

Checklist for public engagement project planning

- The project is relevant, useful and responsive to audience needs.
 - Have you approached the right people?
 - Does the 'general public' really exist?
 - 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? Is there a national event or project taking place next year that this project could fit into?
- The project is transparent.
 - Is the scope and nature of the project clearly defined?
 - Does everyone involved know what's going on?
- The activity has a genuine impact.
 - Would it be better to have a smaller audience and have a greater impact on each individual?
 - Is public engagement the main goal of the exercise? Avoid engagement as an add-on to your studies, research or other interests.
 - What is the impact on the project team? Do the team gain skills and experience?
- 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? This will help you shape the project as it goes along, and shape future projects.
 - 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?
- The people delivering the project have the appropriate skills.
 - Do members of the project team need training? For example, you might consider project/team management, facilitation, or health and safety.
 - Can you find additional advice and expertise from others? You might consider including these people on a steering group for the project or asking them to pass on their expertise in other ways.

For help and suggestions contact publicengagement@ucl.ac.uk or visit <http://www.ucl.ac.uk/public-engagement>.