

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)

| Activity | How can this help achieve impact? | Who at the University can help? | 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>You can widen participation by holding events in places that will attract most stakeholders (actually on site in a school, hospital, library, museum, etc.)</i> | 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. 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 venues around Manchester: http://conferences.visitmanchester.com/plan-an-event/find-a-venue | |
| <p>Other events</p> <p>-Thematic workshops for particular user-groups</p> <p>- Business/industry/third sector/policy-maker events</p> <p>-Panel discussions</p> <p>- End of project conference Symposium</p> <p>-Community outreach (schools, etc.)</p> | <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>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/</p> <p>The Public engagement at Manchester network can advise on activities for engaging with the wider public: http://www.engagement.manchester.ac.uk/index.html</p> <p>Visit www.conference.manchester.ac.uk/ or phone 3064100 for an overview of University-wide facilities/venues.</p> | <p>Kanaris Lecture Theatre (Manchester Museum, capacity 110 boardroom / 56 Cabaret) £495 full day hire or Day rate from +/- £30.</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>(If booking other venues, in general for catering allow +/- £2 +VAT/head for teas/coffee and biscuits</p> <p>Buffet lunch, allow +/- £8-£10 + VAT /head)</p> |
| <p>Publicity/Marketing Materials</p> <p>(pull-up banners, flyers, posters, fact sheets, logo/branding)</p> | <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 progress.</i> • <i>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> | <p>External Suppliers via Gem/Cupid procurement database or contact design studio or marketing for approved freelance suggestions.</p> <p>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>Case Study template and artwork design: +/- £50-£100. Print costs: 1000 - +/- £350</p> <p>Leaflet: Design: +/- £125; Print 1000 copies - +/- £130</p> <p>Folders: Design - +/- £200; Print 500copies - +/- £750</p> <p>Design logo/strapline: +/-</p> |

| | | | |
|---|--|---|--|
| | | | <p>£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> |
| <p>Project website/e-newsletter/searchable database/ blogs and wikis</p> | <ul style="list-style-type: none"> • <i>Promote project outputs e.g. case-studies, films and audio material to inspire and inform</i> • <i>Act as an online resource for a particular area of expertise</i> • <i>Encourage interaction via feedback forms and stakeholder online consultations around particular elements of research.</i> • <i>Translate research findings and target to particular audiences</i> • <i>N.B it may be more effective to contribute opinion pieces to existing blogs, such as cities@manchester, policy@manchester, etc.</i> | <p>Contact faculty Research IT team for more information:</p> <p>EPS-ITResearch@manchester.ac.uk</p> <p>FLS-ITResearch@manchester.ac.uk</p> <p>Hum-ITResearch@manchester.ac.uk</p> <p>MHS-ITResearch@manchester.ac.uk</p> <p>Some e-newsletter tools currently used at the University include:</p> <p>Mailchimp: http://mailchimp.com/</p> <p>CommuniGator:</p> | <p>Website: http://citiesmcr.wordpress.com/</p> <p>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>http://www.communigator.co.uk/</p> <p>CampaignMaster: http://www.campaignmaster.co.uk/</p> <p>(e-newsletter policy under review, contact marketing@manchester.ac.uk for updated information)</p> <p>Policy@manchester have run training sessions of how to set up/write a blog (policy@manchester.ac.uk;))</p> | <p>Costs vary greatly depending on complexity – request advice from Faculty IT contacts or University Marketing.</p> <p>A basic internally designed website will cost upwards of £1000.</p> |
| <p>Audio-visual material/case studies</p> | <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>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 quantitative data.</i> • <i>Films can promote research partners feelings of ownership of the research findings and drive future collaboration.</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 (Seveer</p> | <p>(University) +/-£225 for filming and editing a 5-minute video clip</p> <p>http://www.youtube.com/watch?v=Yw5akiB5l8c&feature=player_embedded</p> <p>(External Supplier): £3-5K for 1-days filming and</p> |

| | | | |
|--|---|--|--|
| | <p><i>The videos are powerful marketing tools especially if they contain personal statements about the difference that research makes.</i></p> | <p>Media) produced Knowledge Exchange case studies – see pz cussions in example box)</p> | <p>editing)</p> <p>Example: www.manchester.ac.uk/business/ke/casestudies/pzcussions/</p> <p>Other examples:</p> <p>http://www.mhs.manchester.ac.uk/public/engagement/mcubed/</p> <p>http://www.cities.manchester.ac.uk/resources/researchers/</p> |
| <p>Research/Policy Summaries and Case Studies</p> | <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>Policy@manchester have produced a policy briefing toolkit and other resources, contact: policy@manchester.ac.uk</p> <p>Science writers and graphic designers: contact University</p> | <p>Policy briefing toolkit: http://documents.manchester.ac.uk/DocuInfo.aspx?DocID=20212</p> <p>Examples:</p> |

| | | | |
|--|--|--|---|
| | | <p>Marketing /design studio for approved freelance suggestions: marketing@manchester.ac.uk</p> | <p>http://www.ethnicity.ac.uk/medialibrary/briefings/policy/code-social-mobility-briefing-Jun2014.pdf</p> <p>http://www.capturingthegains.org/pdf/ctg_briefing_note_6.3.pdf</p> <p>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</p> |
|--|--|--|---|

| | | | |
|---|---|---|---|
| | | | +/-£400/day) |
| Infographics | <ul style="list-style-type: none"> • <i>Infographics can make complex ideas simple and use design and visual imagery to tell a meaningful narrative from research data.</i> • <i>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</i> | Policy@Manchester produced several infographics with ESRC IAA funding and used the Manchester agency Neomam: http://neomam.com/ | Examples: 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 | <ul style="list-style-type: none"> • <i>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</i> • <i>Reach out to a wider audience and provoke public debate.</i> | Each faculty has a designated media officer, see: 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/ |
| Attending a conference/event likely to attract research stakeholders/beneficiaries | <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> | Keep track of upcoming events via publicengagement@manchester, http://www.engagement.manchester.ac.uk/resources/engagement/ | |

| | | | |
|----------------------------|--|---|--|
| | <ul style="list-style-type: none"> • <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>policy@manchester networks</p> <p>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. The Library has produced a document outlining 'impact-related library services'.</p> | <p>Cost (if any) to discuss with library.</p> <p>Scott.Taylor@manchester.ac.uk</p> <p>http://www.library.manchester.ac.uk/academicsupport/</p> |