

## **Pathways to Impact Guidelines**

You do not need to re-write your impact statement in Pathways to Impact. The point of this section is to demonstrate you've thought of how your work can make a difference in the 'outside world'.

Break up your impacts into economic and societal. Academic impacts go in the academic beneficiaries section and don't need to be repeated here.

Public engagement falls under the societal section and you can use the framework below to help plan your public engagement. Detail is key, as is suggesting things throughout the lifetime of your grant.

### Planning public engagement activities:

#### **What is the purpose of your public engagement with research activity?**

*Why do you want to do this? Think of your key message. Are you trying to inform and inspire people about your work? Are you looking to consult with them about how you can progress your work? Or do you want to collaborate with them to have them involved in doing research through citizen science activities?*

#### **Who will you engage with? How will you find them?**

*Remember to be specific – general public is not enough detail. What age, do these people have any particular interests?*

#### **How will you engage with them? What role do they play in this activity?**

*Hands-on activity? Debate? Animation?*

#### **When and where will you engage them?**

*Are there any events over the next few years? Including specifics like Oxfordshire Science Festival is helpful.*

#### **What will successful engagement look like? How can you capture that?**

*This doesn't need to be a massively elaborate evaluation plan, but include stuff like 'I will count the number of people who do xxx by giving out stickers'*

#### **What resources will you need to design, deliver and evaluate your activity?**

*If you need money for your activity, ask for it now!!! You won't be able to get anything out of the MRC later down the line.*