway to impact. There is no ‘rule’ on how to do this other than you need to cost the activity you want to do and then ask for the associated funds required. This does not have a minimum or maximum amount. Essentially, if you want to do an activity and it costs money, then you need to cost that activity and ask for those costs.

To help you with this we have prepared some examples below, but please remember that this is guidance and that you will still need to **check the costs within your own institution/department**. Some of these resources may also be provided centrally by your institution.

In alignment with RCUK, these activities do not include academic impacts – unless they are part of the critical pathway to economic and societal impact.

Activities that can provide Impact via several routes are included in ‘other costs’. Please consult the teams that can help you BEFORE you submit your pathway to impact and grant proposal.

Example ‘Impact through Policy’ costs:

Activity	Description	Indicative Cost
Policy Fellowship	Identify and recruit a project-related policy stakeholder. They will conduct a series of meetings with approximately 30 researchers as part of an ‘immersion week’ and continue with further networking over the two-year duration of the fellowship. Talk to CSaP for advice and support	£4800
Policy Workshop	The Cambridge Centre for Science and Policy will help you to host a workshop for 16-20 people from academic, policy and business/third sector - generating an invite list from their CSaP network. The workshop will aim to generate new connections between researchers and policy officials and generate discussions into current relevant policy questions and state-of-the-art in research. A written report will be produced. Talk to CSaP for advice and support	£4800
Policy Brief	Production, printing and dissemination of a 1-2 A4 page document based on distilling research findings and discussion with target audience (e.g. through policy fellow) in lay language	£650

Example 'Impact through Public Engagement' costs:

Activity	Description	Indicative Cost
Outreach activity	Local, national or International event which showcases scientific research to a broad audience, often interested adults, students and families. Can include debates, talks, film screenings, exhibitions, and hands-on activities. Activity should be determined by the audience you want to reach and what is most appropriate for your research. Costs vary depending on activity. Talk to the Public Engagement team for advice and support. Some ideas for outreach activities with indicative costs are covered in more detail below.	£500 - £10k
Bespoke event at Cambridge Science Festival	Event to share research with the public – panel debate on topic, or giving a talk, running a hands-on workshop. Or, developing an exhibit for an open session. Consider who you want to engage and then design an event/activity that best suits the audience. Costs vary – talk to the Public Engagement team for advice and support	£500 would support a short (1-2 hr) panel session or talk (this cost would likely double if refreshments, room and AV hire and publicity were included) £10,000 would allow for the development and build of an exhibit
Presentation at a Festival	e.g. Hay Festival, ESRC Festival of Social Science, AHRC Festival. Standard event costs: Marketing, venue, basic equipment, travel costs, production costs etc. Talk to the Public Engagement team and Office for External Affairs and Communications for advice and support before submission	£2000-£10,000
Lay presentations	Speaking with members of the public in a variety of forums. To cover travel and associated costs	~£0-200
Website	Online method through which you can discuss your latest research (on group page), share publications (as a news item), advertise events etc. Can be hosted at your institution or you can establish your own independent website for a cost. Discuss and seek support from the Office for External Affairs and Communications or your local Web manager	£0 (if provided centrally) £1000-1500 (for independent website)
Podcast	Recording and editing for 1 hour of material. Talk to Office for External Affairs and Communications for advice and support.	£400
Social media	Sharing your research outcomes to a wide audience through social media platforms – Twitter, Facebook, LinkedIn etc. Can be facilitated by the Communications team, e.g. Office for External Affairs and Communications or in your School	£0

Activity	Description	Indicative Cost
Press Releases	Sharing your research outcomes to a wide audience through mainstream media channels. Talk to the Office for External Affairs and Communications team for advice and support	£0 (provided centrally)
Media presence (TV/Radio)	Sharing your research outcomes to a wide/general audience through traditional media channels, news-shows, radio-shows. Can be facilitated by the Communications team at your institute, e.g. Office for External Affairs and Communications	Supported centrally but could include travel (see 'other costs' below)
Media and impact training	Training to learn how best to engage with journalists (both print, TV and online) so you can be sure your research is accurately portrayed. Could be through Science Media Centre . Contact Office for External Affairs and Communications , or PPD or consider utilising Institutional Impact Acceleration Accounts (IAAs)	£0 (provided centrally)
Journalist	Consultancy fee for a journalist to write material and seek opportunities for dissemination of project outputs via the media, including websites, branding and promotion, events, photography and design. Talk to Communications .	£20,000 over 5 years
Crowd analysis of information	Crowd analysis of information related to research project e.g. archaeological training and investigation in private gardens by home owners or online analysis of manuscript content and paleographic transcription	Depends on nature and medium of involvement
School days/ lab visits	Activity where school students visit the Department/Laboratory/Institute to take part in research projects. Can be included in P2I if this research project is based around the grant proposal. To cover consumables costs if in laboratory.	~£100
Project-specific schools event	Develop a hands on activity/lab project that a schools group could do. Best to link to your research and (where possible) the school curriculum. Costs might be higher in some instances, for example if you need to buy equipment to support the school you're working with. You might be able to consider getting extra funding for this from e.g. Royal Society Partnership Grants .	£50-£2000
Community Engagement Activity	Event/activity to engage the local community in your research. Could be a visit to the lab/office to look at current findings/get hands-on experience of research techniques, could be giving a talk or Q&A session. Talk to the Public Engagement team outreach teams in faculties and departments for advice and support	~£500
Pop-up Museum	Create a movable display to travel to sites around the country. Talk to the Public Engagement team and outreach teams in faculties and departments for advice and support	~£20,000
Public Exhibition	Public Exhibition at e.g. British Museum. Needs to be checked with the venue as planning as often many years in advance.	~£20,000
Subsidised travel	Subsidised travel to facilitate schools from poorer areas/poorer students to attend activities	Up to £3000
Summer school	Indicative costs for one week not including staff costs as this activity oftendraws extensively on staff time that is not-costed. Can help reach practitioners and/or a new generation of researchers	£5000
Public Engagement Film	Depending on nature, content, production company, approx. £1000 per minute, attracts VAT. Talk to Office for External Affairs and Communications for advice and support.	£6000

Example 'Impact through Commercialisation' costs:

Activity	Description	Indicative Cost
Use of in-house commercialisation experts	Seek guidance of experts e.g. Cambridge Enterprise or Babraham Institute Enterprise when discussing potential exploitation, both commercially and non-commercially	£0 (provided centrally)
License mouse models/other resources	Pathway to exploit intellectual property held within your research group/University. Licencing reagents/mouse models/techniques to a commercial company for use. Provides income to research institution and allows companies to utilise technology in their research, and potential further advancements. Talk to Cambridge Enterprise or Babraham Institute Enterprise for advice and support	£0 (provided centrally)
Patents	Protection of intellectual property arising from the research, new methodology etc. that could be translated for commercial value Talk to Cambridge Enterprise or Babraham Institute Enterprise for advice and support	£0 (provided centrally)
Targeted 'show and tell' meetings	Meetings with commercial companies who have a specific interest in your field of work. To develop new collaboration ideas, share knowledge etc. Could also be with non-commercial entities, for example clinicians. Talk to Cambridge Enterprise or Babraham Institute Enterprise for advice and support	e.g. £100 for catering and room hire for up to 10 people
BI Science Showcase	Babraham Institute -specific, scientifically themed meeting where academic and industry researchers present their research to identify areas of common interest. To cover catering, room hire, marketing	~£1000
Scientific Forums	E.g. Cambridge New Therapeutics Forum – open to all scientists interested in R&D of new therapeutics in Cambridge and the local area. Host a session at your institution (cost), give a talk (no cost), or attend to boost your network (no cost). Hosting costs to cover catering, room hire, marketing	~£1000 to host
Provide technical protocols to community	Publication of methodologies/techniques	£0
Set up a training workshop to share specific techniques	Workshop to discuss latest findings/techniques/newly developed methods with an academic/clinical/industrial audience. Indicative costs based on 50 people for 1 full day workshop; catering, meeting room hire, resources	£1000
In-house practitioner workshop	In-house workshop for intensive discussion, input, networking and trust-building	£13,000 excluding travel costs
Visiting fellowship	Enable an in-depth collaboration over a concentrated period of time	£3000 e.g. for two weeks, not covering salary

Other example costs:

Activity	Description	Indicative Cost
Travel	Ideally you will need to specify when and where you are going – and definitely why . Please check Skyscanner if destination is known	UK travel second class train fare ~£100 European travel economy class ~£300 International travel economy class ~£1000
Subsistence	See Finance department webpages for up to date figures	Daily allowance Outside London £129 Inside London £161
Accommodation	See Finance department webpages for up to date figures	Bed and Breakfast Outside London £99 Inside London £130
Dinner	See Finance department webpages for up to date figures	Dinner £30pp Conference dinner £60pp
Workshop based on grant	Workshop to discuss latest findings/techniques/newly developed methods with an academic/policy/clinical/industrial audience OR, a discussion workshop with a public audience (could be tailored to patients, or a group who would be interested in the outcomes of your research) to discuss findings, what the research is and what they think about it To cover catering, room hire, travel, marketing; costs vary depending on size of workshop.	£1000-£5000
Develop online training resource	Development of a slide set, video, webinar to share new techniques or methodologies developed through the research – video costs will be high.	~£250-500 depending on what developed
In-house training	Personal and professional training opportunities e.g. EMBO Lab management course provided at BI for postdocs and group leaders addressing key skills including: staff selection, leadership and delegation, effective problem solving and communication	£0 (provided centrally)
Summer placement or internship	Inspire and train the next generation of scientists by supporting a school or university student in your lab for a number of weeks. Can be supported through various schemes, e.g. Nuffield Foundation , Erasmus+	£0 If funded through learned society/ charity/business
Online magazine	See for example Art Science .	£300-500

Activity	Description	Indicative Cost
Live-streaming, recording and AV	Talk to Office for External Affairs and Communications for advice and support	£2000
Advisory group meetings/members	Help to input sector perspective (e.g. CBI) and/or disseminate widely the research findings through their own channels and activities (e.g. WHO)	Travel and accommodation
Collaborator meetings	Establish new contacts. Travel/meeting expenses for a workshop to put together new collaborative grant applications that will advance the research	Up to ~£1000
Community networks	Continued participation in research community networks, e.g. FP7/H2020 networks, and using this as a mechanism to make impacts within your field	Travel and accommodation
Impact Champion	Co-investigator or PDRA's time to lead and co-ordinate impact activities. Indicate % of FTE (e.g. 5%) to cover this responsibility	Costed against the grant