

Annex 1 – Justifying and costing activities

Column 1 - This gives some ideas of common activities that could be included in a Pathways to Impact application.

Column 2 – The text in the ‘how can it help you’ column can be adapted and reworded to fit with your application.

Column 3 – Expertise and helpful contacts at Manchester

Column 4 – A rough idea of costs involved (although these should be checked)

1. Activity	2. How do you justify this?	3. Who at the University can help?	4. Cost estimate and examples
Hold a Project launch event	<ul style="list-style-type: none"> ❖ <i>Research end-user views are built into the objectives and activities of the project from the outset</i> ❖ <i>Research stakeholders are more likely to actively participate throughout the project and to use/develop/be influenced by the outcomes as they have shaped them.</i> ❖ <i>We can widen participation by holding events in places that will attract most stakeholders (actually on site in a school, hospital, library, museum, etc.)</i> 	<p>Contact the conference team as they can offer the best deal for your needs www.conference.manchester.ac.uk/ provides an overview of University-wide facilities/venues. Phone 3064100.</p> <p>Chancellors, Manchester Conference Centre: chancellors-conf@manchester.ac.uk</p> <p>Other venues around Manchester: http://conferences.visitmanchester.com/plan-an-event/find-a-venue</p>	<p>Chancellors including catering, meeting room, AV equipment etc.</p> <p>Full day +/-£35 per person, Half day - £25 per person (meeting capacity 125)</p> <p>University Place (meeting capacity 1000). Day rate from £35. Total of 26 meeting rooms.</p>
Other events -Thematic workshops for particular user-groups -Lectures/seminars Business/industry/third-sector/policy-maker events -Panel discussions - End of project conference Symposium -Community outreach (schools, etc.)	<ul style="list-style-type: none"> ❖ <i>Raise awareness of research progress and results and enable exchange of experiences and solutions.</i> ❖ <i>Address failures to present research results in the right format.</i> ❖ <i>Better and stronger stakeholder engagement</i> ❖ <i>Development of recommendations and guidelines.</i> ❖ <i>Engage with the wider community and encourage proactive approaches to the University</i> ❖ <i>Increased applications to the University from schools/communities targeted</i> 	<p>Visit www.conference.manchester.ac.uk/ or phone 3064100 for an overview of University-wide facilities/venues.</p> <p>Public engagement at Manchester network: http://www.engagement.manchester.ac.uk/index.html</p>	<p>Samuel Alexander Building (meeting capacity 238) Day rate per person £33</p> <p>Sackville Street Building (meeting capacity 300) Day rate per person £36.</p> <p><i>Day delegate rate per person to include use of a plenary meeting room equipped with standard a/v equipment, up to three servings of teas/coffees and biscuits and lunch</i></p> <p>For ‘cultural/community’ events – worth considering Manchester Museum, John Rylands Library.</p>

			(If booking other venues, in general for catering allow +/- £2 +VAT/head for teas/coffee and biscuits Buffet lunch, allow +/- £8-£10 + VAT /head)
Publicity/Marketing Materials (pull-up banners, flyers, posters, fact sheets, logo/branding)	<ul style="list-style-type: none"> ❖ <i>The research project has a professional looking and recognisable profile</i> ❖ <i>Develop information materials aimed at different audiences to communicate ideas and advances.</i> ❖ <i>Clearly set out critical information such as objectives, envisaged results and contact information for wide dissemination. More people are aware of the research and its aims.</i> ❖ <i>Explicit explanation of the opportunities and activities envisaged may lead to increased collaboration and successful initiatives.</i> ❖ <i>The project is widely recognised and interested parties have the chance to participate.</i> 	<p>External Suppliers via Gem/Cupid procurement database or contact design studio or marketing for approved freelance suggestions. http://www.staffnet.manchester.ac.uk/services/procurement/</p> <p>Graphic Support Workshop: gsw@manchester.ac.uk</p>	<p>Pull up banner cost: +/- £150; Design +/-£75</p> <p>Leaflet: Design: +/- £125; Print 1000 copies +/- £130</p> <p>Folders: Design - +/- £200; Print 500copies - +/- £750</p> <p>Design logo/strapline: +/- £350</p> <p>PPT: template design: £60-£75</p> <p>Poster: Design: £65-£80; Print (high quality 260gsm) (A1) £14/each (A2) £10/each</p>
Project website/e-newsletter/searchable database/ blogs and wikis	<ul style="list-style-type: none"> • <i>Promote project outputs via sections for new publications, research themes, news and events etc</i> • <i>Act as a resource for a particular area of expertise (e.g. signpost other related interesting sites).</i> • <i>Post case-studies, films and audio material to inspire and inform.</i> • <i>Consider having a password-protected members section. Implement website statistical analysis programme (e.g. Google Analytics) to identify type and needs of users to better reach target audience.</i> • <i>Encourage interaction via feedback forms and stakeholder online</i> 	<p>Contact faculty Research IT team for more information: EPS-ITResearch@manchester.ac.uk FLS-ITResearch@manchester.ac.uk Hum-ITResearch@manchester.ac.uk MHS-ITResearch@manchester.ac.uk</p> <p>e-newsletter tools currently used at the University include:</p> <p>Mailchimp: http://mailchimp.com/ CommuniGator: http://www.communiGator.co.uk/ CampaignMaster: http://www.campaignmaster.co.uk/</p>	<p>Website: http://citiesmcr.wordpress.com/ http://farseeingresearch.eu/</p> <p>Searchable database: http://literarydatabase.humanities.manchester.ac.uk/</p> <p>Blogs: http://blogs.mhs.manchester.ac.uk/erg-rug/</p> <p>Costs vary greatly depending on complexity – request advice from Faculty IT contacts or University Marketing.</p>

	consultations around particular elements of research.	(e-newsletter policy under review, contact marketing@manchester.ac.uk for updated information) Policy@manchester have run training sessions of how to set up/write a blog (policy@manchester.ac.uk ;))	A basic internally designed website will cost upwards of £1000.
Audio-visual material/case studies	<ul style="list-style-type: none"> • <i>A short film case-study can really bring research to life and is a powerful tool to engage, attract interest and build new and deeper partnerships.</i> • <i>Innovative and flexible approaches to research activities and partnerships can be highlighted and key messages emphasised.</i> • <i>Films can promote research partners feelings of ownership of the research findings and drive future collaboration. The videos are powerful marketing tools especially if they contain personal statements about the difference that research makes.</i> 	<p>Video case studies and podcasts: University Media Services centre: mediaservices@manchester.ac.uk,</p> <p>Contact central University Marketing and Communications for suggestions of external contractors</p> <p>e.g. external contractor produced Knowledge Exchange case studies – see pz cussons in example box)</p>	<p>(University) +/-£225 for filming and editing a 5-minute video clip http://www.youtube.com/watch?v=Yw5akiB5l8c&feature=player_embedded</p> <p>(External Supplier): £3-5K for 1-days filming and editing) Example: www.manchester.ac.uk/business/ke/casestudies/pzcussons/</p> <p>Other examples: http://www.mhs.manchester.ac.uk/public/engagement/mcubed/ http://www.cities.manchester.ac.uk/resources/researchers/</p>
Research/Policy Summaries and Case Studies	<ul style="list-style-type: none"> • <i>Cut through complex data to draw out clear conclusions.</i> • <i>Use as engagement tools to build feedback into research programmes</i> • <i>Provide information that can be repackaged and used by stakeholders for onward dissemination through their own communication channels</i> 	<p>Science writers and graphic designers: contact University Marketing /design studio for approved freelance suggestions: marketing@manchester.ac.uk Policy expertise: policy@manchester.ac.uk</p>	<p>Examples: http://www.capturingthegains.org/pdf/ctg_briefing_note_6.3.pdf http://www.manchester.ac.uk/business/ke/casestudies/timburi-cocha/</p> <p>e.g. 4*4pp research summaries or policy briefs: design, copyediting, layout in pdf =+/- £2000</p> <p>(Specialist/Science writer +/- £400/day)</p>
Op eds/media	<ul style="list-style-type: none"> • <i>Newsworthy research findings may</i> 	Each faculty has a designated media	

coverage	<p><i>only emerge in the medium to long-term, but from the outset the university press office may be able to assist with identifying potentially interested journalists/publications</i></p> <ul style="list-style-type: none"> • <i>Reach out to a wider audience and provoke public debate.</i> 	<p>officer. In February 2014 these are:</p> <p>Aeron Haworth – Media Officer (Faculty of Engineering and Physical Sciences) Tel: 5 8387 aeron.haworth@manchester.ac.uk</p> <p>Michael Addelman – Media Officer (Faculty of Humanities) Tel: 5 0790 michael.addelman@manchester.ac.uk</p> <p>Kath Paddison – Media Officer (Faculty of Life Sciences) Tel: 5 2111 kath.paddison@manchester.ac.uk</p> <p>Ali Barbuti – Media Officer (Faculty of Medical and Human Sciences) Tel: 5 8383 alison.barbuti@manchester.ac.uk</p>	
Attending a conference	<ul style="list-style-type: none"> • <i>Target events which attract non-academics (industry/business/organisations, policy-makers etc.)</i> • <i>Make contacts and build relationships after the event (e.g. collect business cards and ask delegates if you can add them to your mailing list).</i> • <i>Encourage relevant business/industry reps / policy-makers to attend and arrange to meet them (bringing marketing materials to give them).</i> • <i>Respond to invitations to present key findings.</i> 	<p>Keep track of upcoming events via publicengagement@manchester, http://www.engagement.manchester.ac.uk/resources/engagement/</p> <p>policy@manchester networks http://www.policy.manchester.ac.uk/</p>	
Collecting evidence	<ul style="list-style-type: none"> • <i>Showing how many and types of research users/audiences have been reached and tracing translation and usage of research</i> 	<p>The library can offer support with citation tracking, personal impact factor and altmetrics as well as a large volume of business-related data. http://www.library.manchester.ac.uk/academicsupport/</p>	<p>Cost (if any) to discuss with library. Scott.Taylor@manchester.ac.uk</p>