

## Example application form for Public engagement grants

### Application Details

Project title: I'm A Scientist, Get Me Out of Here! Sports Doping Zone

Amount requested: £5,000  
(In GBP, up to a maximum of £5,000)

### Applicant details

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### Project details

- Please describe your project in 500 words or fewer:

I'm a Scientist is an award-winning science engagement event that gets scientists and school students talking. The event takes place over 2 weeks online at <http://imascientist.org.uk>. It consists of 5 scientists writing profiles, being questioned, taking part in live chats and facing eviction based on the votes of up to 400 students. At the end of two weeks the winner receives a £500 cheque to spend on further science communication.

Zones are either general (named after an element) or themed. Previous themed zones have included Brain, Genes, Ecology, Forensic Science and Sports Science. Sports Science has been one of the most requested zones by teachers.

To date the Wellcome Trust have provided over 90% of the funding for the project. For 2012 onwards they will fund a maximum of 50%. This will impact on the choice of themed zones we are able to run.

We are proposing that The Physiological Society sponsor a Sports Doping Zone on I'm a Scientist, Get me out Here! in March 2012.

- Please outline your intended audience: (Such as age-group, demographic or size of audience.)

Primary Audience: Secondary School students. We will recruit a mixture of Science and Physical Education teachers. The majority of science students will be Y8 & Y9. The majority of PE students will be 6<sup>th</sup> form where the subject matter matches the curriculum better.

Secondary Audience: General public. For every student visitor to the site we get approximately 6 visits from the general public. Since June 2011 the site has received about 160,000 visits from non-students.

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- What are the aims of your project? Aims are the changes you hope to bring about as a result of what you're doing.

For students, we aim to:

- o Smash stereotypes of scientists
- o Improve understanding of How Science Works
- o Give a more nuanced view of science
- o Broaden understanding of scientific disciplines
- o Make science more relevant and obtainable for students

For the scientists taking part, we aim to:

- o Improve communication skills
- o Enable them to better understand young people's views on their science
- o Give them a re-energising experience

For the teachers whose classes are taking part, we aim to:

- o Give access to cutting edge science
- o Build relationships with scientists

- What are the objectives of your project? Objectives are the things you do in order to make these changes happen.

- o Produce Sports Doping Zone
- o Recruit at least 5 PhySoc members working in Sports Doping Related fields
  - If more than 5 apply ask students and teachers to rate them in terms of the interest in their work
- o Recruit at least 12 teachers to take part with up to 24 classes.
  - 50% of classes to be PE, 50% Science
  - Please note that we overbook zones to allow for some dropout
  - We expect about 18 classes / 350 to actually participate
- o To host 14 live chats across the fortnight
- o To get the students asking questions and voting for their favourite scientists
- o To highlight the best interactions via twitter, email, and press releases
- o To learn from the experience through evaluation

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- How will you assess whether you have achieved the aims detailed above? Please explain any monitoring and evaluation methods. For help with this, see our Useful links section under Public Engagement.

We will evaluate the zone as follows:

- Scientists – using web stats and post-event interviews we will assess quality and quantity of interaction and learning
  - Students – using webstats and post-event surveys with teachers and student we will assess the quality and quantity of interaction and learning
  - Schools – we will analyse the geographic, demographic and subjects of the participating schools
  - Questions – we will analyse the questions being asked in the zone to highlight themes
  - Publicity – we will assess the amount of publicity generated by the zone through twitter and other online monitoring
- Please list any organisations or individuals you will be partnering with:

The Wellcome Trust, Institute of Physics, Science and Technology Council

- Is the activity free? if not what will the cost to take part / attend be?

Free

- How do you plan to market your project?

Via Twitter, Facebook and direct marketing to teachers. We will also encourage zone sponsors to market their zone too.

- Please provide a cost breakdown of the project. Please indicate if there is a threshold under which the project will not be viable.

Total cost: £5,000 plus VAT

The costs breakdown as follows:

Prize	£500
Zone Moderation	£500
Teacher Packs	£300
Teacher Liaison and recruitment	£500
Scientist Training	£250
Scientist Management	£250
Information sheet production	£750
Evaluation	£500
Contribution to site development and hosting	£500
Project Management	£950

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- How will your project help The Society meet its aims with regard to engaging with the public, and how will it involve our Members:

I'm a Scientist is the project that keeps on giving. The fortnight of the event is only the beginning. During the event the scientists, selected from PhySoc members, will be communicating very effectively with hundreds of school students and teachers. The reach of the engagement goes beyond that primary audience through twitter and Google to a much broader and larger audience.

And the engagement does not stop there. The zone will stay live for as long as the wider I'm a Scientist project remains funded (at least 3 more years) and probably beyond. The questions and answers will be visible to all.

But perhaps the greatest effect of the event is on the scientists. The communication skills they pick up, the confidence they get from the event, the enthusiasm generated by their experience means that they continue to do more and more public engagement work after the event.

- If you would like to provide links to supporting documents - please do so here. These can include examples of activities, evaluation of previous projects or letters of support related to your application. You can alternatively email these to [outreach@physoc.org](mailto:outreach@physoc.org)

### Declaration

I have read the accompanying terms and conditions and agree to abide by them:

- Yes
- No