

Guidelines for applicants

The Summer Showcase will follow a different form in 2023 due to works at the British Academy's building 10-11 Carlton House Terrace.

Please read these guidelines carefully before completing your application.

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Deadline for applications:

Tuesday 13 December 2022, 17:00 GMT, via our application form:

<https://forms.office.com/r/de2L5rUExx>

Introduction

We are seeking creative proposals for the annual British Academy Summer Showcase!

Taking place from Thursday 15 to Saturday 17 June 2023, the festival engages a broad audience with the research that is shaping our world.

Due to a major redesign of our building at 10-11 Carlton House Terrace – to provide new, flexible and state-of-the-art event spaces, due to open in 2024 – **our 2023 Showcase will be different to previous years.**

Instead of exhibits, we will host a programme of engaging events, workshops and participatory activities, drawing from academic research and designed for a range of audiences.

This year, we are looking for creative proposals from researchers funded by the British Academy (or the British International Research Institutes) who are passionate about their work and excited to share it with a range of audiences, including the general public and school students aged 14+.

Who attends the Showcase?

Our 2022 Summer Showcase was our first in-person festival since 2019, and it was a huge success. We welcomed over 1,500 visitors, across a Private View, Schools Day, Researcher Late and the public days. Over the two public days, visitors included school students (age 14-17), higher education students, a social younger audience, in addition to lifelong learners and families.

In 2023 we are looking to attract the following audiences:

- A Schools Day geared towards secondary school students (14+), particularly sixth form students, with a related programme of events. This was a highly popular element of the Showcase in 2022 and we are looking to build on its success by selecting a team of researchers who can engage this audience with their work.
- Private View – this exclusive event will allow researchers to showcase their research to an invited audience of up to 500 guests, ranging from parliamentarians and university vice-chancellors to senior staff working for cultural organisations and members of the media.
- The Showcase will be open to the wider public, and will particularly appeal to lifelong learners, socially engaged members of the public, higher education students, etc.
- Researcher Late – A social evening aimed at early- and mid-career researchers from universities, think tanks, and corporate settings, as well as those associated with the British Academy either through current or past funding or as a member of our networks.

What are we looking for in 2023?

We are looking for a range of events, activities and workshops from across the [SHAPE disciplines](#) (Social Sciences, Humanities and the Arts for People and the Economy / Environment), featuring researchers who can communicate their specialist knowledge in ways that will be appealing and engaging.

We see the Showcase as an opportunity to enable two-way dialogue that will, in turn, enhance future research.

Visitors to the Showcase particularly enjoy:

- I. **Interactions with engaging researchers** – high-quality conversations with people who are enthusiastic about their research and passionate about sharing it with non-specialists
- II. Research relating to **current social or global issues**
- III. **Interactive elements** based on your research making it accessible to public audiences
- IV. **Video and audio** content, including feature-length documentaries (researchers must be able to produce and/or provide any proposed video content, and/or secure a licence, and ensure that it is captioned)

Examples of ideas based on research for various types of engaging, interesting events and activity include:

- A topic for an engaging panel discussion or debate (plus suggestions of speakers)
- A 10-minute ‘pop-up’ talk in various parts of the programme, potentially in a ‘Speakers’ Corner’ area of the building or marquee

- An interactive workshop with up to 25 adults
- An interactive workshop with a group of school students
- A performance (i.e. a musical presentation, theatrical performance, a performance narrated by a researcher)
- An interactive presentation for 20 minutes
- A walking tour or mobile event which explores 10-11 CHT or its surrounding area
- A screening (most likely in the ICA next door)
- A research activity which could take place throughout the duration of the Showcase, and an event revealing its findings

If you would like to present an idea which is a different format to these suggestions, you are welcome to do so in the application.

Your role in the Showcase will be to excite and engage the public, we would particularly welcome all applicants sending us a short (<60 seconds) audio clip of you describing your research.

This would be your elevator pitch. Imagine we're a member of the public, and you only have 60 seconds to speak to them before they move to the next activity. How are you going to capture their attention and inspire them to stay and learn more about your research? How are you going to be so memorable that yours is the topic that they're going to tell their friends and family about when they get home?

What does the British Academy provide?

The venue – due to building works, most of the activities will take place in a marquee in the garden opposite the Academy (known as Waterloo Garden East) or an area within 10-11 Carlton House Terrace.

A dedicated **AV team** will be available on each day of the Showcase. We will also assist participants with the planning of displays in the lead up to the event.

Catering will be provided to you during Showcase hours.

UK travel expenses and accommodation.

An extensive promotional campaign starting in early 2023 which will promote the event, the research on show and the academics behind the projects. All participants will be invited to help further the reach of the festival through a variety of digital channels, such as blog posts and curated digital content. The Academy's Media Team will also be proactive in seeking profile and feature opportunities.

British Academy staff time and expertise – the Events Team and Summer Showcase Project Manager manage the event to ensure everything runs smoothly and will be on hand at the Showcase to support all researchers.

Briefing session which will be provided in early 2023. This will include information on planning and logistics, audiences and evaluation.

Why should you apply?

Share your research with a diverse range of audiences, including younger audiences and lifelong learners. An invited audience on Thursday 15 June will include policymakers, funders, senior staff working for cultural organisations, politicians, senior government figures and press.

Inspire the next generation. In 2022, over 340 school children attended, and 44.6% of public visitors were under 35. The Showcase is therefore ideal for reaching a younger audience.

Raise your profile. The Showcase will be promoted widely through digital channels and in the media, reaching thousands of people.

Get public opinions. Find out what people think about your research and gain valuable feedback to inform future projects. We also share with you the results of our public evaluation, making it easy to see your impact.

Get lasting benefits. Build on your experience to develop your own public engagement activity in the future; participation is a great opportunity for impact case studies, job applications and funding applications.

Our help at every stage. Using our experience, we support and advise you from start to finish, from planning and bringing your activity to life, to logistics and AV support.

Selection criteria

The Academy is looking for current award-holders whose work is sufficiently advanced, or past award-holders still in the process of disseminating their research findings.

We will select researchers and their event ideas based on the following:

The content – Will it engage our target audiences? Will it be interesting and entertaining? Is it feasible to produce within a programme of events?

The accessibility of the research featured – Will the subject matter be of interest to broad audiences? Is there potential for interactive elements? Will it be accessible to students aged 14+?

The potential to generate wider and longer lasting interest, such as media coverage.

Subject spread and diversity. The British Academy is committed to showcasing a diverse community of scholars across the humanities and social sciences. We are looking for a mix of activities which stem from different funding streams and span different subject areas.

The Showcase also seeks to include researchers at different career stages and from universities across the UK. There is scope to include a small number of researchers from overseas.

Regrettably we are not able to offer feedback on unsuccessful applications.

Frequently Asked Questions

Q. I am not funded by the British Academy or one of the British International Research Institutes (BIRI), can I apply?

A. No. All proposers must have received funding from the Academy or a BIRI.

Q. My research doesn't lend itself to an interactive activity. Should I still apply?

A. Yes. We appreciate that not all proposals will be interactive, but we ask all proposers to suggest events that suit their research while bearing in mind the needs of public audiences.

Q. Does the Showcase have a theme?

A. No. One of the features of the Showcase is the eclectic mix of research topics.

Q. Will I receive a fee or funding for taking part?

A. No. This is not a funded or fee-based opportunity – but we will cover UK travel and accommodation as required.

Q. I am not available for the dates of the Showcase, can I still apply?

A. No. Researchers are expected to be available during some, or all, of the dates of the Showcase, Thursday 15 June to Saturday 17 June 2023. The Academy is committed to supporting academics who may be unable to present across the whole three days due to medical reasons, childcare arrangements etc. and we can liaise with you to ensure that your event/activity is not scheduled for any times that you are not available.

Q. I have exhibited in the Summer Showcase in-person before. Can I apply again?

A. No. The Summer Showcase will only include researchers who have not taken part in an in-person Showcase before.

Q. I was selected for the 2020/2021 digital Summer Showcase. Can I apply again?

A. Yes. The 2023 Summer Showcase is open to applications from researchers who presented their work online during our Showcases that were adapted due to the pandemic.

Q. I have applied before but not been successful. Can I apply again?

A. Yes. We advise looking closely at 'what we are looking for' to ensure that your application is relevant.

Q. What should I do if I have a query about the application process?

A. Email your query to summershowcase@thebritishacademy.ac.uk with the subject title 'Summer Showcase 2023 Application'.

Q. If I am not successful, can the Summer Showcase management team offer feedback?

A. No. Regrettably we are not able to offer feedback on unsuccessful applications for the Summer Showcase scheme, and the Academy is unable to enter correspondence regarding the decisions of the programming group.

Application Form Questions

The form cannot be saved and returned to - it must be filled out and submitted in one sitting, so we strongly recommend that you prepare your answers in advance and then copy and paste them into the form.

SECTION 1 – Applicant Personal Details

Q Name of award-holder:

Q Your present appointment:

Q The institution at which you are currently employed:

Q The Department or Faculty (or equivalent) in which you are based:

Q Email address:

Q Mobile number (with country code):

Q If you are applying with a collaborator, please state the name(s):

SECTION 2 – Summary of research

Q Please give a summary of your British Academy-funded research which would be adapted into an activity or event (max. 150 words):

SECTION 3 – Activity proposal

Q Proposed activity title:

Q Activity description (max 200 words):

Q: Partnerships (optional): Please list any possible partner organisations or charities linked to your project who might be interested to work with you for this event:

N.B. you do not need to approach any potential partners at this stage

SECTION 4 – Public Engagement

Q (Optional) Please supply an audio clip of no longer than 60 seconds, presenting your research as if to a non-expert member of the public.

Please send your clip to summershowcase@thebritishacademy.ac.uk or via WeTransfer, making sure you include your name in the file's name.

SECTION 5 – About you

Q Which of the following age groups do you belong to?

Q Which of the following best describes how you think of your gender identity?

Q Do you identify as a D/deaf or disabled person, or have a long-term health condition?

Q Where do you live?

Q What is your ethnic group?