**Public engagement planning template**  *start with impact and work backwards – when have got details put costs in*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| My research: | | | | | |
| My engagement purpose/aims: | | | | | |
| Audiences:  *Who will participate?* | Activities:  *What you will do?* | Inputs:  *What time and resource do you have or need?* | Outputs:  *What you will create?* | Outcomes:  *Short and medium term benefits as a result* | Impact:  *Long term changes achieved* |
| Assumptions: | | | External factors/ risks: | | |

**Possible costs to apply for**

|  |  |  |
| --- | --- | --- |
| **Public engagement tool** | **Possible activity** | **Cost range in £** |
| Interactive stall at an external event | Sponsorship, purchasing stall space, interactive activity development, travel, accommodation and subsistence | 2,000 – 10,000 |
| Show/talk/panel debate at an external event | Sponsorship, purchasing programming space, developing demos, speaker travel, accommodation & subsistence | 500 – 5,000 |
| Show/talk/panel debate self organised | Venue hire, marketing, refreshments, developing demos, speaker travel accommodation and subsistence | 500 – 2,000 |
| Full or half day public workshop for 8 – 16 people | External consultancy or facilitator fees, venue hire, recruitment, refreshments, developing stimulus materials, speaker travel, accommodation and subsistence | 2,000 – 10,000 |
| Focus group for 6 – 12 people | External consultancy or facilitator fees, venue hire, recruitment, refreshments, developing stimulus materials, speaker travel, accommodation and subsistence | 1,000 – 5,000 |
| Nationwide omnibus survey up to 5 questions | External consultancy/ survey provider fees, question development and survey costs | 2,000 – 5,000 |
| Public Engagement consultancy (external) |  | 250 – 750 per day |
| Evaluation consultancy (external) |  | 300 – 600 per day |
| High quality podcast | Work with media company | 1,000 |
| High quality 5 minute film or animation | Work with external company | 4,000 – 20,000 |

**What is your purpose?**

1. To inform and inspire the public
2. To consult and listen to public views

Think about What you want to achieve and with whom?

Is there one key thing you’d like your audience to take away?

How could your audience have greater control over what happens?

Generic learning outcomes : knowledge & understanding Skills

Activity behaviours & progression Attitudes & values

Enjoyment, inspiration, creativity

Don’t forget to evaluate and reflect

**Resources**

National Coordinating Centre for Public Engagement [www.publicengagement.ac.uk](http://www.publicengagement.ac.uk)

Oxford Sparks [www.OxfordSparks.ox.ac.uk](http://www.OxfordSparks.ox.ac.uk)

RCUK www.rcuk.ac.uk/pe