

British Academy Summer Showcase 2024

Guidelines for applicants

Deadline for applications:

Thursday 9 November 2023, 5pm GMT

Apply via our application form: <https://forms.office.com/e/6udYZbwMSe>

Please read these guidelines carefully before completing your application.

CONTENTS

- I. Introduction
- II. Who attends the Showcase?
- III. What are we looking for in 2024?
- IV. What does the British Academy provide?
- V. Why should you apply?
- VI. Selection criteria
- VII. How to apply
- VIII. FAQs

Introduction

We are seeking creative proposals for exhibits and activities to form the annual British Academy Summer Showcase programme in July 2024!

The public engagement festival engages a diverse and wide-ranging audience with the exciting social sciences and humanities research that is shaping our world.

The 2024 Summer Showcase follows a major redesign of the lower floors of our Grade I-listed home at Carlton House Terrace, near St James' Park in London. The works were conceived to transform and open up the British Academy's home to more curious minds than ever before, via three brand new, flexible and technologically equipped event spaces.

Taking place from Thursday 11 to Saturday 13 July 2024 – soon after the completion of the our [building redevelopment](#) – the Summer Showcase will be the first time that

the public are invited to experience these brand-new event spaces. (Researchers must be available on these dates, and those proposing exhibits should also be available on Tuesday 9 and Wednesday 10 July to set up their exhibits.)

We are looking for dynamic proposals that will bring to life SHAPE research (Social Sciences, Humanities and the Arts for People and the Economy), showcase our new building, and help to tell a story about the role and purpose of the British Academy.

We are inviting **exhibit and activity proposals** from researchers funded by the British Academy and the [British International Research Institutes \(BIRIs\)](#).

We are looking for researchers who are passionate about their work and excited to share it with a range of audiences, including school groups, members of the public, and an influential stakeholder audience at the Private View.

Following the successful inclusion of a Screening Room in the 2023 Showcase, we are also looking for **film proposals** which would work in our own spaces as well as in the neighbouring Institute for Contemporary Art (ICA)'s film programme.

If you aren't selected for the Showcase itself, your proposal might be considered for the British Academy public events programme, which we will launch at the Showcase and will roll out from Autumn 2024.

Who attends the Summer Showcase?

In 2023, we welcomed over 1,000 visitors to the Summer Showcase which was half as many as previous years due to spaces being out of action for our building redevelopment. In 2024 with our brand-new spaces and a completely open building, we expect even more visitors, and we are looking to attract the following audiences in particular:

- **The public**, particularly appealing to higher education students, families, engaged culture seekers etc., as well as researchers from across our disciplines. Therefore, all applicants should expect to engage a non-expert audience.
- **Press/the media** – we will host an invite-only preview morning exclusively for members of the media, as a chance to preview the exhibits and see the new building before anyone else. Exhibitors should be prepared to talk journalists through their exhibits, including the possibility of official interviews, comments for publication, etc.)

- **VIPs and key stakeholders** – an exclusive Private View will allow researchers to showcase their research to an invited VIP audience, ranging from parliamentarians and university vice-chancellors to senior staff working for cultural organisations and leading figures in business.

What are we looking for in 2024?

We are looking for a wide range of exhibits and events, featuring and led by researchers who can communicate their specialist knowledge in ways that will be engaging and encourage two-way interactions.

Visitors to the Showcase particularly enjoy:

- **Engagement with researchers**, including high quality conversations with specialists who are enthusiastic about their research and passionate about sharing it with the public.
- Research relating to **current social or global issues**.
- Research related to **subjects beyond the curriculum** – we will curate a programme which represents the full range of our disciplines, including workshops, public engagement activities and talks.
- **Interactive elements** that lend themselves to or could play a part in your research, while bearing in mind the need to appeal and be accessible to public audiences.
- **Film content**, including feature-length documentaries (researchers are responsible for producing and/or providing any proposed video content, and/or securing a licence. You should also ensure that it is captioned).

Successful exhibit proposers will be expected to staff their displays (with support from their co-exhibitors) and be able explain their research to visitors in accessible terms. Activities to accompany displays are welcomed and encouraged.

With lots to see throughout the building, bear in mind that visitors may only spend three or four minutes at your exhibit, while some may stay much longer, so it is helpful to consider a range of ways that the audience can engage with your exhibit.

Previous exhibits have included:

- **Made in Migration IRL**: real-life, contemporary experiences of forced displacement in Europe explored via the personal objects involved throughout their journeys – including a handmade talisman, specially adapted clothing and diary notes

- **Tyred: the urban ecology and economy of waste tyres in Lagos, Nigeria:** an impactful installation of these ubiquitous tyres will framing the photographic work of renowned Nigerian visual artist Andrew Esiebo
- **Speaking of prejudice: Mapping accent variation and bias in the UK:** Through three interactive activities, visitors contributed to a campaign to have accent bias recognised as a protected characteristic.

Here is the trailer for the Showcase in 2023:

<https://www.youtube.com/watch?v=T3daftc5npo>

What does the British Academy provide?

- ✓ **A venue** within Grade I-listed 10-11 Carlton House Terrace during the Showcase, including **brand new, state-of-the-art event spaces**.
- ✓ **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 the researchers.
- ✓ **An extensive promotional campaign** to attract visitors to promote the event, the research on show and the academics behind the projects will start in early 2024.
- ✓ Opportunities to **engage the media with your research**, as well as training and tips for how to talk to the media, if required. The British Academy's Media Team will be proactive in seeking coverage for your work.
- ✓ **AV staff** will assist with the planning of displays in the lead up to the event and will be available on each day of the Showcase.
- ✓ **Exhibitor briefing sessions** and **public engagement training** will be provided ahead of the Summer Showcase. This will include information on planning & logistics, how the showcase will be evaluated, how to engage audiences and communicate your research to a non-expert audience.
- ✓ Support for **travel and accommodation costs** to those who qualify.
- ✓ **Per diems for catering** will be provided to speakers and exhibitors.
- ✓ Exhibiting teams will be expected to produce their exhibits themselves in the months ahead of the Summer Showcase, with ideas and support from the British Academy team, so bear this in mind in your proposal.

Why should you apply?

Share your research with different audiences, including younger audiences and lifelong learners. During the Private View, an invited audience will include influencers,

funderson, policy makers, senior staff working for cultural organisations, politicians and senior government and industry figures. The press preview will consist of journalists who are there to see exhibits before anyone else does.

Raise your profile. The Showcase will be promoted widely via a special marketing and PR campaign, reaching thousands of people. There may be interview opportunities with members of the media via the press preview.

Get public opinions. Find out what people think about your research and gain valuable feedback. 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.

Be among the first to share your research in a **brand-new, state-of-the-art venue.**

Selection criteria

The British 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:

How well the event or exhibit has been conceived? Will it engage our target audiences? Will it be interesting and entertaining? Is it feasible to produce within a programme of events?

How interactive is the proposal? We are looking for activities and exhibits which engage the audience in creative ways and we especially welcome proposals which feature opportunities for the public to feed back into the research through two-way public engagement.

How accessible is the research featured? Will the subject matter be of interest to broad audiences? Is there potential for interactive elements, which are favoured by audiences? Will researchers be able to present their work accessibly to a young audience?

How well will the proposals potentially generate interest from the media? Do you have unique, new, newsworthy or quirky findings or innovative research methods? Is your research doing or saying something on an important topic in the news that no-one

else is, or that others are getting wrong? Do you have human-interest case studies, from people who have participated or benefitted from your research?

Subject spread and diversity. We are looking to provide a platform for engaging and diverse examples of excellence in research which is inclusive of researchers at different career stages, from universities across the UK, from different funding streams, and span across our subject areas. We also want to showcase a community of scholars which is representative of the diversity of humanities and social sciences academic staff at universities across the UK.

Please note: Data provided in the 'About You' section of the application form may be factored in alongside other subject spread and diversity criteria (career stage, university location, funding stream, subject area) to ensure the final selection is representative of a diverse community of scholars.

How well does the proposal tell the story of the Academy and our key themes/messages? Does it align with any Policy/International/Research programmes? Does it align with the Academy's strategic priorities – particularly Opening Up and Mobilising the Disciplines?

How responsible/sustainable is the proposal? In the case of exhibit proposals, have you considered sustainability and the circular economy when designing the space?

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

How to apply

Complete our online application form before the deadline of Thursday 9 November 2023, 5pm GMT:

<https://forms.office.com/e/6udYZbwMSe>

If you have any queries about your application or need further guidance not answered here or in the FAQs, please contact summershowcase@thebritishacademy.ac.uk with the subject line 'Summer Showcase 2024 Application'

Read through the [application form summary](#) before applying.

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 British Academy or a BIRI.

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

A. Yes. We appreciate that it is not appropriate for all events or exhibits to be interactive, but we ask all proposers to put forward proposals that suit their research while bearing in mind the needs of public audiences.

Q. Does the Showcase have a theme?

A. No. The Showcase evaluations have highlighted how much audiences enjoyed the eclectic nature of research. We are however keen for visitors to go away with a good sense of what the humanities and social sciences are and their value and the role of the Academy as a research funder and champion for the disciplines

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 11 – Saturday 13 July 2024. Researchers proposing exhibits and supporting staff / colleagues must be available on Tuesday 9 and Wednesday 10 July to set up their exhibits.

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 a time that you are not available. However, those who are unable to present due to reasons such as conflicting diary engagements will not be considered.

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

A. No. The Summer Showcase will only include researchers who have not taken part in a previous Showcase.

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 which isn't answered here?

A. Email your query to summershowcase@thebritishacademy.ac.uk with the subject title 'Summer Showcase 2024 Application'.

Q. If I am not successful, can the working group 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 selection panel