

# RSB Outreach and Engagement grant scheme 2020

## How we assess an outreach and engagement grant application

The RSB is looking to fund outreach and engagement events or activities that meet as many of the below criteria as possible, to the fullest extent. These objectives broadly tie in with the RSB's own outreach and engagement strategy, also included below.

Each grant application should be reviewed and rated with a number from one to five, depending on how well you feel the application fulfils the objective's criteria:

- 5 = Fully fulfils the criteria of this objective
- 4 = Mostly fulfils the criteria of this objective
- 3 = Meets more than half of the criteria of this objective
- 2 = Meets less than half of the criteria of this objective
- 1 = Meets none of the criteria of this objective

## The RSB outreach and engagement objectives and criteria

### 1. Overall proposal viability

This is to evaluate the overall quality of the proposal, and how thoroughly it outlines the theory, planning, execution and evaluation of the event or activity.

Proposals that are considered to be viable have:

- identified a clear target audience
- demonstrated an understanding of this target audience's demographics
- clear aims and objectives for their event and activity
- sound understanding of the scientific basis of the activity
- a clear, concise, and practical budgeting breakdowns
- a clear understanding of how the event or activity will be executed
- a clear and purposeful method of evaluation

### 2. Value of engagement

This is to evaluate how valuable the engagement may be for this proposed activity or event.

Impactful engagement is difficult to quantify, but activities or events that have high engagement value are likely to:

- engage with a large number and a large proportion of people within an audience
- target audiences that are most likely to benefit most, such as those with a perceived low science capital
- allow the target audience to share their own views and opinions and be part of the discussion
- include elements that allow the audience to explore topics further after the event or activity should they wish

### **3. Science content**

This is to evaluate how sound the scientific basis is for the activity or event. Activities or events that score highly on this should:

- cover topics that are of relevance and of interest to the target audience
- cover topics that allow for meaningful discussion and engagement
- have cited reputable sources of scientific understanding and research in their proposal
- have cited sources that demonstrate this topic is of value and interest to the target audience

### **4. Novelty**

This is to evaluate how novel this activity is, and to encourage activities and events that are furthering the boundaries of outreach and engagement delivery. An event or activity that will score highly under this criterion will:

- feature new methods of engagement that are not already commonplace
- will demonstrate an understanding of the implementation of this new method
- will cite why this new method is suited to demonstrate the science of the activity or event
- will cite why this new method is suitable for the target audience
- include a sound evaluation plan for this new method

### **5. Budget viability**

This is to evaluate how realistic the budget proposal is, and if it is proposing to spend the budget in a manner that fits in with the ethos of a charitable organisation.

If the event requires additional funding, the budget should also state clearly that this has already been secured and detail from whom this budget has been secured.

The RSB can offer to partially fund events or activities, but any event that requires additional funding, where this source of funding is not clear or not already secured, would not be eligible for consideration.

A viable budget will:

- Cover all foreseeable elements of the event or activity implementation
- Break down costs clearly and comprehensively
- Detail prices that are cost efficient and market-competitive
- Detail clearly where additional funding has already been secured from if relevant