

Checklist for planning public engagement projects

BEFORE YOU START

Before undertaking any public engagement activity, there are three important questions to ask yourself.

- Why are you doing the project? (What is the benefit to you?)
- Who is the intended audience?
- Why will the audience engage and what will they take from it? (What is the benefit to them?)

CHECKLIST

The checklist below is adapted from one developed by University College London's Public Engagement Unit. The original checklist, along with other useful material, can be found at: <https://www.ucl.ac.uk/public-engagement/evaluation/toolkits>

Before undertaking a public engagement project check:

- 1) The project is relevant, useful and responding to needs
 - What does the audience get from the activity?
 - Have you thought about what interests your audience?
 - Does the timing of the project suit your audience? For example, are they busy in the evenings? Are they busy in the school holidays? Are they less likely to go outdoors in the winter?
 - Have you approached the project partners to help you reach your audience?
- 2) The project is transparent and achievable
 - Is the scope and nature of the project clearly defined?
 - Does everyone involved know what's going on?
 - Does the project have a clearly defined objective?
- 3) The activity has a genuine impact
 - Would it be better to have a smaller audience and have a greater impact on each individual?
 - What is the impact on the project team? Will the team gain skills and experience?
- 4) The project plan includes evaluation and learning
 - Have you built in time for reflection by all concerned during and at the end of the project?
 - Have you achieved your aims? If not, why not?
 - What can you share with others trying to achieve similar goals? What do you wish you'd known when you started out? How can you share this learning?

For further insight into previous public engagement projects within the School of Advanced Study please see the [Public Engagement Section](#) of the SAS blog. Contact michael.eades@sas.ac.uk.