



Public Engagement Fund Application Guidance

This document provides guidance to all the questions (including drop downs) asked in the Public Engagement Fund Application form online. We recommend using this document as a guide as you prepare the content of your application.

Please be aware that the PDF of the sample application form does not list the drop down questions. This document can also be found on the Public Engagement Fund webpage.

APPLICATION SUMMARY

Application title [10 words]

We'll use this to refer to your project in our conversations internally and in any communication with you about your application. If your proposal is successful, we may also use this in any publicity we produce about the work we support. But don't worry too much about committing to a title, you can always change it.

How long would you like your funding to last? [in months]

You can use our funding over a period of up to 5 years.

We use your answer to this question to understand the scale of your activity, so you should make sure you're allowing a realistic amount of time to do everything. We also use this to know when we should be expecting your final reports. We understand that things change and are usually happy to discuss extending the duration of your funding as work progresses.

When would you like your funding to start? [select a date]

As you can't use our grant for costs you've already incurred, this date should be the earliest point you expect to start spending Wellcome money, and within one year of the date you apply.

You might be working to a very specific date, but it's ok if you have a great idea and no particular timescale. Just tell us when you'd be able to get started if we agreed to fund this activity. You can also revise this start date if your application is successful.

For applications up to £100k it can take up to 15 weeks to receive a decision and if your application is successful it could take another month for you to receive the funding.

For applications over £100k it can take up to 15 weeks to receive an initial decision. After this, we'll talk to you about how long you need to complete your full application and begin your project. We would expect this to be at least 5 months in total.

Are you applying through an organisation? [Yes/No]

Your answer to this question won't affect our decision to award a grant.

You can choose whether you want to apply for the grant as an individual or through an organisation. This affects which bank account the funds are paid into and where the legal responsibility for the grant sits.

If your application is successful and you're applying for over £100k we will ask you for some additional information to make sure you or the organisation are equipped to manage the funds.

If you choose to apply as an individual there may still be some cases where we ask you to manage the grant through an organisation. We'll talk to you about this at the time.

Has this organisation applied for Wellcome funding before? [Yes/No]

This can be any funding from Wellcome – not just public engagement funding.

We use this information to understand the range of organisations applying to the scheme.

If you've not chosen to apply through an organisation, you won't be asked this question.

Has this organisation received Wellcome funding before? [Yes/No]

This can be any funding from Wellcome – not just public engagement funding.

We use this information to understand the range of organisations applying to the scheme. In some cases we may also refer to previous grant documents as part of the decision making process.

If you've not chosen to apply through an organisation, you won't be asked this question.

Name of administering organisation

If this organisation is already on our system, its name will appear as you type. If not, you can just add it here.

If you've not chosen to apply through an organisation, or are applying for over £100,000 you won't be asked this question.

Address where the grant will be held

If you're applying through an organisation, this should be the organisation's address. If you're applying as an individual it should be your main address.

Organisational sign off

Some large organisations, particularly Universities, require other people to approve an application before it is submitted. It's ok if this doesn't apply to you.

If you've not chosen to apply through an organisation, you won't be asked this question.

If you have applied for over 100k, this question will be asked later.

PARTICIPANTS

LEAD APPLICANT

Lead applicant details

Whether you're applying as an individual or an organisation, this is the person we'll send all the formal grant paperwork to and the person we will expect to contact throughout the grant. The lead applicant is the person who has the main intellectual input into, and ownership of, the outcomes if the application is successful.

If you're applying via an organisation the lead applicant doesn't have to be employed by that organisation. If this is the case we suggest making sure the rights and responsibilities of both parties are clear before applying for funding.

Our grant system will automatically set the lead applicant to be the person who logged in to start the application.

Have you applied for Wellcome funding before? [Yes/No]

This can be any funding from Wellcome – not just public engagement funding. We use this information to understand the range of applicants applying to the scheme.

Have you received Wellcome funding before? [Yes/No]

This can be any funding from Wellcome – not just public engagement funding. We use this information to understand the range of applicants applying to the scheme. In some cases we may also refer to your previous grant documents as part of the decision making process.

TEAM MEMBERS

Are there any additional people working with you on this? [Yes/No]

Please provide details of key team members

We'll ask you to add the name, organisation, email address and the role in the work of your key team members.

This helps to show us that you have access to the skills and experience you need to deliver your activity. We don't need the details of everyone who will be involved. It might help to think about different stages of your work, or the different types of people who will collaborate, and make sure each of those areas is represented.

PROPOSAL

Tell us about your idea in detail [850 words]

Your application will be reviewed by some people with experience relevant to your work, and some from a wider range of backgrounds. The best applications will be able to convince us without assuming too much specialist knowledge.

We've tried to give you the space to answer this question in a way that works best for you. But we recommend structuring your answer under the 4 headlines below to make sure you include the information we need.

You might notice that the guidance below doesn't include things like how you will measure success and impact, project management or marketing. These elements are important to us, but we don't believe they should determine whether or not we support your idea. If your application is successful we'll discuss these with you and make sure you're able to put appropriate plans in place.

What do you want to do and how are you going to do it?

We're looking for a straightforward description of the activity that our funding will support.

You should tell us about the type and scale of activity, the main steps and timescales to deliver it, and the themes or research it will engage with. Once we've read your answer, we should have a good idea about what is going to happen as a result of our funding.

Our fund enables a wide range of individuals and organisations to engage people with health related science and research. If you're applying from an organisation that doesn't have science or health as a core activity, or that doesn't primarily engage with the public, make sure you tell us how you plan to bring relevant expertise into your work.

Our Public Engagement department takes specific approaches to engaging with some sectors (for example the Broadcast, Game and Film industries). We recommend looking at the relevant pages of our Public Engagement website to understand how your project fits with these ways of working.

Who will this work be relevant to and why?

This could include intended participants, community groups, audiences, or professional groups. If you have specific demographics in mind, include those too.

Whether you're creating an engagement project, planning a physical space, building capacity within your sector or providing development opportunities, successful activity usually has a good idea of who it's being created for. We ask this question to find out whether you've thought about the groups and individuals you want to engage with.

We understand that activity may have a wide reach and often engages all sorts of unexpected people. The more specific you can be here, the better, even if that means only telling us about one or two of many possible groups. Stronger answers to this question will also show how the work you're planning will meet the needs or interests of those you're aiming to reach.

Our Public Engagement Fund [webpage](#) will be kept updated with details of audiences we are especially interested in engaging through our funding.

What activity or knowledge is this work building on and why is now the right time to do it?

Refer to previous relevant work that you or others have done and other events that have inspired your idea.

This is an opportunity to tell us how your previous work and experience will feed into this new activity, and how you've learnt from what others have done. We're not expecting you to know (or tell us) about everything that has gone before, but we would like to see that you've considered relevant best practice and thought about how your proposal fits into wider culture and society and why that makes your work relevant.

What changes are you hoping to see as a result of this work?

These could be immediately measurable or contribute to a longer term change.

You should have already told us what you want to do. So in this part of the question we want to know what difference you want it to make, and why that's relevant to our [public engagement vision](#).

Our fund is designed to support a wide range of activities from a wide range of people. We know that while some proposals will be aiming towards specific, measurable outcomes, others will be having an impact that is harder to track or link to specific activity.

When we read this answer we'll be thinking about whether the change you're hoping to see is appropriate for your experience and the scale of your proposal. So spend some time thinking about what's realistic and don't try to impress us with big, over-ambitious claims. We'd also suggest thinking about the impacts on a range of participants, including you and your team.

Remember, at this point we're not expecting you to give us details about how you will capture or measure the change that you're hoping to see. If your application is successful we'll discuss this with you and make sure you're able to put appropriate plans in place. But we would expect you to have given some thought to this activity and made some allowance for it within your budget.

Give us a summary of your idea [200 words]

This should summarise your proposal and highlight the most important points from question 2a.

This gives us an overview of your proposal and helps make sure it's being reviewed by the right people. We've asked it last because we think it will help if you've already written about the rest of your proposal. But even though this question is partway through the form, it will be the first thing we read, so use it as an opportunity to highlight the most important points and leave us wanting to know more.

COSTS

CURRENCY REQUESTED

Please select the currency in which you wish to apply. [Select one]

This will be the currency we'll pay any grant in and also the currency we'll assume you used to prepare your budget. We'd expect you to submit your application in the currency which you think best enables you to complete the activity. In most cases, that's likely to be your local currency. If it's not, you can tell us below.

Is the selected currency your local currency? [Yes/No]

What is your local currency? [Select one]

Please state clearly the reasons for requesting costs in the selected currency. [100 words]

COSTS

What do you expect to be the total cost of the work you are doing?

Please divide the total between the categories below. We understand that things change, so these can be estimates. This should include all associated spending, not just Wellcome funding. You don't need to include in-kind support.

This helps us understand the scale of your activity and the proportion you're asking us to fund.

We're looking for a single figure for each category and it's fine for some categories to be zero. The form will calculate the total cost of the activity at the bottom of the table. We know these categories don't match perfectly the way every industry or organisation breaks down budgets, but these headings help us compare costs across all our work.

For applications up to £100k this is all the budget detail we are going to ask you for.

For applications over £100k you will be asked to provide a more detailed budget at the next stage, if you're invited to develop a full application.

Salaries

This is money that you pay to employees. Also include any research/teaching buy-out costs.

Fees

This is money that you pay to freelance staff, external contractors or consultants.

Materials and consumables

These are things that you buy that will get used up during the course of the project.

Equipment

These are things that you have to buy that you will still be able to use once the project is finished.

Production costs, press & marketing

These are costs to do with actually making the activity happen and getting people to take part.

Travel and subsistence

These are the costs of food, accommodation and travel.

Evaluation and dissemination

These are the costs associated with finding whether what you have done has made the difference that you thought it might, and costs associated with telling everyone about it.

Capital project costs

These are the costs of building development or refurbishment works.

Miscellaneous other

This is a category that allows you to put in anything that you don't think fits in any of the categories above. Organisational overheads for organisations from Low and Middle income countries can also be included here.

Contingency

This allows you to hold a small amount of money to cover unexpected costs. As a rule we wouldn't expect this amount to be more than 10% of the amount in question 5A.

What is the total amount you are requesting from Wellcome?

To make planning easier, please round the figure up to the nearest 1,000.

Wellcome funding can't be used to cover retrospective costs. See our advice and guidance for more information.

If your application is successful, this is the amount of money we will give you. We've asked you to round this up because we know that you can't always predict exact costs at the planning stage. It's important to remember that we can't increase your grant once awarded.

Do you hope to receive any other income? [Yes/No]

This might include charitable grants, commissions or fees for work.

We'll ask you to add the income source, amount you expect to receive, whether that amount is confirmed or expected and the date that amount was confirmed or the date you expect to hear by.

We will consider being the only funder of a proposal, so you don't need match funding to apply. However in many cases (and in particular where we take specific approaches to engaging with certain [sectors](#)) your proposal may be more competitive if you have additional financial support. This is because we believe the activities we fund are likely to achieve more and be more financially sustainable with a wider range of support.

ADMINISTRATIVE DETAILS

We use these categories to help with reporting on our applications.

Which of these categories best fits your proposal? [Select one]

Arts

Community, charity & public sector

Education & learning

Entertainment media

Leisure, sport & tourism

Museums & heritage

You should select a category based on the nature of your proposal. This won't necessarily match the way you would categorise your own industry or experience. We know that many proposals will fit into more than one category – you can use the next question to give us a little more detail.

Please choose up to three sub-categories

Activity locations

Is your activity taking place in the UK and/or Republic of Ireland? [Yes/No]

If you answer Yes, we'll ask you to select the region(s) in which your activity is taking place.

Is your activity taking place in a low- or middle- income country? [Yes/No]

If you answer Yes, we'll ask you to select the countries in which your activity is taking place.

We ask these questions to understand where we're funding activity, so please include the main locations where you will develop your work, or engage the public.

If you or your team are based in a different location, it's not important to capture that here. For example, if you are based in Newcastle but the proposed activities and participants are in Ghana, you only need select Ghana.

Public engagement area of science

Please select up to three categories that are relevant to your application

These categories are only used to help us track what we are funding and won't be used to assess your application, so don't worry if there isn't a perfect fit.

SUPPORTING MATERIAL

Would you like to include any supporting material?

We will shortlist proposals based on your answers above, so make sure you've already included all the important information. If you feel there's important supporting information that helps to illustrate your proposal you can upload it here, but we can't guarantee to look at it.

To submit supporting information, please provide a single page PDF document containing web links that point to the location of your support material. You should make sure that we can access any confidential materials that are not publicly available.

Support material could include:

- draft scripts or treatments
- links to still or moving images e.g. YouTube or Flickr
- reviews or reports of previous activity
- working diagrams or plans to illustrate your work

As a rough guide we would expect supporting information to be drawn from existing material, not things created specifically for this application.

Please note we cannot accept support material in hard copy format.