

# Shaping your idea for an application to Wellcome Public Engagement Fund



This document outlines some areas to think about whilst you develop your idea - before you apply. This is not an exhaustive list, and how you use it will differ depending on your approach, topic area, and aims.

**Why** It's important to think carefully about the motivation behind your idea, along with the context in which you plan to work. This will help you to develop the approach you want to use. Ask yourself why you want to do this work at this time: are you responding to particular needs or opportunities? What problems are you trying to solve or what change do you want to see in the world? What are the benefits for the people involved and what is the impact if you don't do this? Answering these questions will help structure your idea and you might find there are better ways of achieving your goal. It might also be worth learning from people/projects that have gone before – have people tried a different approach to you? How is what you are planning different from what has been before?

**Who** Developing a clear understanding of who you want to engage and why is crucial to shaping your approach. Think about the particular interests and concerns of your target publics and participants and ask yourself why the issue you want to explore is relevant to them. Also consider what factors might prevent people from taking part and how might you address these? You might want to work with different groups, and would therefore want to consider different approaches to engage each of them. We encourage you to develop your understanding of your potential audiences, this could be through your own first-hand experience and relationships, or through consultation.

**Collaboration** Consider your own expertise, and the areas where you need input from others. Speaking to different people from the beginning will mean they can contribute in a valuable way and not only help to inform and shape your idea but also help you find potential collaborators. Collaborators can add value to your engagement; for instance they could have expertise in theatre, or working with particular audiences such as young adults.

**What & How** Do you want to carry out research & development? Are you developing new relationships or creating a new space for engagement? Consider how you intend to encourage conversation and exchange with the people you are working with and the people you're engaging. Are you considering all sides of the debate, and taking into account the complexity of the area of health you want to explore? It might be that there are lots of different answers to the same problem. You should make sure your activities enable all parties to participate in the conversation in a meaningful way.

**Legacy** Think about the impact of your work on those involved, as well as on your own practice, partner organisations and wider society. For instance, will your activity change people's perceptions on a particular topic or might it enable others to carry out high-quality engagement with health research in the future? Consider how you might sustain this impact once the funding has finished. Also think how you'll evaluate your work to see if it has been successful, and how you will draw learnings from your activity, for future improvement.

**Budget** As you develop your idea, you should also consider how much your proposal might cost, for instance do you need to budget for fees for collaborators or marketing and production costs? It will be important that you can justify each cost and you're clear on why it is needed.