

Great British Bioscience Festival

Application guidance notes

Overview

- Up to £10,000 available for the BBSRC research community to produce engaging exhibits in celebration of bioscience.
 - Additional funds may be available to support projects with a broader reach, such as media work, if content is appropriate
- The exhibits will be showcased in November 2014 in Central London as part of the Great British Bioscience Festival.
- Each exhibit will be first shown in the local area of the host institution(s).
- Successful applicants will have access to specialised training and support from BBSRC.
- The applications will be judged by an expert panel of academics, science communication professionals and experts in evaluation.

Deadlines

Applications open: 8 November 2013

Application closes: 15 January 2014

Successful applications announced: early February 2014

Download the [application form](#) from the BBSRC website

Submit application form to external.relations@bbsrc.ac.uk by 15 January 2014

For further information or questions contact:

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Background

In 2014 BBSRC will be marking 20 years of pioneering Great British Bioscience. To mark this important anniversary, BBSRC is staging a platform to highlight world-leading bioscience at its best: the “Great British Bioscience Festival”. This is part of a wider year-long programme of anniversary activities. The festival will provide exciting, engaging displays and activities to showcase BBSRC-funded science to a broad public audience across the UK.

BBSRC expects to fund between 10 and 15 exhibits each of which will first be showcased to an audience local to the host institution before all coming together in central London in November 2014 for a three day festival.

It is expected that the festival will be launched by an VIP event on a Thursday evening where top stakeholders from government, academia, industry and the third sector will come together to view the exhibits. The exhibits will be open to all the following Friday, Saturday and Sunday. A press preview will be held on Thursday afternoon.

We are looking for a range of exhibits that inform, engage and entertain.

BBSRC support

In addition to up to £10,000 funding BBSRC will provide support and advice to all successful applicants. This will include:

- A specialised training event on exhibiting and press relations
- Publicity for all successful applicants (working with institutions’ press offices)
- Phone, email, and face-to-face support and mentoring if needed

BBSRC also hopes to gain broader reach than the event and exhibits, such as media work or public participation. At BBSRC’s discretion, there may be funds available to further develop aspects of proposals which BBSRC feel may have significantly more impact and broader reach for small extra investment. Any such increase in funding would be discussed and agreed with the principal applicant. In particular BBSRC is keen to support activities such as:

- citizen science
- public involvement in influencing research direction
- gamification
- UK firsts
- unique experiments
- live research experiments
- allowing the public to explore new technologies

We also encourage applicants to think about additional elements that could appeal to the media, such as visual elements or exclusive insights or results.

Institutional commitment

Please note that successful applicants will be expected to sign a memorandum of understanding with BBSRC in which the exhibitors will commit, in return for funding and support from BBSRC, to:

- Holding at least one event showing the exhibit in your local area
- Providing content for the online element of the festival, including at least text and images.
- Attending the Great British Bioscience Festival in central London in November
- Cooperating in publicising the festival
- Using the Great British Bioscience Festival branding in line with the branding guidelines.

Filling in the application form

Section	Guidance
Title	The title should be is short, informative and not use jargon. It should be possible to guess at the content of the exhibit from the title
Principal applicant	The principal applicant must have held a BBSRC grant or currently work at an institute which receives BBSRC strategic funding. The principal applicant will be the person who BBSRC will treat as the point of contact for the exhibit. If the application is successful funds will be paid to the principal applicant's institution.
Co-applicants	Co-applicants may include other researchers, science communication professionals or others.
Summary of exhibit science	This summary should be written such that it could be understood by a casual reader without any background in the science. You may find it useful to set the context of your research and outline the big challenge that it is working towards as well as discussing the details of your work.
Exhibit Format	Use this space to give the judging panel an idea of what a visitor to your exhibit will experience and how they will engage with the research and researchers on the stand. Note that BBSRC anticipates that these exhibits will be manned by researchers at all times when open to the public though we are open to other approaches. There is no set size for the exhibits and we are expecting a variety of sizes. We expect that an average sized exhibit will be around 2 metres by 3 metres
Partnerships	As a first step, applicants from HEIs are encouraged to talk to their professional office. Many universities have public engagement units and all have press offices. Applicants from institutes should discuss their proposal with their public engagement teams. Additionally, you may find that you can make partnerships with local facilities, cultural organisations or others who can advise you or be partners in showing the exhibit. Your local professional teams should be able to help broker these relationships.

	<p>The judges will not expect partnerships outside of your institution to be established but will be looking for evidence that you have considered if they are appropriate and, if so, how you might establish a relationship.</p>
Exhibit timetable	<p>As a bare minimum each applicant is expected to show their exhibit in their local region at least once.</p> <p>You should consider how you can use existing events (e.g. local cultural activities, science festivals, music festivals), groups (e.g. community, faith, environmental groups) and facilities (e.g. youth centres, science centres, community centres) to show your exhibit to established audiences. Note that the judges will be looking for exhibits which strive to reach those not normally engaged in science.</p>
Evaluation	<p>The judges will be looking for evidence that you have considered what evaluation is appropriate and that you recognise the value of improving the exhibit between showings.</p> <p>Resources to help with this can be found here: http://www.publicengagement.ac.uk/how/guides/introduction-evaluation</p>
Legacy	<p>Use this space to outline any elements of you exhibit which will continue to be used or have impact beyond 2014</p>
Budget	<p>The maximum grant available through this process is £10,000. The judges will be looking to see if they are confident that the application can deliver all it promises on the basis of the budget requested and that the costing is realistic. Applicants proposing smaller scale projects requiring fewer funds are welcome.</p> <p>Consider the following types of costs which you may want to budget for (this is not a complete list):</p> <ul style="list-style-type: none"> • Professional design, production and print of material and displays • Venue hire and associated costs for local events • Travel and subsistence – particularly for the London event in November (Set-up and press day on a Thursday, open to the public on Friday, Saturday and Sunday) • Production of any interactive elements – physical and virtual <p>Note that funds for researcher time cannot be requested in this section.</p> <p>Please outline other funds, or in-kind support, which you may have secured e.g. from your host organisation.</p> <p>If successful funds will be paid to the Principal Applicant's institution.</p>
Institutional support	<p>Please ensure your head of department or institute director has read your application and supports your proposal.</p>

Target Audience

For your local events it is up to you to choose your audience though please focus on a group which is recognisably public rather than stakeholders. Note that the judges will be looking for exhibits which strive to reach those not normally engaged in science.

For the London event, the exhibits should be developed with a family audience in mind. The Great British Bioscience Festival will be held in a venue with free access to all members of the public. Additionally the event will be promoted to local schools, community groups and others who may be interested.

Eligibility

To be eligible to apply the following conditions must be met.

- The principle applicant must have received BBSRC funding
- The exhibit content must be based on BBSRC funded research

Applications will be screened by BBSRC office for compliance with these conditions. Applications not meeting these conditions will not be assessed by the panel and so will not receive funding.

Criteria for assessment

The applications will be assessed by a panel of experts drawn from the academic, science communication and evaluation sectors.

The panel will be assessing against the following criteria:

- Likely effectiveness of the proposed topic to engage a general public audience
- Appropriateness of exhibition format
- Quality of partnerships and proposed partnerships
- Number and quality of proposed local showings
- Quality of evaluation proposed
- Legacy plans
- Value for money

Additionally, the panel will be looking for proposals which:

- Strive to reach audiences which are less often engaged in research
- Build on best practice in public engagement and incorporate mechanisms for the researchers to listen to public views and values
- Have elements of citizen science where members of the public can directly contribute to research

Please note that BBSRC reserves the right to ask the applicant to make minor changes before funds will be awarded. Any changes will be agreed in discussion with the applicant.

Additionally and at BBSRC's discretion, there may be funds available to further develop aspects of proposals which BBSRC feel may have significantly more impact for small extra investment. Any such increase in funding would be discussed and agreed with the principal applicant. In particular BBSRC is keen to support activities such as:

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