

# Application guidance

Dementia is one of our most feared health conditions and there are currently 850,000 people living with the condition in the UK. There are enduring misconceptions around dementia that lead to a fatalistic attitude to the condition and research across society.

As the UK's leading dementia research charity, Alzheimer's Research UK sets out to challenge myths about dementia and inspire people of all ages with the progress being made in research. The Inspire Fund is a new way for us to carry out this work, providing financial support to empower individuals and organisations to develop public engagement projects and bring new perspectives, talent and expertise to bear on this important area of our work.

## Aims

The Alzheimer's Research UK Inspire Fund will support the development and/or delivery of activities, events, projects or resources that meet one or more of the following aims:

- Inform the public about dementia, including challenging misconceptions.
- Build awareness of dementia and ignite action for change.
- Engage and inspire the public with the progress being made in dementia research.

## Value

The Inspire Fund has three tiers:

- Bronze Awards, up to £5,000.
- Silver Award, up to £15,000.
- Gold Awards, up to £30,000.

## Eligibility

We encourage applications from as wide an audience as possible – from those within or outside the research community, those with a track record in dementia engagement and those looking to apply their skills to this important issue for the first time. We want to hear from people with the ideas, passion and ability to realise innovative public engagement projects, and we encourage applicants to forge links with collaborators or groups to grow the scale of ideas and the impact of the projects.

## Criteria

Applications will be judged against the following criteria and should clearly demonstrate:

- That the project is about **dementia** and meets one of the following aims:
  - Inform the public about dementia, including challenging misconceptions.
  - Build awareness of dementia and ignite action for change.
  - Engage and inspire the public with the progress being made in dementia research.
- Clear **aims** and **outcomes** for the project and the potential to make an impact on the target audience.
- Targeting of specific public **audiences with a clear rationale for why this audience is important**.
- Evidence of adequate and appropriate means of **publicity** to reach and attract the target audience.
- Evidence of achievable and meaningful **evaluation** of the impact of the project.
- Cost justification and effectiveness.
- A realistic assessment of practical issues such as copyright, insurance, safeguarding and health and safety issues.
- Realistic timelines and a clear plan for delivery of the project.
- Evidence of previous experience delivering similar projects or the intention of partnering with individuals/organisations with this experience.

Grants will not be awarded to:

- Projects that will take place outside of the UK.
- Projects providing dementia care services, as this is beyond the scope of the charitable objectives of Alzheimer's Research UK.
- Projects judged to be using the scheme to further the commercial interests of an organisation.
- Cover the cost of projects that are part of an organisation's usual programme of activities.
- Cover the cost of salaries that are already covered by the organisation applying.

### Application and review process

Inspire Fund applications should be submitted before the deadline of **11:59pm 31 May 2019** via email to [engage@alzheimersresearchuk.org](mailto:engage@alzheimersresearchuk.org), using the application form available on the website.

During the application process, applicants are invited to contact the Engagement team for informal advice prior to submitting an application. Please email [engage@alzheimersresearchuk.org](mailto:engage@alzheimersresearchuk.org) with questions or to arrange a discussion over the phone.

We will acknowledge the receipt of applications within five days of receiving them. You may be asked to provide further information following submission, once the Engagement team has briefly reviewed your application and if they feel more detail is required for the committee to make a decision.

Applications will be assessed by a committee consisting of external advisors with experience in public engagement and dementia, a representative living with dementia and representation from Alzheimer's Research UK. Advice will be sought from additional public engagement professionals when necessary during the review process.

The committee will score applications against the Inspire Fund's criteria. In order to make a judgement, they will need to fully understand what you are applying to fund, so make sure you include key information about your project. We have provided guidance on completing the application in this document.

Following funding decisions, applicants will be informed of the outcome within eight weeks of the application deadline.

### Successful applicants

Successful applicants to the Inspire Fund will receive their grant payments depending on the level of award they are receiving.

Bronze Awards (up to £5,000) will be paid by bank transfer following the completion of the finance forms and receipt of the signed award agreement.

For Silver and Gold Awards (over £5,000), a payment schedule will be agreed prior to signing the award agreement. Successful applicants will be asked to provide a phased budget to enable us to decide the payment schedule over the grant period. Future payments will be dependent on an interim report being provided to the Engagement team.

### Evaluation and reporting

For Silver and Gold Awards, we require an interim report to be submitted. The timing of this report will be based around the individual project timelines, and grant holders will be informed of when the report is due in the award agreement.

All grant holders are required to submit a final report as project evaluation, drawing on evidence gathered throughout the project. This is an essential way for us to assess the impact of projects we fund. Guidance on how to embed effective evaluation in applications is detailed below, and we have provided a template

evaluation report. We will provide successful applicants with advice and resources to support their evaluation, such as at our Inspire Fund Grant Holders day.

### Inspire Fund Grant Holders day

Successful applicants will be invited to the Inspire Fund Grant Holders day, to take place in early September 2019. On this day, attendees will get the chance to meet other Inspire Fund Grant Holders, find out how the Engagement team can support the projects and get training in key areas such as evaluation.

### Recognition of Alzheimer's Research UK funding

Inspire Fund grant holders are required to acknowledge Alzheimer's Research UK on all promotional material, websites and at events, and logo usage must be signed off by the Engagement team. The charity's logo and usage guidance will be sent to all successful applicants.

## Guidance on completing the application form

We recommend that you read these guidelines as they indicate what information we are looking for and where. The boxes in the application form are sized based on the word limits where stated. Bear in mind that these are word limits and not targets – concise and effective responses are preferable.

### Please summarise your idea in 200 words.

This is your opportunity to grab our attention. What are you going to do, who is your target audience, what are they going to gain? We will ask you for more detail in the rest of the application form, but people should be able to read this section and get a clear idea of who and how you hope to illuminate and inspire.

On the judging committee we will have someone living with dementia and this is the section they will read, so please factor this in when writing this section. Avoid using jargon and be respectful with the language used about dementia. The [Dementia Engagement & Empowerment Project \(DEEP\)](#) provides guidance on language use about dementia, as well as other guidance you may find useful.

We recommend you write this section last.

### What are the aims and outcomes of the project? (*Maximum 250 words*)

Here we want to find out the purpose of the project and what you want to achieve. The best way to explain this is by setting out your aims and outcomes.

Aims describe the changes you are trying to achieve. To make your project most effective, it's best to make your aim as specific as possible.

Using the example of our video, [Share the Orange](#), saying "The aim of this video is to increase people's understanding of dementia" is not specific enough. An improved aim would be "The aim of this video is to increase people's understanding that dementia is not a normal part of ageing, that it is caused by physical diseases and that research can tackle these diseases".

Outcomes are what people should be able to do or understand because of your project. There can be a number of outcomes from a project, but it is still important to make them specific.

Using [Share the Orange](#) as an example, the outcomes could be:

"After watching Share the Orange, people will:

- Be able to identify that dementia is caused by physical diseases.
- Be able to identify that Alzheimer's is a cause of dementia.
- Share the video with friends and family.
- Know that a brain with Alzheimer's weighs 140g less than a healthy brain.
- Know that Alzheimer's Research UK is funding research to defeat dementia."

**Who is your target audience?** Please consider who you are aiming to reach, why have you chosen this audience and how will you target them effectively through the project. *(Maximum 200 words)*

We want to see that you have thought about who you are going to be talking to. Try to think more specifically than “the general public” – we each have our own interests, behaviours and lifestyles that make us unique. So, you will need to think in detail about who you want to engage with as you shape what your project is going to offer them.

Think about the age, gender, ethnicity, location and interests of the people you want to engage with. What does this group do/read/listen to and where do they go? Talking to people in this target audience or those who work with this audience can be a good way to better understand them, to find out what they may be interested in and why they may be motivated to engage with your project.

We want to hear about how many people you expect to reach with your project. This can be both in person, such as at face-to-face events, or through channels such as via social media, websites, videos etc.

Also consider any barriers you may face in engaging with your audience. These can include cost and availability of transport, timing of the activity, interest in or relevance of your activity, accessibility (e.g. mobility, language, health conditions like dementia) and awareness of the activity. How are you going to get around these barriers to allow people to be involved?

**How will you deliver this project?** Consider what will you do to achieve your aims, including location, logistics, timings and venues (if appropriate). *(Maximum 300 words)*

Here we want the detail of how you will carry out the project and what your activity entails. Tell us whether you are going to need to scope out this idea first with a smaller group of people before you scale up. What are the timescales on the project and how will you stick to them? It's good to spend time properly planning before you kick off your project, so detail these steps as well as what your project will deliver.

**Why are you best placed to achieve these outcomes?** Outline your relevant experience and expertise, and whether this project is an expansion of previous work. *(Maximum 300 words)*

For this section we want to find out a bit more about you, your motivations and any experience of projects like this that you've worked with before. What skills and experience do you have that will ensure the success of the project? Are you delivering this as part of a group and why is that group ideal to do this work? Are you making links with individuals or organisations that will amplify or grow the ambition of the project? Are you bringing new perspectives to this area of work?

We also want to hear about any previous public engagement projects you have been involved with that may have shaped what you are proposing to do here. Talk about what you have learnt from any previous experience and how you are using this to develop the new project. If you are new to dementia or public engagement work, how are you going to tap into existing expertise in this area to help support your project?

You can include examples of previous experience and projects in the 'Supporting documents' section at the end of the application form.

**How will you collaborate with others in order to maximise the success of the project?** *(Maximum 150 words)*

We encourage applicants to collaborate with others as they deliver their projects. Having different perspectives on a project can help to identify challenges and find ways to mitigate them. It can also increase the reach of the work being done. Here we want to find out about groups or individuals you are planning to work with to ensure the success of the project. Have they fed into this application? Or are you planning to find collaborators once you've secured project funding?

**What support is already in place?** If you have already secured funding or commitments (whether formal or informal) from collaborators or delivery partners, please outline these and any restrictions to their support. *(Maximum 200 words)*

In this section, we want to find out about any other funders you may be working with on this project. Detail whether any funding they have promised is reliant on you receiving match funding from other partners. Are you applying for funding here to support you in the scoping out stage of a project, and if so, where will you turn next for funding?

**How will you measure success?** Consider what methods you will use to gather evidence of your impact and how will you share your learnings from the project? *(Maximum 300 words)*

We want to see a clear plan for evaluation embedded within applications submitted to the Inspire Fund. Effective evaluation should focus on outcomes – what change the project brought about, as well as outputs – what the project did. To understand the impact of your public engagement project, we need to understand how it has changed people's attitudes towards or their understanding of dementia or dementia research.

Throughout the funding period, grant holders should provide regular feedback on the activities taking place, and at the end of the funding period, they must provide an evaluation report, detailing whether aims were met, the impact measured, the lessons learned and the future directions of the project. There are a number of ways you can gather feedback from your audience to use in your evaluation, which can be adapted for different types of engagement. We've included some ideas here, but there are many more that you can devise or adapt.

- Graffiti Wall - taking different forms, a graffiti wall offers a great opportunity for participant feedback. Questions could include: What did you learn today? What did you enjoy most? What didn't you like?
- Quizzes – if you are doing events then integrating a quiz towards the beginning and the end can be a great way to capture baseline data, as well as learning as a result of the event. Remember to keep it fun, and don't put people in a place where they feel foolish.
- Questionnaires – often the default option, questionnaires can provide really useful feedback. Designing questionnaires can be a challenge, and it is a good idea to test out your questions before using them to evaluate your event. Think about the type of activity you are running, and if and how participants will be encouraged to participate in filling in a questionnaire. A short questionnaire is more appealing to participants, so it is sensible to ask fewer questions, to encourage people to take part. Alternatively, you could recruit people to interview participants using your questionnaire or have electronic versions available on a tablet.
- Postcards – why not provide postcards for people to feedback which they can then post into a box? The cards could have a question, or couple of questions on them – and you could leave a side blank for other comments.
- Recordings – asking people to share thoughts on camera or audio recorder. Good way to capture qualitative feedback, but time intensive and requires equipment.

In your application, include details of any methods you plan to use to gather feedback and to see how your project has helped people's understanding of dementia. Think about who you will get feedback from – everyone you engage with or a small sample of your audience? There may be ways other than audience feedback in which you can collect information about your project and the impact it has had, such as the number of visitors, information on how long they stayed for, any coverage in the media or social media.

A good mix of qualitative information (numbers and ratings) and qualitative (comments and insights) will provide you with different viewpoints, so you could use a number of different methods to gather evidence to best evaluate your project. Evaluation plans will be different for everyone, so think about what would work best for your project and include as much detail as you can. The National Coordinating Centre for Public Engagement has lots of [evaluation resources](#) that you may find useful.

### How will you market and promote your project? (Maximum 150 words)

Letting people know about your project can determine the overall success in meeting your aims – a perfectly designed activity is not impactful if people don't know it exists. Similarly, you can broaden and increase the impact of your project by disseminating any insight from it more widely.

In this section, we would like to hear about how you will tell people about what you are doing. How are you going to promote your project through different channels? Think about your target audience as suitable communications channels vary between different audiences – are your methods of promotion the best way to reach your target audience? Using more than one communications channel will help to increase the number of people you reach with information about your project, so don't just rely on one method.

### Please provide a detailed breakdown of costs (materials and consumables, fees, equipment, production costs, marketing, contingency).

We need to see details here of how you are going to use the funding to deliver the project. Detail any materials and consumables, fees, equipment, production costs or marketing costs for the project. Please detail whether there will be any costs to the audience (ticket cost or entry fees), and whether this is something you will be receiving or whether it's a cost charged by events your project may be a part of.

You can include contingency costs, up to 5% of the total cost of the project.

Including sufficient detail is important, so that we can understand the project better and assess its value for money.

If you have funding from other sources, or are relying on being awarded grants from partners, please detail these costs here too.

Item and description	Cost	Covered by
<b>Total cost of project</b>		
<b>Total cost covered by ARUK grant</b>		

### What practical issues are associated with your project? E.g. copyright, insurance, GDPR, health and safety, safeguarding?

Here we want to check that you have considered whether your project has any practical implications. Are you covered by public liability insurance if running events? Will you be collecting personal data and if so, how will you ensure this is GDPR compliant? Are there any health and safety considerations you need to make or safeguarding requirements that must be in place? We have provided a [risk assessment template](#) for this purpose.

### How will your project help Alzheimer's Research UK meet its aims to engage the public?

Here we want to know how your projects will meet our aims, which are:

- Inform the public about dementia, including challenging misconceptions.
- Build awareness of dementia and ignite action for change.
- Engage and inspire the public with the progress being made in dementia research.

Please include detail here on how this project will benefit Alzheimer's Research UK in engaging with the public.

### Supporting documents

You can submit documents to support your application to the Inspire Fund. This can include examples of activities proposed, evaluation of previous projects or letters of support related to your application.