**Pathways to Impact – guidance on costing for UK Research Council grants**

UK Research Councils have required Pathways to Impact statements for >5 years. Despite repeated encouragement from the Councils grant proposals typically allocate only 2-3% of their costs towards impact activities. From April 2015 all Research Council Panels will require a clearly thought through and acceptable Pathways to Impact statement as a condition of funding. Based on the proportion of their budget allocated for knowledge transfer and impact (EPSRC: 20% in 2014/15) we suggest that up to 10% of costs would be acceptable for impact work, where this is appropriate for the proposed research.

This guide suggests possible activities and typical costs for grant proposals, including ways to account for the staff time required for impact work. Industry, business, public sector bodies, charities and communities, in the UK or abroad, are described throughout as “stakeholders”. *It is important to request funds within grants for all anticipated impact work, lengthening the award period if necessary, as we cannot secure sufficient funds post hoc to support all the impact needs of the University.*

Please use this as a prompt towards the plans and activities appropriate for your research. You may wish to talk with RED, CPE or Policy Bristol in planning your impact; and to RED’s Commercialisation & Impact Development team before sharing results with commercial potential.

**Possible Impact Activities (in no particular order):**

* **Schools engagement** could require consumables and equipment (£100 – 1,000), staff travel (£20 – 200), teacher time to collaborate and develop materials @ £30/hr, coaches for day trips @ £150 each…
* **Large public events** such as the Bristol Festival of Nature, Royal Society Summer Exhibition and major art exhibitions can cost from £1,000 - £20,000; consider access for visually impaired, hard of hearing or disabled participants; Centre for Public Engagement can advise on public events
* **Public Discussions** – Café Scientifique, Festival of Ideas, Twilight Talks, InsideArts, Thinking Futures and other events can be low or no cost; consider whether there is publicity and if you can support this via social media; include travel costs for you or your research team
* **Artist in Residence** – artists will have day rates or agree costs for installations & events; ensure clear impact objectives are agreed; include publicity and venue costs
* **Performance-based engagement** – e.g. bilingual theatre workshops to explore translation, creative writing workshops, community arts practice; include costs of arts facilitators & equipment
* **Engagement equipment** – some larger projects request tablets, cameras, exhibit models etc. for public and stakeholder engagement events; these should remain the property of UoB
* **Software & Apps** – need to be developed or refined for public/professional users. Programming can cost from £5,000 - £15,000. RED or CPE can advise on whether an App is a good option and how it might create impact.
* **Travel costs** – talking to stakeholders can be free, but consider requesting funds to travel to their locations, attend their conferences or host workshops (see below); day trip to London ~£150, an overnight stay ~£150.
* **Stakeholder Conferences** – it can be useful to attend industry or practitioner events as well as academic conferences. Travel, subsistence, registration and possibly exhibit costs should be added in the usual way according to conference location e.g UK £1,000, EU £1,500, USA £2,000.
* **Stakeholder Workshops** can be used before, during and after research to shape the research programme and data collection, review progress and discuss how the findings can be used; costs include travel, catering, room hire, and potentially a professional facilitator or participants’ costs; e.g. £3,000 for a large event with international guest speakers, or £500 for a small buffet for 50 people in UoB rooms.
* **Wider academic communities** – consider whether your work might find its impact through other research disciplines, either by changing their practice of through their influence on stakeholders; include costs for travel, seminars or workshops as above.
* **Advisory roles** on government committees, inquiries, charitable boards, NGOs and industry trade bodies can all be routes to impact; ensure any conflicts of interest are declared, and include travel costs if the stakeholder cannot reimburse.
* **Catering** – don’t forget catering costs for any events or stakeholder visits you organise at UoB or elsewhere; Hawthorns costs are online
* **Training for researchers** – available in public and schools engagement, social media, working with industry etc. @ ~£500/full day; RED & CPE can sometimes offer free training
* **Training stakeholders** – consider the technical & transferable skills which researchers take into industry, or whether you can offer research-based training events or summer schools for stakeholders (costs vary)
* **Staff secondments** – sometimes it is clear that research will be useful for particular partners; a secondment for a few weeks is an ideal way to exchange knowledge, costs include salary (often a PDRA), travel and accommodation.
* **Prototyping and testing** of new devices, instruments or methods is an ideal route to impact but can be difficult to anticipate at this stage; stakeholders might be expected to contribute; discuss costs with stakeholders if there’s clear opportunity; RED can advise on commercialisation
* **Breakfast Briefings** – for policy makers and stakeholders, cost of venue and breakfast ~£1,500
* **Policy Briefings** – production of high quality briefing document or booklet; ***Policy Bristol*** *offer advice and training on social science engagement with policy, for all Faculties*
* **Software and technical documentation** can be produced for stakeholder audiences or particular methods or instruments; copyright applies and licensing may be possible (talk to RED); include costs and time for writing, testing, design and distribution
* **Intermediary organisations** are often good routes to impact e.g. trade organisations, sector groups, think tanks, NGOs working abroad, regulatory bodies, professional societies; consider costs of travel and attending their events, include them in stakeholder workshops
* **Co-production** and action research methods can allow impact to develop in parallel with the research; consider any additional costs need to achieve both your research goals and impact objectives; academic colleagues and RED can advise on co-production costs and methods

**Cost free activities:**

* **Web & PR** – University-based web pages and press releases are tested ways to raise visibility, though are unlikely to create impact on their own. External web-sites can be costly to maintain and are likely to become dormant after project funding ends; they also have less visibility that pages based on University servers.
* **Media and Social Media** – can be excellent vehicles to disseminate research to non-academic audiences, but impact can be hard to evaluate. Online social media tools require only time
* **Stakeholders’ PR** – project partners can also provide good media coverage and public engagement opportunities
* **Open data** – depositing data sets and findings in public databases enables others to use them and widens the possible routes to impact via other academics
* **Intellectual Property Protection and Commercialisation** – can be discussed with RED at any time; additional grants are available for work with market opportunities, for new companies or for R&D with business partners. Prototype or testing costs can be included now if obvious
* **Project Advisory Board** – include relevant stakeholders in any project advisory board; meeting costs can appear under project management or governance

**Staff time for impact activities**

*Don’t forget to include the days/weeks of impact work in the overall research project plans & costs*

* **Research Associate time** – estimate the time required for impact activities; allow for this within and during the research, or add time after the research is completed e.g. for a secondment
* **Knowledge Exchange specialists** – to engage with stakeholders, set up events, broker new relationships and identify routes to impact. RED, CPE, a University Research Institute or Policy Bristol can advise and may be able to provide this expertise in-house (some Universities regularly request such staff time and pool it to fund specialists at School/Faculty/HEI level)
* **Project Administrator** – can support the organisation of events, marketing and publicity…

**Do not include**

* Academic conferences within your discipline – move those to the standard dissemination costs
* T&S costs for stakeholders named on the proposal as Project Partners cannot be requested from the RC
* Open access publication – journals may charge author fees which can be included in many grants under dissemination and/or requested from the Library. NB most journals allow you to place your final version on PURE or a repository for free.
* Patent costs

*Andrew Wray & Jean Pretlove, RED, 26 January 2015*