

AHRC IAA Impact Project Fund Round 7

Applicant Details

The University of Reading's Impact Accelerator Account (IAA) is funded by the AHRC and aims to expand the impact of its research in the Arts and Humanities, in relation to both local contexts and national and international imperatives. The IAA will: allow researchers to strengthen engagement with users in order to accelerate the translation of research outputs into impacts; support, develop and foster strategic partnerships for knowledge exchange and impact, including across disciplines and sectors; build and maintain an environment and culture that enables effective and ambitious knowledge exchange and impact, including development of skills, capacity and capability within research organisations.

Reading's AHRC IAA application was organised around two themes which brought together many of our research strengths in the Arts and Humanities:

- Engaging Creative Industries: research utilising knowledge exchange and collaborative working with the Creative Industries
- Catalysing Heritage: our expertise in unlocking the potential of collections, archives, heritage sites and intangible heritage through innovative and creative methods

An important element of Reading's IAA is the Impact Project Fund. The objective of the fund is to invest in early stages of work in the impact pipeline, to facilitate understanding of the challenges groups are facing, and investigate how the University of Reading's research can help to address those. It is designed to allow us to rapidly respond to emerging needs and new opportunities to develop impact. Successful applications to the Fund will enable researchers to enhance the impact of their research, to undertake impact and engagement activities and develop partnerships with external stakeholders. Applications for funding are invited from anyone working in the AHRC remit. Applications for a range of amounts up to the total of £6000 will be accepted. Projects requiring larger amounts will be considered on a case-by-case basis.

Examples of eligible activity include: networking activities workshops engagement events travel to partners Activities should enable applicants to progress research outputs towards the next stages in the impact pipeline. Funds can be used to pay for research and support staff time, teaching buyout, travel, consumables and other direct costs.

The funding cannot be used to support equipment or overheads, nor can it be used to supplement existing project costs or fund new research.

Costs should be estimated using a cost calculator available from Research Services. Funds allocated **must be spent by 01 December 2025**.

If you wish to apply for teaching buyout until the end of Semester 1 (29 September 2025 - 06 February 2026), please indicate this in your budget and set your project end date as 06/02/2026.

Please complete the following form to outline your planned impact and engagement project, and how this will enable you to develop the impact of your research. The form must be submitted by **17:00 on**

Friday 4 April 2025. Please contact Domonique Davies, Impact Development Officer for the AHRC IAA if you have any questions or wish to discuss your application.

1. Lead applicant name *

0/32,000 characters

2. Lead applicant School & Research Division or Function *

0/32,000 characters

3. Career Stage

- ☐ Early
- ☐ Mid
- ☐ Professor

Project Details

4. Project title *

0/32,000 characters

5. Brief project summary highlighting key objectives (max. 50 words) *

0/32,000 characters

6. Please list the key partners you will be working with. This should largely comprise of non-academic beneficiaries but if you plan to work with academic partners, please include them here *

0/32,000 characters

7. Please outline how you will consider EDI in this work and throughout the duration of the project *

0/32,000 characters

8. Please confirm that you have read the University's guidance on Research Integrity and have completed the Preventing Harm training available on UoR Learn *

☐ Yes

☐ No

☐ In progress

9. Which of the following best represents your position on the pipeline? (tick all those that apply) *

- ☐ Early Engagement/General Dissemination: where you engage with/disseminate to broad audiences in a way that does not include a great deal of research content or information (e.g. University of Reading public lecture; blogs)
- ☐ Targeted Engagement: where you engage in a very specific way with relevant audiences for a specific purpose (e.g. briefing a Select Committee on your relevant research; engaging with a policymaker to determine policy needs; engaging with industry membership organisations to determine 'on the ground' challenges)
- ☐ Engaged Research: enabling a detailed understanding of the problem statement from the non-academic stakeholder's perspective and co-designing research to address specific problems
- ☐ Developing Impact: where you are involved in the process of implementing the research with partners/relevant stakeholders and early adoption occurs (e.g. development of research informed co-designed toolkits, for adoption by non-academic project partners/stakeholders which, will bring about change in the society/economy)
- ☐ Developed Impact: where you have achieved change with partners; this is the 'flip' of the 'problem statement' e.g. change in government policy/strategy or industry guidelines, and evidencing that change

10. Please state the project start date (this can be from 01/06/2025) *

11. Please state the project end date (projects must end by 01/12/2025) *

Underpinning Research

12. To be eligible to receive AHRC IAA Funding, the majority of research underpinning this impact project must lie within the remit of the AHRC. Please refer to the [AHRC Research Funding Guide](#) (Section 7: 'Additional Information - AHRC subject remit and proposal classification') and state below at least one Research Area in which your research fits, with a brief description of how your work coheres within this theme *

0/32,000 characters

13. I have consulted the AHRC Research Funding Guide and can confirm that my underpinning research for this impact project is within the scope of the AHRC Research remit *

☐ Yes

14. Please describe how your proposed impact project is related to and/or draws upon your academic research, in particular, that conducted at the University of Reading. Please also list up to three academic outputs relevant to this project. These must have been produced during employment at the University of Reading, within the last 10 years or forthcoming *

0/32,000 characters

15. Please indicate if you have already received Ethics approval for the underpinning research described and whether this would sufficiently cover the activities proposed. Please note if not, you may need to complete the University's Research Ethics process. Refer to [these pages](#) for more information. *

0/32,000 characters

Plan of Action

16. Please describe your plan of action or project plan. Please ensure to include your plans for collecting evidence of impact, inclusive of baseline data, during the project, and at the project end and a timeline of activity for the duration of the project. (max. 4000 characters) *

0/32,000 characters

17. Please list the outputs from this project (this can include publications, reports, creative media, performance, etc.) *

0/32,000 characters

18. Please describe the outcomes expected as part of the project (this can include better relationships and networks with partners, increased knowledge of an issue or solution, co-designed plans for future impact work, etc.) *

0/32,000 characters

Broader Impact Plans

19. What difference will this project make to your future impact and engagement plans or activities? *

0/32,000 characters

20. How will this project fit in with your Division, Theme, or Function's strategic research impact plan? *

0/32,000 characters

Budget

21. Please state the total amount requested (maximum normally £6000, larger amounts assessed on a case-by-case basis) *

0/32,000 characters

22. Please include a breakdown of the requested costs and a brief explanation of why these are required. For support with costing, please ensure to use to costing template available [**here**](#) on the Internal Funding page on the Research Services website. *

0/32,000 characters

Head of Division/ Function Approval

23. Please confirm that you have discussed the plans outlined above with your Research Division Leader *

☐ Yes

☐ No

24. Please confirm that you have permission from your line manager/Head of School to undertake this project and that you will complete it as described above by the dates stated *

☐ Yes

☐ No