IMPACT PROJECT FUND APPLICATION

The University of Reading's Impact Accelerator Account (IAA) is funded by the AHRC and aims to expand the impact of its research in the Arts and Humanities, in relation to both local contexts and national and international imperatives.

The IAA will: allow researchers to strengthen engagement with users in order to accelerate the translation of research outputs into impacts; support, develop and foster strategic partnerships for knowledge exchange and impact, including across disciplines and sectors; build and maintain an environment and culture that enables effective and ambitious knowledge exchange and impact, including development of skills, capacity and capability within research organisations. Reading's AHRC IAA application was organised around two themes which brought together many of our research strengths in the arts and humanities: 1. Engaging Creative Industries – research utilising knowledge exchange and collaborative working with the Creative Industries; 2. Catalysing Heritage – our expertise in unlocking the potential of collections, archives, heritage sites and intangible heritage through innovative and creative methods.

An important element of Reading's IAA is the **Impact Project Fund**. The objective of the fund is to invest in early stages of work in the impact pipeline, to facilitate understanding of the challenges groups are facing, and investigate how the University of Reading's research can help to address those. It is designed to allow us to rapidly respond to emerging needs and new opportunities to develop impact. Successful applications to the Fund will enable researchers to enhance the impact of their research, to undertake impact and engagement activities and develop partnerships with external stakeholders.

Applications for funding are invited from anyone working in the AHRC remit. Applications are welcomed for a range of amounts but applications for more than £6000 will not normally be funded.

Examples of eligible activity include: networking activities, workshops, engagement events, travel to partners. The activities should enable applicants to progress research outputs towards the next stages in the impact pipeline. Funds can be used to pay for staff time (but not permanently funded academic staff), travel, consumables and other direct costs. The funding cannot be used to support equipment or overheads, nor can it be used to supplement existing project costs. Costs should be estimated using a cost calculator available from Research Services (contact e.steiner@reading.ac.uk). Funds allocated must be spent by 31st July 2023.

Please complete the following form to outline your planned impact and engagement project, and how this will enable you to develop the impact of your research. **The form must be submitted by 17.00 on 4th November 2022.**

Please contact Marie Randall, Impact Development Manager for H&C
(m.randall@reading.ac.uk) if you have any questions

Applicant Details

1. Lead applicant name *

2. Lead applicant School & Research Division or Function *

Proposal

3. Project Title: Please provide a short project title *

4. Project Summary: Please provide a short summary of the proposal and
   its objectives (max 1000 words) *

5. Stakeholders & Partners. Please indicate the key partners that you will
   be engaging with *

6. Plan of Action (WORD LIMIT – 800 words) *

7. Please list the outputs from this project *

8. Please describe the outcomes expected as part of the project *

9. Which of the following represent your position on the pipeline? (tick all those that apply) *

☐ Early Engagement/General Dissemination: where you engage with/disseminate to broad audiences in a way that does not include a great deal of research content or information (e.g. University of Reading public lecture; blogs)

☐ Targeted Engagement: where you engage in a very specific way with relevant audiences for a specific purpose (e.g. briefing a Select Committee on your relevant research; engaging with a policymaker to determine policy needs; engaging with industry membership organisations to determine 'on the ground' challenges)

☐ Engaged Research: enabling a detailed understanding of the problem statement from the non-academic stakeholder's perspective and co-designing research to address specific problems

☐ Developing Impact: where you are involved in the process of implementing the research with partners/relevant stakeholders and early adoption occurs (e.g. development of research informed co-designed toolkits, for adoption by non-academic project partners/stakeholders which, will bring about change in the society/economy)

10. What difference will this project make to your future impact and engagement plans or activities? *

Funding

11. Start Date (earliest is 1/1/23) *

12. End Date (must be before 31/07/23) *

13. Funding requested - please state the total amount requested (maximum normally £6,000) *

14. Funding requested - please include a breakdown of the requested costs and a brief explanation of why these are required *

Confirmation

15. Please confirm that you have discussed the plans outlined above with your Research Division Leader *

○ Yes

○ Other

16. Please confirm that you have permission from your line manager/Head of School to undertake this project and that you will complete it as described above by the dates stated *

○ Yes

○ Other