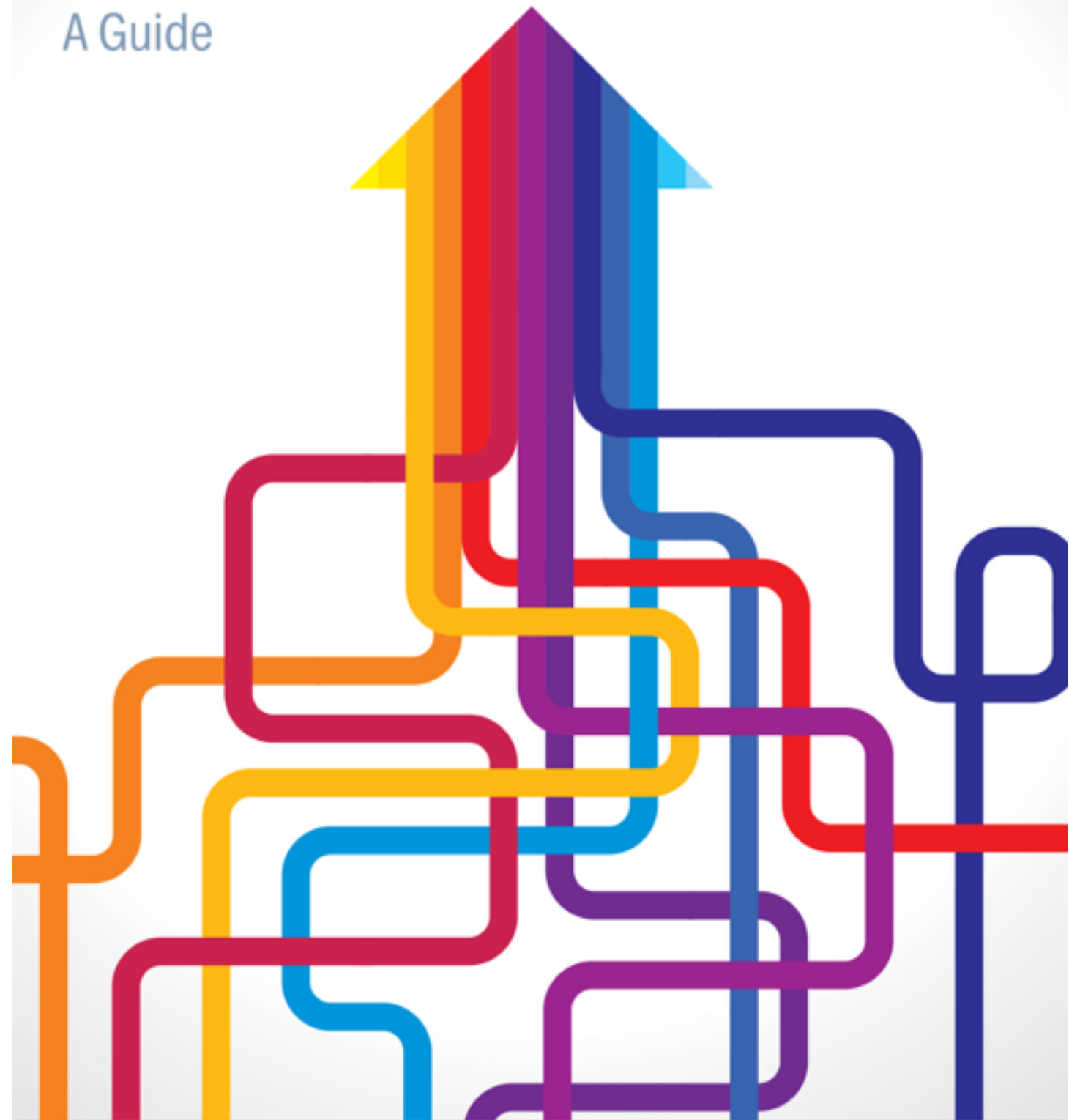


Welcome to
the launch of

Hashtag today
#IOPFundingGuide

Navigating the Funding Landscape

A Guide



IOP Institute of Physics

IOP

Institute of Physics

Navigating the Funding Landscape

Dr Sara Shinton

www.shintonconsulting.com/physics



Resources

All links are on the web....

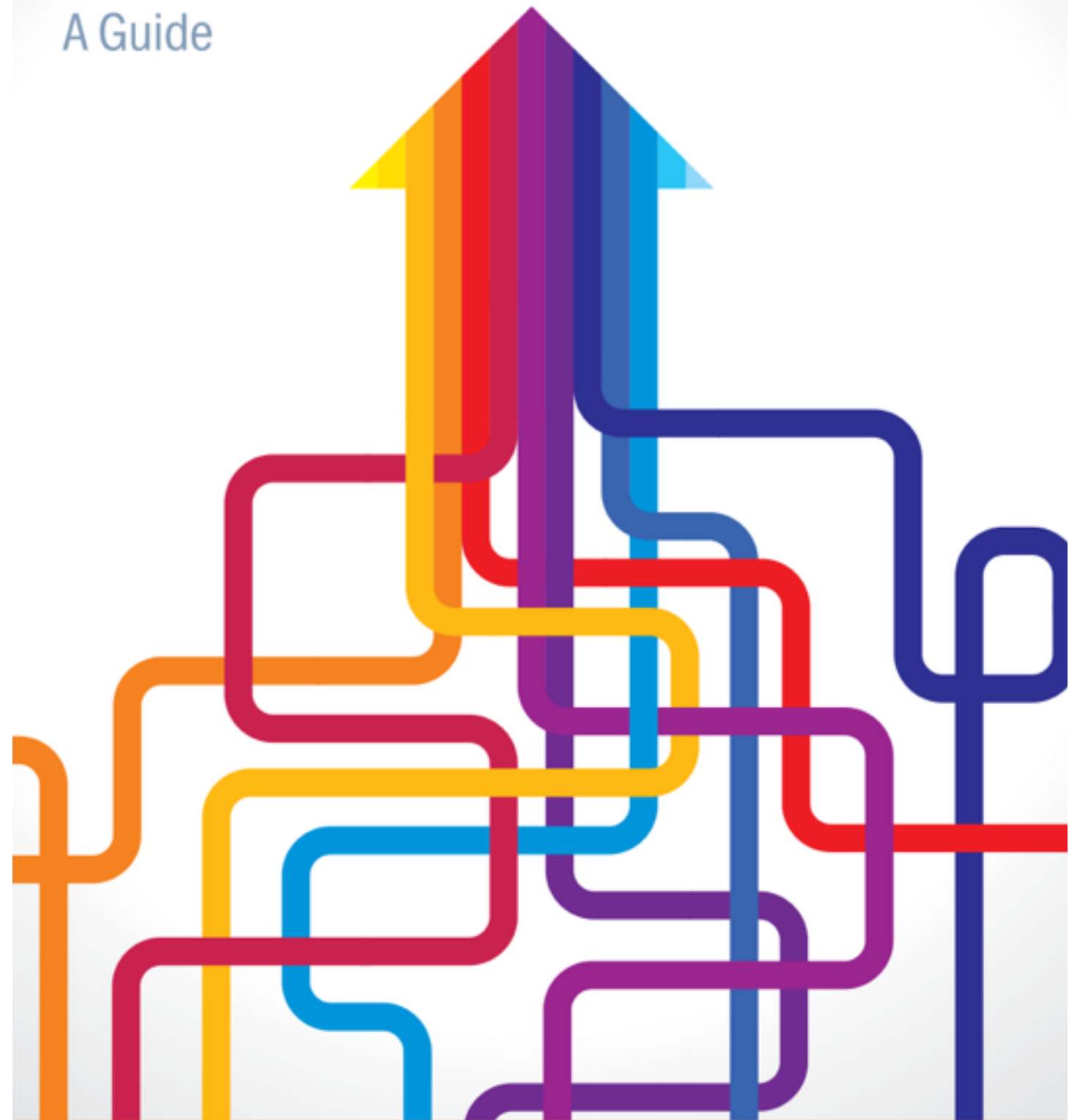
www.shintonconsulting.com/physics

Slides to follow

The guide

Navigating the Funding Landscape

A Guide



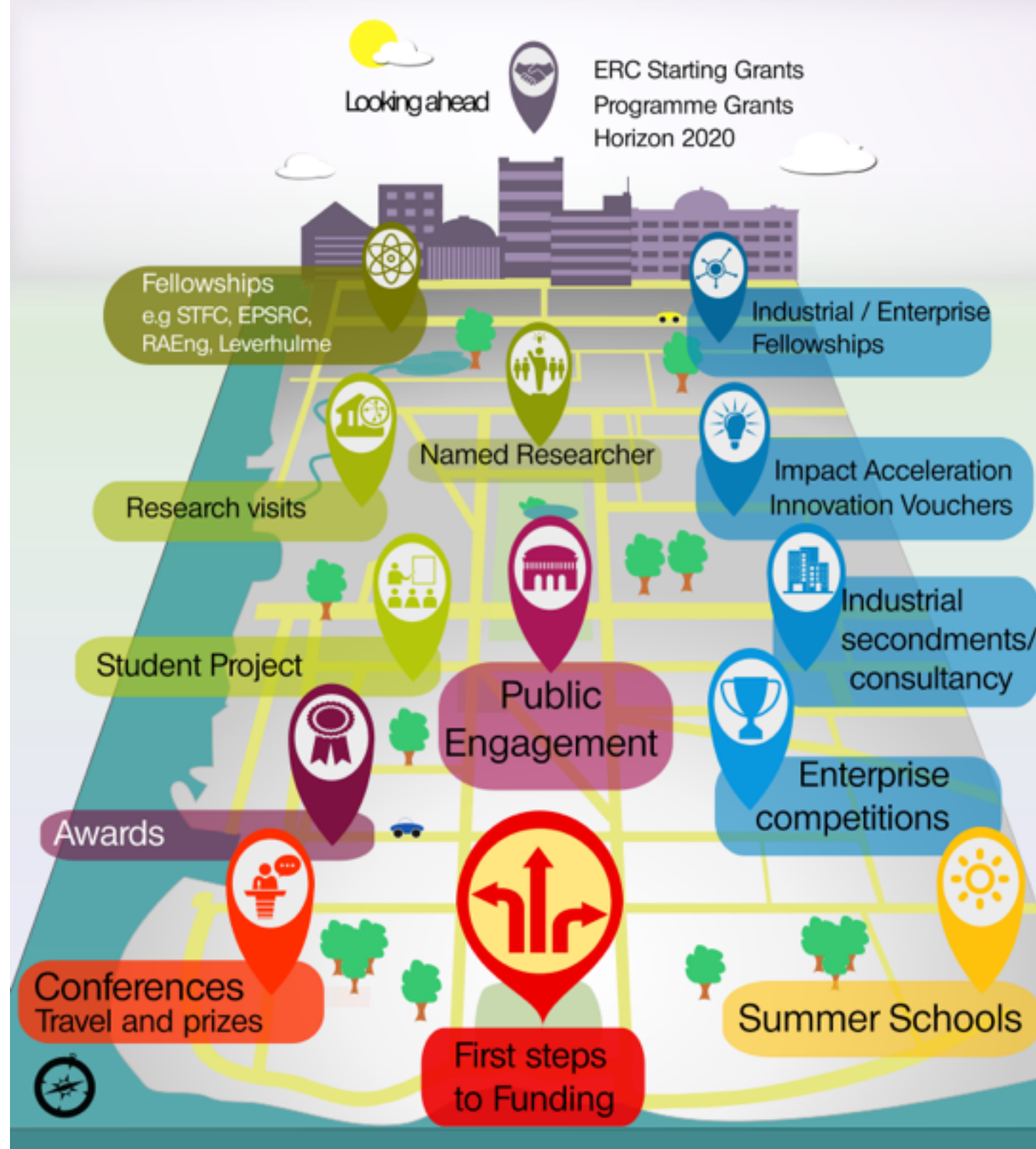
IOP Institute of Physics



- List of suggested funding/research themed streams to follow on the website
- Hashtag today #IOPFundingGuide

Why?

- Funding landscape is complex
- Best advice is in experts' heads (but this can aggravate unconscious bias)
- Competition for academic posts fierce, funding will help



Major Funding Bodies

Research Councils
Universities
Charities & Trusts
Industry



Professional Bodies
and Societies
Government
Departments

Illustration by
Miriam Gilbert
@MiriamRGilbert

How?

- Wrote the guide to "model" an approach for early career researchers
- Used the mechanisms and information available to you
- At times bewildering and confusing, but it does become clear!

How?

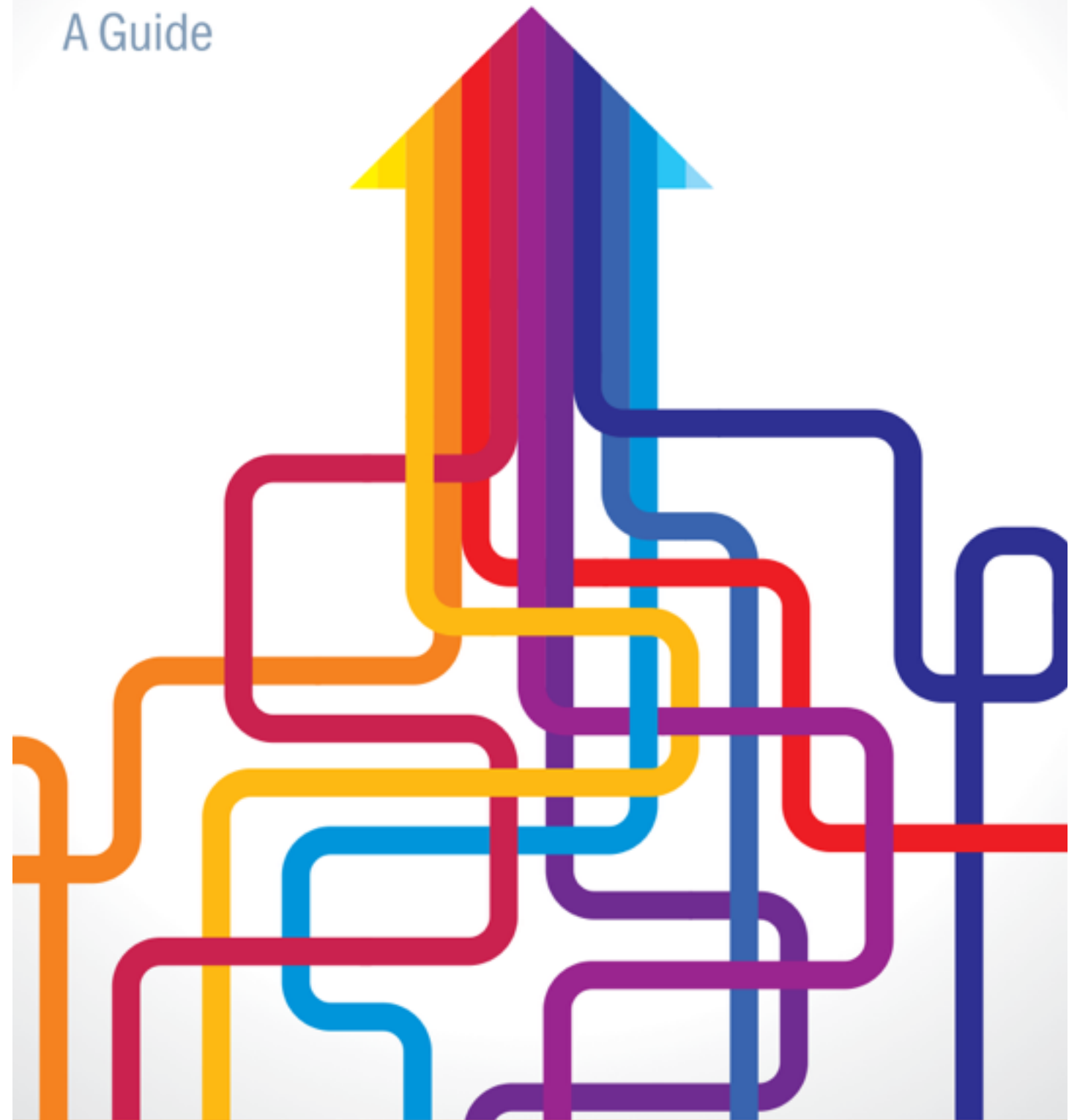
- Networking
- Build your own "Senior Common Room" (I use Twitter)
- Understand the "DNA" of your funder
 - Look at their websites and publications
 - Look at funded research
 - Help to understand culture, ethos and opportunities

What?

- Key information in one place
- Mentoring conversations
- Advice from funders, applicants and reviewers
- Stepping stone approach

Navigating the Funding Landscape

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Who?

A live version of the guide

- Funders
 - Jaspreet Kular EPSRC
 - Colleen Tait RSE
- Researchers, Rita Tojeiro, St Andrews
- Reviewers and Panel members, Cait MacPhee Edinburgh

PLEASE NETWORK!

Who funds Physics?

Government

Key funders by type

RCUK - EPSRC, STFC

Individual departments

Partnership initiatives

Horizon 2020, MSCA, ERC

Commercial

Diverse industrial base

International relevance

Charity and trusts

Royal Society, Royal Society of Edinburgh,
Leverhulme

Universities

Key funding by theme

Individual development

Workshops
Conferences
Secondments
Travel and visits
Fellowships

Early career researcher

Research funding

Projects and programmes
Fellowships

Established researcher

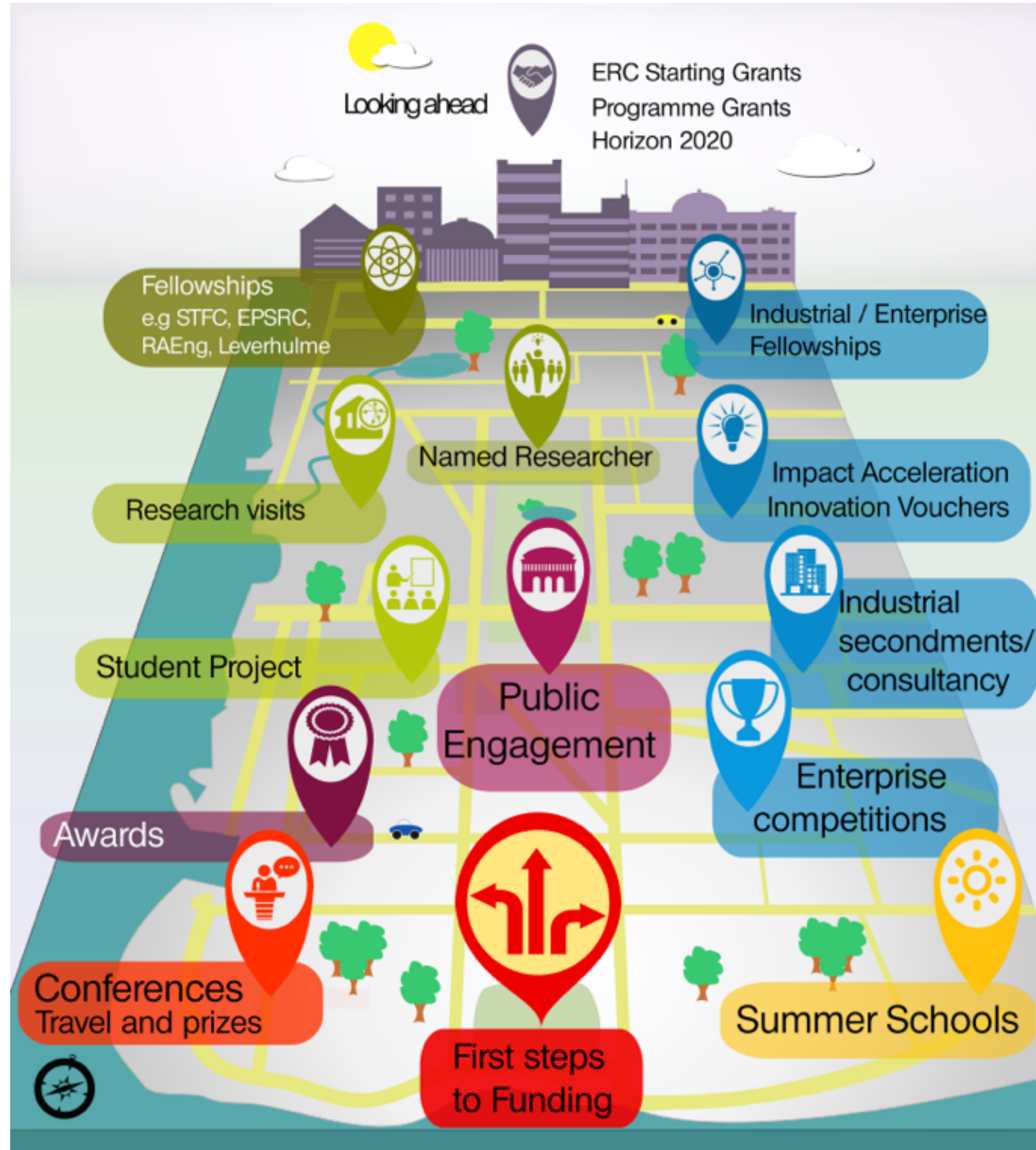
Early career researcher

Challenge-led

Societal Challenges
Industrial collaboration

Research Leaders

Early career researcher



Culture and mission

Government

Development of science base
Skills shortages/opportunities
Economic or societal benefits

Commercial

Solving problems with different approaches
Focus on market and profit

Charity and trust

Societal
Filling gaps
Often individual focus

Digging deeper



Write and SHARE

Applications & reviews

Experienced applicants

**Websites, publications,
funding trends**

Talk to funders

Go to their events

Email programme managers

...and talk to Jaspreet and
Colleen today!

Making a plan



**What convinces the panel
someone is in the top 5%?**

5%

Combination of factors

Person



Project



Time



Place



In their shoes

- Funders always have an objective
- If they think you are going the help them achieve this, they are more likely to fund you



Plan starts with...

Strategy to understand the funder....

How does your proposed project fit with your proposed funder?

Imagine them standing in front of you with a chequebook – why should they give you **THEIR** money?

Not just about you – about them as well

How will this project boost your career?

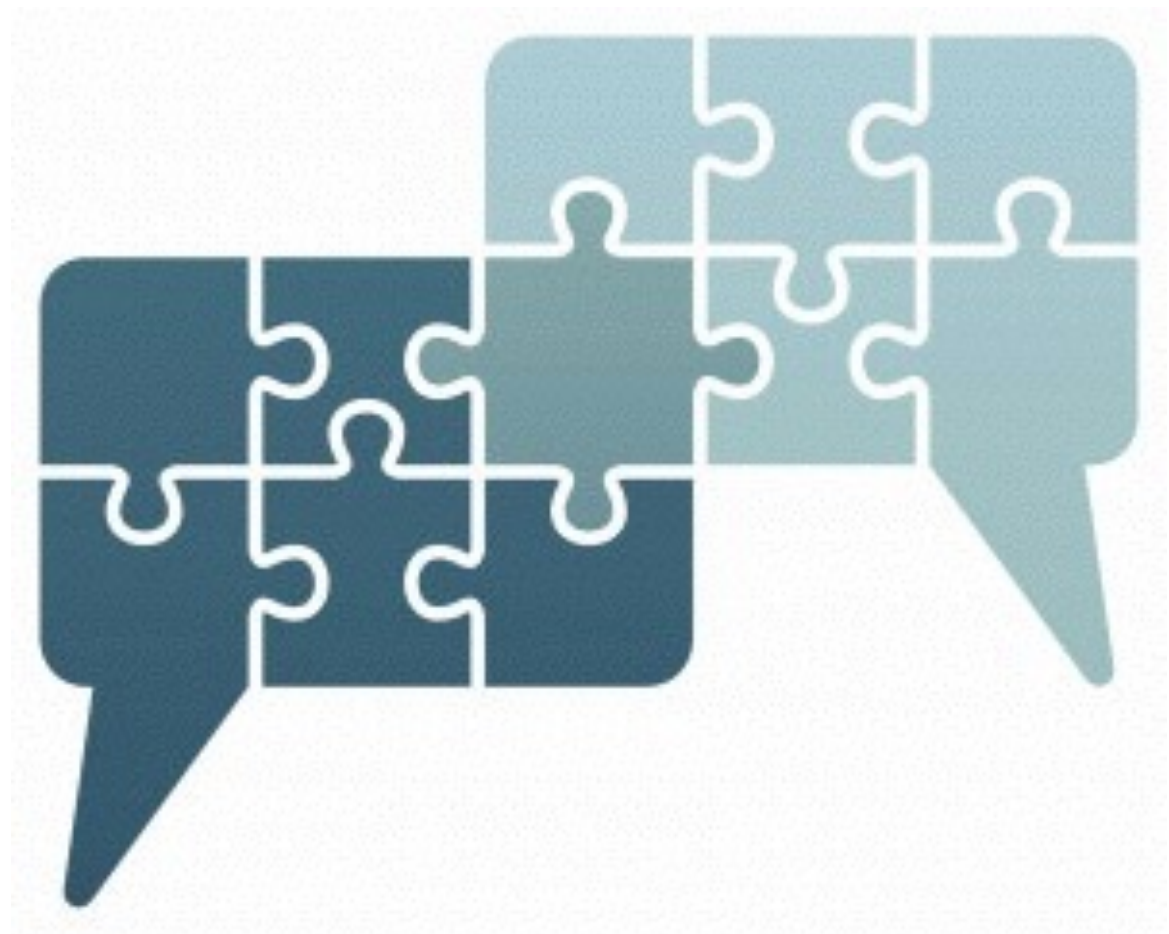
Why are you the only person who can do it?

Why is it a “good risk”?

Provide evidence

- Funding research is risky
- Funders want to minimise risk where they can
- Evidence of successfully turning research funding into outputs helps them believe and trust you

Make sure your
ambitions match
your track record



Plan develops with...

- Clarity about criteria you will be judged against
- Evidence you are the right applicant

Demonstrate the need

- Funders fund researchers and research
- Why is your research needed?
- Why now?

Time



Plan must include...

- Case that supports your claim that this work is important
- Evidence from stakeholders that the work has value and you are the right person to do it

With these ideas in mind

- Get into groups - suggest two groups per table
- Come up with a list of five things that would boost an application in 12 months time
- I'll share my ideas after

- * Publish, with focus on high impact
- * Write a review article
- * Demonstrate that the idea will work - proof of concept
- * Raise personal profile and recognition across subject
 - * Look for committees to join, meet potential reviewers
- * Go to the right conferences, go to seminars
- * Get some smaller grants and awards
- * Start to develop leadership - supervise UG, Masters, PhD students
- * Bring international people here
- * Contribute to institution
 - * Seminar programme
 - * Teach on masters?

* **12 month plan**

- * Secure more funding, do some pilot work, establish proof of concept (POC)
- * Build a plan/case for larger scale research
- * Build a group - identify students (get them working on POC)
- * Deliver to agreed milestones (establish credibility)
- * Collaborations - with other institutions, international, industrial
- * Start up commercialisation
- * Publication and patents
- * Get some training
- * Build independence

* 18 month plan

* 6 month plan

- * Be SEEN at conferences
- * Get your data out there
- * Write a review
- * Produce a good webpage - personal site if necessary (buy domain), blogs, social media
- * Be invited for seminars (approach organisers or departmental programmes)
- * If looking for funding for a charity look for ways to support them - fundraise?
- * Write a position paper - statement of intent
- * Get your papers out and connect with others (cite their work, email them PDFs, find short-term collaborations for papers)
- * Join (or start your own) subject network - get network development funding

Benchmarking

Comparing yourself to your peers and competitors

Will be “done” to you each time you apply for funding, particularly for fellowships, so “do it yourself” now

Fellowship interviews

The ethos of fellowships

Person



Project



Time



Place



Internal Review and Selection

External Review and Response



Panel interview and presentation

What do they want to see and hear?

In small groups

Quick summary of what you've heard and what you think this means about the characteristics of a strong candidate

What are
your key
messages
and
convincing
arguments?

Individual activity

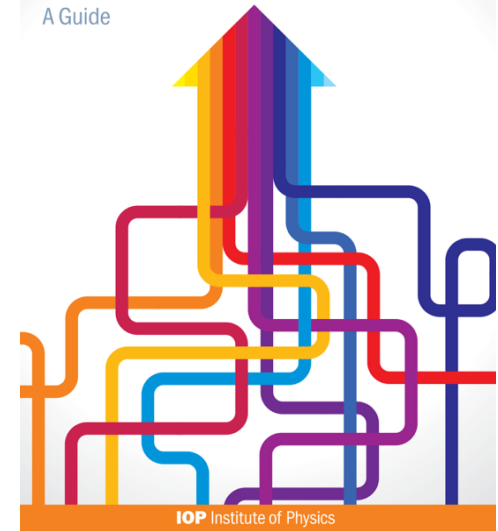
Five minutes to
write down the
key points about
your idea

If you were about to
meet the funder,
what **MUST** they
know about you
before they make
the decision?

Questions...

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**Navigating the
Funding Landscape**
A Guide



Person

- Why do you deserve this fellowship?
- What impact have you had in your professional community?
- If successful, what would the fellowship enable you to do? (this is a chance to talk about your career objectives)
- Whose work has influenced your research interests?
- Where do you hope to be in 10 years time?
- Tell me about your approach to managing research projects.

Project

- What is the importance of this project?
- Why does your approach to this problem deserve this award?
- Convince me that your project is feasible
- If you could only do one experiment or study, which is key?
- What will you do if your hypothesis is proved wrong?
- What would the ideal outcome of this project be?
- Who are your main competitors? Can you compete with them?

Place

- Why have you chosen that department for your fellowship?
- How will you complement the existing departmental strengths?
- What value will you add to the department and institution?
- If you are staying in the same place:
 - Why are you staying in department X to do this project?
 - How will you ensure your independence?

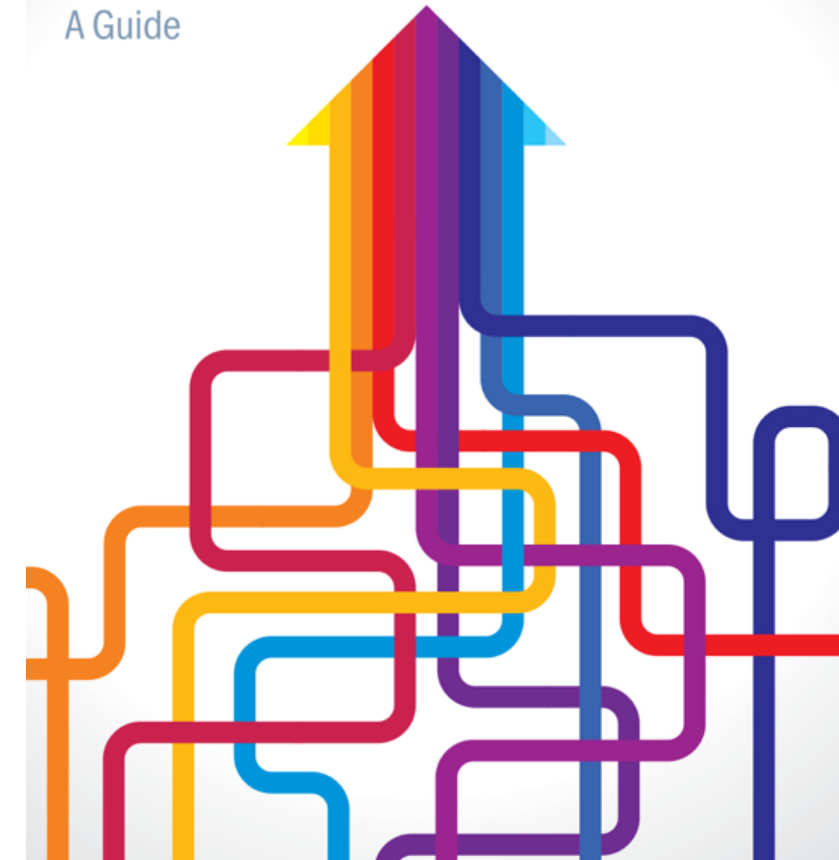
Time

Who else is active in this field & how does your work differ?

What are the risks of not funding you immediately?

Navigating the Funding Landscape

A Guide



Mock interview time...

- What funding are you planning to go for?
- Conference or visit?
- Fellowship?
- Project?
- Industrial?

Key messages

People have the answers

It takes time (longer than you think)

You will face rejection

But...you can reduce your rejection rate
with good preparation