AHRC Impact Acceleration Account
AHRC IAA Impact Fund Call 2023 Guidance

Call opens: 14ᵗʰ June 2023
Call closes: 14ᵗʰ August 2023 at 16.00
Awards: up to £15,000 per application
Duration: up to 12 months, starting no earlier than 14ᵗʰ Sep 2023

Background

The University of Cambridge has been awarded an Impact Acceleration Account (IAA) by the AHRC to strengthen engagement with users and accelerate the translation of research outputs into impacts. This includes facilitating the impact agenda by forging new collaborations with industry, policy makers and third sector organisations or strengthening existing external non-academic collaborations.

The overall purpose of this fund is to support 'on the ground' impact and knowledge exchange activities. Awards will be made available to fund work that will significantly increase the probability of the ideas and findings generated by the research having a non-academic impact on the private, public and third sectors. Collaborative, innovative and co-funded projects are encouraged.

Applicants are invited to apply for up to £15,000 covering 100% of directly incurred costs but not indirect costs. Up to nine awards will be made per year.

This document sets out the specific guidance for the AHRC IAA impact fund call. **It should be read in conjunction with the University's Summary of [Impact Acceleration Account Terms and Conditions](#).**

Eligibility

Funding is open to Principal Investigators employed within a University department with project proposals within the [AHRC remit](#). Please note that previous/current AHRC funding is **NOT** a requirement. Interdisciplinary applications are also welcome.

Impact activities

Projects should enable impact to be achieved in an effective and timely manner, and can be used for a wide range of activities, including but not limited to:

- Activities targeting policy, business and the third sectors.
- proof-of-concept studies and/or trials.
- Performances of dramatic or musical works.
- Exhibitions & public engagement activities.
- The production of software, websites etc.
- Engagement with schools/educational institutions.
- Monitoring and evaluation of achieved impact.

Examples of previously funded projects:

- The development of the online version of the electronic Dictionary of Medieval Irish, including updates and corrections alongside the creation of online teaching and learning resources aimed at developing younger audiences.
- The fostering of discussion among medical practitioners, faith leaders and community representatives, resulting in a shift in the understanding, and practice, of End of Life Care for the UK's Muslim population.

- A collaboration with major heritage organisations English Heritage and the National Trust, to investigate historic libraries in situ in England's great houses and organise exhibitions, publications and collaborations that engage with these unexplored collections.
- A collaboration with the Fitzwilliam Museum's Learning and Exhibitions team and three local groups who regularly take part in activities at the museum to create a film that would play a significant role in a major exhibition.

Eligible costs

The costs awarded for each project may vary depending on the work proposed but should not exceed **£15,000 (direct costs only)**. The assessment panel may decide to part-fund any application at their discretion.

IAA funding may be used to fund:
- Directly incurred staff costs, in line with the call guidance
- Pooled labour, where applicable
- Travel/subsistence, in line with University policy [Travel policy | Finance Division](#)
- Materials and consumables
- Equipment/facilities access
- Equipment purchases (capped at £15,000 and must be justified against the duration of the project)
- Procurement of an external consultant e.g. for market research or business planning, to include VAT as applicable
- Workshops
- Other engagement, knowledge exchange, training and culture change activities can also be supported.

For a complete list of eligible and ineligible costs, please refer to the [IAA Terms and Conditions](#).

All applications must be fully costed in an X5 and should be shown to be necessary for the project. Please liaise with your departmental finance team to obtain an X5 costing for your proposal.

Application process

All applicants are encouraged to contact the Arts and Humanities Research Facilitator Dr Lucy Sheerman (AHimpact@admin.cam.ac.uk) to discuss their proposal.

Applicants for IAA funding are required to present a case for support that includes clear impact objectives and outputs for the proposed work, as well as identifying further routes for development and potential leverage of further funding, where applicable.

Applications must be submitted through the [IAA Application System](#). This will include completing:
1. Outline details of the project in the IAA Application System.
2. An [application form](#) to present project justifications, outline of activities, details of potential collaborations and timelines. This form will require the signature of your Head of Department.
3. A PDF copy of the draft project costing from X5.
4. Draft agreements/letters of support from external partner (if applicable).
5. Any additional documents, such as a Gantt chart showing the intended project timeline, as appropriate.

Please note that the submission system only accepts PDF documents.

Applicants must ensure they are aware of any internal departmental deadlines for approval by Head of Department before submission.

Working with external partners
Where a project involves a Third Party, applicants should consider what types of agreements may be required (for example collaboration agreements, non-disclosure agreements, material/data transfer agreements and/or other types of contract) when applying for any Impact Acceleration Award. More details of what you should consider and template agreements can be found on the IAA website or contact iaa@admin.cam.ac.uk for further support and advice.

Award applicants will receive support from the Research Operations Office on contract negotiations and if relevant, Cambridge Enterprise to ensure appropriate protection of IP.

Assessment process
A cross-disciplinary panel with membership drawn from across the arts and humanities disciplines will assess each application. The assessment criteria are:

Criteria	Guidance
Clarity of impact objectives	Clarity of the impact (not research) objectives and proposed impact activities, including how impact will be measured/evidenced.
Clarity of plan	Clarity and coherence of the plan to achieve impact objectives, including, management and timeframe and milestone. Where applicable, the suitability, level of engagement, and degree of support offered by the partner organisation.
Articulation of need	Clarity of description of the research base on which the project builds, the need being addressed and/or justification of why impact objectives have been identified.
Value for money	The extent to which the proposal makes the best use of resources.
Sustainability planning	The extent to which the project outlines plans for potential next stages (including further sources of funding) and/or explains how the project fits within a larger programme of work.
Interdisciplinarity	Interdisciplinarity is encouraged and applications to multiple research councils are welcomed.

Timeline
The funding should support short-term projects of up to 12 months. The funding dates for this call are:

Call opens	Call closes	Project start	Spending complete	Final report
14th June 2023	14th August, 2023 at 16.00	14th September 2023 onwards	All expenditure should be completed by 14th September 2024.	Within 1 month of project completion

Proposed projects should not start any earlier than 14th September 2023 to allow sufficient time for fund allocation and activation. Project start dates are subject to appropriate agreements with any external partners being in place.

A no-cost extension process will be available for successful projects that can make a strong case that additional time is needed to realise impact.

Award conditions and reporting

Funding will be dispensed according to the University's [financial regulations and systems](). Expenditure should be posted on a monthly basis against the grant. Project holders and their departmental grants/finance officers must ensure that all expenditure is posted against projects within 2 weeks of the end of the project. Further financial reporting will be requested at project close.

As a condition of the grant, you must meet with a member of the Impact and Knowledge Exchange Team during and/or after your project to discuss progress and outcomes. For commercial impact projects, a Cambridge Enterprise case manager will join these meetings. The purpose of these meetings is to monitor progression of funded impact projects and identify the potential for leveraging funding through collaboration, follow on funding schemes or opportunity for commercialisation.

All award holders will be required to complete an online survey at the end of their funded period. We will also request images of the projects to use in reporting outcomes of the AHRC IAA to the AHRC and for highlighting successful impact projects. Given the timescales over which impacts occur, we also welcome key updates via email on funded projects beyond the final report. Future updates enables us to sign post you to any relevant support as well as to strengthen our future applications for institutional IAA funding.

If you have any questions regarding this AHRC IAA call, please contact Dr Lucy Sheerman, AHRC IAA Coordinator, AHimpact@admin.cam.ac.uk.