

# Public Engagement Grant Scheme 2020

## Further information and guidelines for making an application

*Please note that in response to the ongoing situation around COVID-19, projects which are cognisant of safe and digitally inclusive practices and which highlight contingencies in case of further lockdowns will be highly regarded by the panel.*

## Introduction

The Institute of Physics aims to provide positive and compelling experiences of physics for public audiences through engaging and entertaining activities and events. The IOP's public engagement grant scheme (PEGS) is designed to give financial support of **between £500 and £3000** to individuals and organisations running physics-based events and activities.

This is part of the IOP's [2020-2024 strategy](#), which focusses on 'Unlocking the future' of physics. As part of this strategy, we are working to reach under-represented young people and their influencers from the following groups: Black Caribbean young people, young people with disabilities, girls and women, young LGBT+ people and young people from lower socio-economic backgrounds. Applications which target these groups are particularly encouraged, although all applications which aim to widen the participation in and enjoyment of physics are welcome.

Applications must be submitted via the [online form](#). All projects funded must be completed within a year from the start date.

Applicants are invited to contact the Outreach and Engagement Network Coordinator prior to submitting an application if they wish to discuss potential ideas for a project or seek advice about their application. You can contact them on [engagement@iop.org](mailto:engagement@iop.org) with any questions or to arrange a phone call. We would advise applicants to check our [FAQs](#) before contacting us.

## Objectives

The IOP PEGS aims to encourage and support the development of projects that:

- Inspire and enthuse public audiences, especially those not previously interested in physics.
- Engage public audiences with contemporary physics and the role of physics in everyday life.
- Reach young people in under-represented groups and their influencers beyond the classroom.
- Develop the science communication skills of individuals, particularly physicists.

## Eligibility and criteria

The grant scheme is open to all and provides funding for individuals and organisations to organise public engagement with physics activities. This includes but is not limited to: members of the Institute of Physics, researchers in academia or industry, museums, community groups, not-for-profit organisations, arts groups and libraries.

## Previous applicants

If you have previously applied for a previous round of the IOP public engagement grant scheme you are welcome to apply again. The assessment panel will have access to your previous application and will look to see:

- Feedback for unsuccessful applications has been acted on
- Development of ideas or activity from successful projects
- Responses to any lessons learnt from successful project final reports

## Grants will not be awarded to projects:

- Involve any members of the Institute of Physics' Council.
- Taking place outside of the UK and Ireland.
- Where the funding will not be used within 1 year of the project start.
- Which fund school-based activities or school trips (see [IOP/STFC/IET Schools Grant Scheme](#)).
- Which are part of an organisation's usual programme of activities.
- Which cover salaries that are already covered by the organisation applying.
- Where more than 2/3 of the requested funding covers the salary of a freelancer\*.
- Which cover the cost of general-purpose hardware, apparatus or equipment (e.g. digital cameras, telescopes, computers) **unless** it is shown to be integral to the project, will be used beyond the project lifetime to communicate physics, and does not make up the majority of the project costs.

\* We encourage freelancers to work with an organisation to demonstrate demand for their project

## Criteria

Applications will be assessed against the following criteria and the assessment panel will give priority to projects which meet criteria marked with \*. The project should clearly:

- \*Be **physics-based** and explore underlying concepts and issues, rather than just providing information.
- \*Demonstrate **imaginative** ways of engaging new audiences with physics, including through cross-disciplinary collaborations.
- Be **timely and relevant** to external events in the local or wider community (e.g. festivals) or to local, national or global anniversaries. (N.B. projects relating to the global challenges of climate change, healthcare and cybersecurity are encouraged.)
- \* Show clear **objectives** and potential to make an impact on the target audience.
- \* Provide evidence of **working with physicists** to ensure accurate content and develop the communication skills of the physicists involved<sup>1</sup>.
- \* Demonstrate a clear **target audience** which aligns with the IOP campaign to reach the influencers (particularly the family and community) of young people from under-represented groups (Black Caribbean, Disabled, Girls, LGBT+, low socio-economic).
- Identify appropriate and adequate means of **publicity** to reach and attract the target audience.
- Show understanding and awareness of the **interests and concerns** of the target audience, particularly through the choice of activity methods and diversity of leaders.
- \* Identify suitable methods to **evaluate** the project against its objectives
- **Assess issues** such as copyright, insurance and health and safety.
- Set out realistic **timelines** and a clear plan for delivery of the project.
- Be **cost effective**, with clear justifications for commercially provided activities (e.g. science shows).
- Be reasonably **dependent** on the funding from the Public Engagement Grant Scheme.
- Identify **appropriate plans** to meet any shortfall in funding not covered by this Scheme.

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<sup>1</sup> The IOP can help to identify local physicists to assist with projects if required.

## Application process

You will need to submit your application via our online form. We will not accept late applications.

Applicants are invited to contact the Outreach and Engagement Networks Coordinator for informal advice prior to submitting an application. Email [engagement@iop.org](mailto:engagement@iop.org) with questions or to arrange a discussion over the phone.

It is recommended that you read the summaries of previously funded projects before you apply, please visit the [public engagement grant scheme webpage](#) for more information. We may be able to put you in touch with a previously funded applicant for advice about a particular project. Please contact [engagement@iop.org](mailto:engagement@iop.org) if you are interested in doing this.

Applications can **only** be submitted electronically. We will acknowledge the receipt of applications when submitted and again once the deadline has passed. You may be asked to supply further information in the week following the deadline once the Outreach and Engagement Networks Coordinator has briefly reviewed your application and they feel more detail is required for the panel to make a decision.

Your application will be assessed by a panel of expert judges. These judges will include physicists and professional science communicators who will be scoring your application against the grant scheme's criteria. In order to make a judgement they will need to fully understand what you are applying to fund, so it is important that you include key information about your project and explain what the audiences' journey will be when engaging with your activity or activities. You can find the judging guidelines on our website. Please note that panellists may not click on external links included in your application.

All applicants will be notified of the outcome of their application within 12 weeks of submitting their application.

## Completing your application form

We recommend that as well as reading these guidelines you write responses to the application form offline before completing the online form. You can find the questions asked on the application form and some guidance below. **We will not accept applications unless they are submitted through [this link](#).**

## Successful applicants

Grant payments will be made by bank transfer soon after successful applicants are made aware of the outcome. Cheques cannot be issued – please ensure you have an available account that the funds can be transferred to. Successful applicants will receive payment upon completion of their financial forms and receipt of their signed award agreement.

## Reporting

Successful applicants will be required to submit a final report as project evaluation, and feedback can be of enormous benefit both to the organisers and to those who provide support. The final report must include a summary evaluation report. We can provide you with advice and resources to support you in conducting your evaluation. Sections of the application form and final report may be made public on our website and shared with potential applicants with your permission.

## Recognition of the Institute of Physics funding

Recipients of grants are required to acknowledge the Institute of Physics on all of their promotional materials. The IOP's logo will be sent to all successful applicants. Copies of promotional material and any press cuttings of your project should be included with your final report.

## Your details

We will need a primary contact for the processing of the application, this will typically be yourself as the person filling in the form.

**Full Name:** *Your full name*

**Organisation:** *If applying as an individual, please leave blank*

**Role:** *If applying as an individual, please leave blank*

**Previous experience:** maximum 150 words. *Please use this space to describe any relevant experience you or any project partners have which would strengthen your application.*

**Have you or your organisation applied to the IOP for funding before?** multiple choice list. *Yes, No, Unknown. If yes, please provide the details of which scheme (Public Engagement Grant Scheme, Nation/Branch funding or Schools Grant). If the previous application was to this same scheme, please also indicate the year of application, the project title and the outcome of the application. This will be used by the panel to strengthen your previous experience and to assess any learning/ improvements which have been applied.*

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The following details will only be used by the Outreach and Engagement Coordinator to contact you regarding your application and will not be shared with the panel.

**Address:** *If applying through your organisation, please use your organisation address. If applying as an individual, please use your home address.*

**Email address:** *This will be used to contact you with the outcome of your application*

**Phone number:** *We will only contact you via phone if we require any clarifications from your application and we cannot reach you by email.*

## Project Overview

**Project title:** maximum of 12 words.

**Project summary:** maximum of 500 words. *Use this space to tell us about your project. It should be clear to someone not involved in the project what you hope to do. Please include what your project aims to achieve, particularly in relation to your target audience, and why this is important. If your project involves any other partners/ organisations you should indicate here.*

## **Project Details**

**Project objectives:** maximum of 250 words. *Your objectives should state specific outcomes which can be measured by your choice of evaluation technique. We recommend using the SMART (Specific, Measurable, Achievable, Realistic, Time constrained) framework when setting your objectives.*

**Activity type:** multiple choice list. *Please select all that apply, the categories and examples of each type are given below.*

Exhibition – projects which explore physics through the medium of visual art may display their works to the public as part of an exhibition

Workshop – projects which involve smaller audience sizes in practical workshops to learn and explore an area of physics. This could also be through a performance medium, e.g. teaching your main audience a physics-inspired dance which will then be performed to family and friends.

Performance – projects which explore physics through dance, theatre, circus etc. and perform these pieces to a public audience.

Festival/ fair – projects could be involved with science-specific or arts festivals or e.g. country

fair either through the organisation of the festival or as a stand/ stall at the festival

Dialogue – projects which seek to initiate dialogue between the physics community and the target audience, e.g. through a Ted-style talks, panel sessions with Q&A

Training – projects which deliver training to enable more e.g. physics communicators to deliver their own events

Online activity – projects which are hosted entirely online, e.g. podcast/ online-radio show, video series etc.

Other – projects which do not fit into any of the above categories. Please provide a brief (5 word max) description of your activity type.

**Physics content:** maximum 250 words. *Please use this space to indicate the physics which will be explored in your project. If you do not have a background in physics, please include the names and institutes/ organisations of physicists who will be involved in this project. If you would like advice on recruiting physicists, please contact [engagement@iop.org](mailto:engagement@iop.org) before submitting your application.*

**Target Audience:** series of multiple-choice lists. *Please select any/ all that apply and consider only your main target audience, as this will show a stronger consideration than a 'catch-all'. If you expect to reach additional audiences as well as your main audience, please include this in 'Additional audience information'.*

- *IOP-strategy audiences: Young people from the following groups or their influencers (Black Caribbean, Disabled, Girls, LGBT+, low socio-economic)*
- *Age groups: (Families, Independent adults\*, Youth groups\*, Local communities, Retired communities, Religious communities, Other - please describe)*
- *Prior interest in physics: (Yes, Some, No)*

*\*Independent adults refer to events where children are not expected to be present). \*\*Youth groups include, for example, Girl Guiding units*

**Additional audience information:** maximum 250 words. *Please use this space for any additional information around your target audience. This could include a brief explanation/ justification of your choice of target audience, any specific considerations you will make to accommodate your target audience through promotion methods, venue choice etc. The panel will look for applications which have considered their audience carefully and will be particularly favourable of those which align with the audience groups identified in the IOP strategy.*

**Expected reach:** single number. *How many people do you expect to engage with through your project? The way this is captured will depend on the nature of your project but could be, e.g. total number of audience members at a performance plus/ or total number of video downloads.*

**Project timeline:** maximum 250 words. *Projects must be completed within one year. Evaluation for successful projects will be due one month after the project completion date. Any details you are able to provide here will allow the panel to assess if your project is realistic and achievable within your time frame.*

**Project evaluation:** maximum 250 words. *At the IOP we value evidence-led projects. Please describe the evaluation methods and/ or tools you plan to use which will provide you with the evidence to assess whether you have met your objectives, how many people you reached and if those people were your target audience.*

## **Project Budget**

**Cost breakdown:** Table to be completed and expanded as necessary. *Please complete the table with **item and description**, how much it **costs**, and who it will be **covered by** (i.e., your organisation, audience income, IOP grant, other grants you have applied to). At the bottom of the table, please indicate the **Total project cost** and the **Total contribution from the IOP**. This will be used by the Outreach and Engagement Networks Coordinator and the panel to ensure the eligibility and justification of the funding requested.*

For example:

<b>Item and description</b>	<b>Cost</b>	<b>Covered by</b>
<i>Travel costs to venue (60 miles plus parking)</i>	<i>£45.00</i>	<i>IOP grant</i>
<i>Skateboards (6 boards @ £30 each)</i>	<i>£180.00</i>	<i>IOP grant</i>
<i>Storage boxes for kit (10 @ £5.00 each)</i>	<i>£50.00</i>	<i>IOP grant</i>
<i>Concave Mirror (2 mirrors @ £150 each)</i>	<i>£300.00</i>	<i>IOP grant</i>
<i>Scissors (20 pairs)</i>	<i>£25.00</i>	<i>IOP grant</i>
<i>Balloons (10 packs of 100 @ £6.00 each)</i>	<i>£60.00</i>	<i>IOP grant</i>
<i>String</i>	<i>£5.00</i>	<i>IOP grant</i>
<i>Postcard production (one day of design time @ £250 a day)</i>	<i>£250.00</i>	<i>IOP grant</i>
<i>Postcard printing (A4 double sided 1000 copies at 35p a copy)</i>	<i>£350.00</i>	<i>IOP grant</i>
<i>Travel and subsistence for volunteers for two days (estimated on £50 a day for three volunteers)</i>	<i>£300.00</i>	<i>IOP grant</i>
<i>Tent hire for one day</i>	<i>£105.00</i>	<i>Covered by venue (in kind)</i>
<b>Total Cost of project</b>	<b>£1670.00</b>	
<b>Cost covered by IOP grant</b>	<b>£1565.00</b>	

**Other funding details:** maximum 250 words. *Please use this space to detail any other funding bodies you have applied to, how much of this funding has already been secured, and your plans to deal with any shortfall of funding from the IOP or other sources. If some of your funding will come from ticket sales, please detail the cost to the audience here.*

## Monitoring Questions

We ask five questions for monitoring purposes only. The answers you give in this section will not be seen by the review panel and will not affect your application.