**University of St Andrews KE and Impact Fund**

**Tips for applicants**

### BEFORE YOU APPLY

## DO:

* Read the Guidance notes (<http://impact.wp.st-andrews.ac.uk/research-impact/usta-ke-and-impact-fund-application-form-2016-17/>) and the essential and desirable criteria on the application form.
* Think about the types of non-academic impact you plan to create, e.g. is it mainly cultural, economic, health, promotion of public discourse? Or maybe a combination of these.
* Think about and plan your ‘route to creating impact’ with the types of activities which would maximise the intended non-academic impact (<http://impact.wp.st-andrews.ac.uk/research-impact/doing-impact/>).
* Think about how you will present or share research-based insights or knowledge with a specific non-academic ‘target audience’, organisation(s) or group(s) of non-academic beneficiaries.
* Make sure research-based insights or knowledge are linked to a body of research conducted (all or in part) at the University of St Andrews. Please note this research can be, but does not have to be, published at the point of application to the Impact and KE Fund.
* Try to get some matched funding, if possible, including from your School/Dept. or external organisations.
* Think about getting the best ‘value for money’ in your application as the fund will be oversubscribed.

### WHEN YOU WRITE YOUR APPLICATION

## DO:

* Ensure that all aspects of the application are written for a general audience.
* Use a title which clearly describes the intended impact.
* Write concisely – review panels often have many applications to read in a short space of time. It can be difficult to extract the main aims and routes to impact creation from an application which is too long.
* Provide clear project milestones with dates, noting spend must be completed within 15 months.
* Include measures of success; how will you know that impact is being achieved?
* Provide information on previous grant funding which has supported the research project.
* Provide information on any effort you have made to get funding from other sources and if these efforts were successful or not.
* Make sure you have checked on the possibility of RCUK or other funding for this project, and have already applied for this if it is applicable to your project.
* State clearly who is going to deliver your plans for creation of impact. The PI or key researcher does not need to be the person who delivers the KE activity, it can equally be a non-academic member of staff.
* Contact your School’s Financial Assistant (FAS) <http://www.st-andrews.ac.uk/researchfundingsupport/‌contactingtheteam/> to get accurate costings for your application.

## DON’T:

* Start writing until you have thoroughly read the Guidance and Criteria notes.
* Get confused between academic impact (influence on your subject area, other researchers and academics) and non-academic impact (influence or benefits outside academia).
* Copy and paste text from previous grant applications without tailoring to the points requested in the application form and guidance provided.
* List vague or all-encompassing beneficiaries, e.g. ‘society’ or ‘the public’ need further clarity.
* Write in detail about your research, although there needs to be a link to research conducted at St Andrews.
* Focus your planned activities around ‘more research’. Carrying out research-type surveys, holding meetings, symposia and networking with other academics will not be supported by this fund unless there is clearly articulated and convincing route to creating impact through this mechanism and that it is the best way of achieving the desired result.
* Ask for items, costs or funding for events which are not directly related to impact creation.
* Ask for unrealistic funding, e.g. catering or accommodation at the ‘luxury’ end of the range.