**Costing and resourcing impact activities in your research plan**

This table includes some examples of common activities (with an associated cost) that could enhance the impact of a research project and that are eligible for inclusion in a Pathways to Impact statement. Costs are indicative and subject to change/variation.

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

- **How can this help achieve impact?** – How doing this might help you to engage around your research and reach/involve stakeholders.

- **Who at the University can help** – Some guidance on expertise and helpful contacts at Manchester.

- **Cost estimate and examples** – A general idea of costs involved (although these should be checked with the appropriate services)

<table>
<thead>
<tr>
<th>Activity</th>
<th>How can this help achieve impact?</th>
<th>Who at the University can help</th>
<th>Cost estimate and examples</th>
</tr>
</thead>
</table>
| Hold a Project launch event     | • *Research end-user views are built into the objectives and activities of the project from the outset*  
• *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.*  
• *You can widen participation by holding events in places that will attract most stakeholders (actually on site in a school, hospital, library, museum, etc.)* | Contact the conference team as they can offer the best deal for your needs  
[www.conference.manchester.ac.uk](http://www.conference.manchester.ac.uk) provides an overview of University-wide facilities/venues. Phone 3064100.  
Chancellors, Manchester Conference Centre:  
chancellors-conf@manchester.ac.uk | Chancellors including catering, meeting room, AV equipment etc.  
Full day +/-£35 per person, Half day - £25 per person (meeting capacity 125)  
University Place (meeting capacity 1000). Day rate from £35. Total of 26 meeting rooms. |
### Other events

- Thematic workshops for particular user-groups
- Business/industry/third-sector/policy-maker events
- Panel discussions
- End of project conference Symposium
- Community outreach (schools, etc.)

- **Raise awareness of research progress and results and enable exchange of experiences and solutions.**
- **Address failures to present research results in the right format.**
- **Better and stronger stakeholder engagement**
- **Development of recommendations and guidelines.**
- **Engage with the wider community and encourage proactive approaches to the University**
- **Increased applications to the University from schools/communities targeted**

#### Other venues around Manchester:

Visit www.conference.manchester.ac.uk or phone 3064100 for an overview of University-wide facilities/venues.

- **Kanaris Lecture Theatre** (Manchester Museum, capacity 110 boardroom / 56 Cabaret) £495 full day hire or Day rate from +/- £30.

  - Samuel Alexander Building (meeting capacity 238) Day rate per person £33

  - Sackville Street Building (meeting capacity 300) Day rate per person £36.

  - **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**

- **The business engagement/knowledge exchange team can advise on activities to engage external partners,** see: [http://www.staffnet.manchester.ac.uk/services/rbess/business-engagement/](http://www.staffnet.manchester.ac.uk/services/rbess/business-engagement/)

- **The Public engagement at Manchester network can advise on activities for engaging with the wider public:** [http://www.engagement.manchester.ac.uk/index.html](http://www.engagement.manchester.ac.uk/index.html)

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[http://conferences.visitmanchester.com/plan-an-event/find-a-venue](http://conferences.visitmanchester.com/plan-an-event/find-a-venue)
| Publicity/Marketing Materials | • The research project has a professional looking and recognisable profile  
• Develop information materials aimed at different audiences to communicate ideas and progress.  
• More people are aware of the research and its aims.  
• Explicit explanation of the opportunities and activities envisaged may lead to increased collaboration and successful initiatives. | 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/  
Graphic Support Workshop:  
gsw@manchester.ac.uk | Pull up banner cost: +/- £150; Design +/-£75  
Case Study template and artwork design: +/- £50-£100. Print costs: 1000 - +/- £350  
Leaflet: Design: +/- £125; Print 1000 copies --+/- £130  
Folders: Design - +/- £200; Print 500 copies - +/- £750  
Design logo/strapline: +/- |
| Project website/e-newsletter/searchable database/ blogs and wikis | • Promote project outputs e.g. case-studies, films and audio material to inspire and inform  
• Act as an online resource for a particular area of expertise  
• Encourage interaction via feedback forms and stakeholder online consultations around particular elements of research.  
• Translate research findings and target to particular audiences  
• N.B it may be more effective to contribute opinion pieces to existing blogs, such as cities@manchester, policy@manchester, etc. | 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  
Some e-newsletter tools currently used at the University include:  
Mailchimp: http://mailchimp.com/  
Communigator:  
Website: http://citiesmcr.wordpress.com/  
http://farseeingresearch.eu/  
Searchable database: http://literarydatabase.humanities.manchester.ac.uk/  
Blogs: http://blogs.mhs.manchester.ac.uk/erg-rug/ | £350  
PPT: template design: £60-£75  
Poster: Design: £65-£80;  
Print (high quality 260gsm) (A1) £14/each  
(A2) £10/each |
| Audio-visual material/case studies | 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.  
Case studies are an important way to capture impact in a narrative form and particularly to record the views of external partners and beneficiaries. They are particularly strong if they can also include quantitiative data.  
Films can promote research partners feelings of ownership of the research findings and drive future collaboration. | Video case studies and podcasts:  
University Media Services centre: mediaservices@manchester.ac.uk,  
Contact central University Marketing and Communications for suggestions of external contractors  
e.g. external contractor (Seveer) (University) +/-£225 for filming and editing a 5-minute video clip  
http://www.youtube.com/watch?v=Yw5akiB5i8c&feature=player_embedded  
(External Supplier): £3-5K for 1-days filming and | Costs vary greatly depending on complexity – request advice from Faculty IT contacts or University Marketing.  
A basic internally designed website will cost upwards of £1000. |
The videos are powerful marketing tools especially if they contain personal statements about the difference that research makes.

Media) produced Knowledge Exchange case studies – see pz cussons in example box

Example: www.manchester.ac.uk/business/ke/casestudies/pz cussons/

Other examples:
http://www.mhs.manchester.ac.uk/public/engagement/mcubed/

http://www.cities.manchester.ac.uk/resources/researchers/

### Research/Policy Summaries and Case Studies

- Cut through complex data to draw out clear conclusions.
- Use as engagement tools to build feedback into research programmes
- Provide information that can be repackaged and used by stakeholders for onward dissemination through their own communication channels

Policy@manchester have produced a policy briefing toolkit and other resources, contact: policy@manchester.ac.uk

Science writers and graphic designers: contact University


Examples:
<table>
<thead>
<tr>
<th>Marketing /design studio for approved freelance suggestions: <a href="mailto:marketing@manchester.ac.uk">marketing@manchester.ac.uk</a></th>
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<tbody>
<tr>
<td><a href="http://www.manchester.ac.uk/business/ke/casestudies/timburi-cocha/">http://www.manchester.ac.uk/business/ke/casestudies/timburi-cocha/</a></td>
</tr>
<tr>
<td>e.g. 4*4pp research summaries or policy briefs: design, copyediting, layout in pdf =+/- £2000</td>
</tr>
<tr>
<td>(Specialist/Science writer)</td>
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</tbody>
</table>
| Infographics | • *Infographics can make complex ideas simple and use design and visual imagery to tell a meaningful narrative from research data.*  
• *They can involve a several stage process, taking a client brief on aims and objectives, analysing project output data and information, suggesting most relevant and viable information for visualisation, producing contextual copy/script, producing style sheet, producing final design, promotion to social media and online outlets* | Policy@Manchester produced several infographics with ESRC IAA funding and used the Manchester agency Neomam: [http://neomam.com/](http://neomam.com/) | Examples:  
[http://www.policy.manchester.ac.uk/resources/infographics/ethnic-social-mobility/](http://www.policy.manchester.ac.uk/resources/infographics/ethnic-social-mobility/)  
Cost can vary but for something similar to the above allow +/-£2000 plus VAT. |
| Op eds/media coverage | • *Newsworthy research findings may 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*  
• *Reach out to a wider audience and provoke public debate.* | Each faculty has a designated media officer, see: [http://www.manchester.ac.uk/discover/news/contact-press-office/](http://www.manchester.ac.uk/discover/news/contact-press-office/) | How they decide if a story is newsworthy:  
[http://www.staffnet.manchester.ac.uk/services/communications-marketing/media/coverage/](http://www.staffnet.manchester.ac.uk/services/communications-marketing/media/coverage/) |
| Attending a conference/event likely to attract research stakeholders/beneficiaries | • *Target events which attract non-academics (industry/business/organisations, policymakers etc.)*  
• *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).* | Keep track of upcoming events via publicengagement@manchester, [http://www.engagement.manchester.ac.uk/resources/engagement/](http://www.engagement.manchester.ac.uk/resources/engagement/) |  
| | | | |
| **Collecting evidence** | **Showing how many and types of research users/audiences have been reached and tracing translation and usage of research** | **The library can offer support with citation tracking, personal impact factor and altmetrics as well as a large volume of business-related data. The Library has produced a document outlining ‘impact-related library services’**. | **Cost (if any) to discuss with library.**

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http://www.library.manchester.ac.uk/academicsupport/ |