



‘Applying for a Mead Fellowship’ by:

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Overview

- Investor, philanthropist and photographer
- One of UAL's Court of Governors
- Trustee of The Photographers' Gallery in London, and the Royal Academy Development Trust
- Believes in helping creative students to achieve their potential
- Sits on MEAD Fellowship Awards Judges panel (with 4 senior UAL staff)



Who can apply for a Fellowship?

Any final year student at UAL (undergraduates and postgraduates).

Recent alumni

(to apply in 2020, you must have graduated in 2019)

How much are these awards?

Up to £10,000

Who can apply?

- Open to eligible individuals: any nationality or country of residence.
- AHRC Scholarship awardees cannot apply, due to AHRC terms and conditions. If in doubt – ask AHRC.
- **You can only submit one application**
But you can be named as part of a team in another submission.
- **You can only win one Mead Award in 2020**
if you are a Finalist for the Final Project Awards, you must wait until 2021 to apply for a Fellowship.

What are the Fellowships for?

- For practice or research projects, to be completed within the period 1 September 2020 and 31 July 2021
- To help you develop your creative practice
- For projects that will add to your industry / discipline
- Can be in any creative discipline studied at UAL.
- Usually 3 awards are given each year. Previous winners on website.
- Deadline **Thursday 27 Feb 2020 at 09:00 (morning)**

What will the Mead Fellowships fund?

Costs must be related specifically to the project.

Examples:

- Art materials and making costs (including fees for engaging extra artists/makers. If outsourcing, you need to say why you cannot do this work yourself)
- Professional training/ specialist expertise and advice
- Software, web hosting, web design costs
- Licences and permissions
- Small items of equipment (under £500), up to **30% max** of total request
- Essential books & publications
- Promotional and marketing costs, printing

What will the Mead Fellowships fund? (continued)

- Exhibition space, venue hire
- Travel and related costs (note: overnight accommodation is only permitted where absolutely necessary). Up to **30% max** of total request.
- Workspace/studio rental
- Subsistence allowances (but not a salary for you)

NOTE: you need to make a **strong case**, and show how these above costs are **essential** to achieve the project. We do not shortlist applications where costs seem excessive.

What will the MEAD awards NOT fund?

The awards **CANNOT** be used to pay for:

- Tuition fees
- Living expenses
- Capital purchases (items costing over £500 e.g. major equipment, vehicles, property ownership,)
- Elective study, degree placements and/or internships.

Applicants need to provide a **strong case for their whole budget**

Winners need to obtain evidence of where the award has been spent – receipts and invoices

The application process

How do I apply?

There is a 3 stage application process:

- **Stage 1** = 4 page proposal (by 09:00 on Thursday 27 Feb 2020)
- **Stage 2** = 10 page proposal
- **Stage 3** = 10-15 minute presentation to Judges

All information online: arts.ac.uk/mead

- **Deadline 9am on Thursday 27 February 2020**
- Applications shortlisted in March 2020
- About 20 applications go through to Stage 2



- Put all the dates in your diary – so you can keep them clear to attend (if your project progresses).
- Dates cannot be changed.
- Late applications are not considered

Stage #1 application

Download the form and submit via our website:
arts.ac.uk/mead

1. [Download the Project Proposal form](#)

This is a Word document. Do not change it. Work on it and save it on your own computer, and also back it up.

Mac users: please convert Pages documents into Word or pdf before submitting.

2. [Upload your completed Project Proposal form](#)

Use the link to open the online form, and enter your personal details, which will take 5-10 mins. Attach your Project proposal as a Word or pdf file, and submit.

IMPORTANT TO KNOW!

In the interests of fairness:

- We don't accept applications by email
- Late applications will not be considered
- Overlong applications will not be considered (keep to the word count)

What are the shortlisting panel looking for?

- First impressions: make them want to read more about it!
- Don't use descriptive language that you can't back up.
- Clarity is the key to success - don't leave obvious questions unanswered, or confuse the reader
- Answer the exact question asked, don't go off on a tangent. You will only be marked on information that answers the question
- Show that you have the skills and experience to complete this project successfully
- Tell us how you will learn, and how this project will contribute to your journey as an artist / maker

- Answer all the questions, and each bullet point
- Make your proposal feasible, and your skillset clear
- Be clear and concise – keep to word count

What language will you use?

- Use plain English – avoid art-speak
- Don't be vague – make your answers explicit, and answer the questions that are being asked
- Make it easy for others to trust in you and invest in your proposal

Check out the Hemingway App to help you write with clarity: www.hemingwayapp.com

Get rid off all speling mis takes and any gammer errors or you're application might b disregarded

- Read, re-read and edit your answers
- Then print out your application and give it to someone else to proofread
- To succeed as a creative it's not necessary to have perfect spelling or excellent grammar. But it is important to show you have planned thoroughly, are professional, and can identify when you need to ask others for support.

4 pages in total:

1 cover page and 3 application pages for the proposal

COVER PAGE

- **Name** – include your first and second name, and those of all participants (if a team).
- **Project Name** – think about this. The name will be your project brand, and can help or hinder your communication of it.
- **College, course, month & year of graduation**
- **Category** – You must select **only one**. Chose which best fits your project. It is not necessarily aligned to your course.

Categories: just choose ONE

- AI, digital and interactive design
- Architecture/ interiors, spaces, conservation
- Fashion, design, tailoring, production
- Fine Art, 2D, 3D, photography
- Visual comms, graphics, illustration media, journalism
- Film, TV, animation, sound
- Product, industrial, 3D, jewellery, textiles, materials
- Theatre, design, performance, acting, directing, writing
- Research (Mres/Phd)
- Business / management / enterprise, MBA
- Culture Criticism Curation

Q1. Describe your project (400 words max)

- **What will you be doing/making?**
- **Who will be your audience/users?**
- **Why do you need the money?**
- **Give a brief outline of how you would spend the award**
- **(optional) You may add one relevant image into this box**

NB: if you give an image, say what it is and who created it

Q1 top tips: tell us what, how, who and why

- **Set the scene:** develop and refine a short ‘elevator pitch’ about your project
- **Activities and outputs:** what are you doing/making and what will be the end result
- **Who is it for?** name your main audience/s (it will NOT be for everyone!)
- **Why do you need the money?:** explain why you would not be able to accomplish this within your own pocket
- **How would you spend the award?:** draft a budget and give the main areas. How do you know these costs are correct ?
- **Attach ONE image** – this does not mean two!

Q2. What skills, attributes and experience do you already have, to help you successfully achieve this project? (300 words max)

- Please read through the [Creative Attributes Framework](#), then give details about which attributes apply to yourself (give brief examples of evidence):
- How do you [Make Things Happen](#) through proactivity, enterprise and agility?
- How do you [Showcase Your Abilities and Accomplishments](#) through communication, connectivity, and storytelling?
- [Navigating Change](#) : how do you show curiosity, self-efficacy, and resilience?

Before answering Q2, read the **Creative Attributes Framework (CAF)** found here:

<https://www.arts.ac.uk/students/student-careers/creative-attributes-framework-for-students>

NB: applicants who read and consider the CAF give better answers!

[UAL](#) > [Students](#) > [Student Careers](#) > [Develop your skills and strengths](#)

Develop your skills and strengths



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The Creative Attributes Framework is designed to help you develop the wide-ranging qualities, experience and behaviours to prepare you for the future and enable you to develop and sustain a rewarding professional life.



Making things happen

We will support you to practice and apply your learning in a variety of situations: at university, in the workplace and in the community. These experiences will help you to develop the attributes of **proactivity, enterprise and aaility**.



Showcasing abilities

We will enable you to communicate about yourself and your ideas, and develop your own narratives. You will be open to receiving feedback and be able to adapt to different situations, demonstrating the attributes of **communication, connectivity and storytelling**.



Navigating change

We will equip you to thrive in uncertain futures, and to navigate change by developing the attributes of **curiosity, self-efficacy and resilience**.

Q2 top tips:

- **Read the Creative Attributes Framework:** read the case studies, and deepen your answers
- **Name your skills and give examples:** we are looking for a wide range of situations – so give different examples for each skill
- **Identify Skills and Attributes learnt outside of UAL:** use volunteer work, internships, hobbies, travels, managing family situations, life experiences, etc.

**Q3. What will your project add to the wider industry / sector / community that does not already exist?
(300 words max)**

- **Is this a new idea, or a new way of approaching an old idea?**
- **Will this project add to, or link up with, an existing body of work/ knowledge / products?**
- **How do you know the wider industry/sector/community will be interested in your project, or has a need for it?**

Q3 top tips:

- **Do your research:** the panel will have a wide knowledge of similar work, so show that you have some insight too
- **Give examples of work in this area:** it may address the same themes, or be the same methodology. How is yours inspired by this? How is it different? Look at historical and current practice.
- **Engage with your sector/audience:** How have you connected with this sector, audience or area of practice? Who have you spoken to, and how?
- **Gather some thoughts from other people/organisations:** What do other people think your project add to the conversation or practice?

Q4. What will the impact of this project be on yourself and others?

(400 words max)

- **How will you know whether the project is successful?**
- **What will you learn?**
- **How does this fit in with your current learning journey, and your course/s to date?**
- **What will your audience/users take away from the project?**
- **Will there be any long term impacts?**
- **How will you be sharing news of your project?**

Q4 top tips:

- **Outcomes and evaluation:** give outcomes for yourself **and** for your audience.
- **How will you measure and record the outcomes?** Examples are surveys, focus groups, peer reviews.
- **How will you get other people to give feedback?** Be creative but realistic. Say how you will collate the feedback, and how you want to use it for future projects
- **Your own learning and journey:** say how this project fits into where you have come from (as a creative), and where you are going to
- **Sharing news:** be specific. If sharing updates on social media, say which platforms, who are you hoping to engage and how

Shortlist:

**About 20 applications
go through to Stage #2**

All shortlisted candidates are invited to a briefing on 19 March to explain how to complete the longer proposal:

Stage 2 proposals are 10 pages long, and include:

- Five pages for your detailed project proposal
- Up to 5 images
- Detailed budget
- Project schedule
- CV/s of Applicant (and any team members)
- One academic reference from a UAL Tutor, Course Leader, Course Director, or a Dean

Stage #3

The Judges panel

The interview

- 15-20 minutes to convince the judges
- Important to make an impression and be enthusiastic
- They are not expecting experts!

What the judges are looking for?

- Originality and credibility
- Do you have the skills and commitment?
- Can you manage and complete your project successfully?

Do's and don'ts

Do:

- Use the process of making your application as a ***valuable learning experience*** – a chance to get better at application writing
- Use your application as ***an opportunity*** to showcase your skills, aims and suitability
- Imagine you are a Judge, handing out your own money as awards. What would you be looking for ?
- Say things with impact – revise and refine what you write. Use as few words as possible to make your point (always comply with word count)
- Ensure all basic information (name, email address, etc.) is correct
- Show your application to someone else. Ask if they have any questions – or spot any errors

Don't:

- exceed the word count
- provide an email you rarely check, or a phone number you don't often use
- email a question to us on the Friday or weekend before the deadline. Emails will be answered in office hours (Monday to Thursday only)
- forget to correct your spelling mistakes!
- add in items which would be unreasonable to support, or an unrealistic budget
- only include travel where necessary – could you do this research remotely or online?

Remember:

- Please do NOT be despondent if your application does not go through to Stage #2. It does not mean your project idea is not good, or won't be funded elsewhere
- Arts fundraisers submit applications to multiple sources for each project (success ratios vary)
- You will become more successful with practice
- For arts funding see:
<http://www.artscouncil.org.uk/> **Don't give up!**

FAQs

Q. I am spending 2020/21 working in industry before my final year, can I apply for a Mead Fellowship now?

- No. You need to apply in February 2021 (or whenever you are in your final year).
- Mead Fellowship projects have to be completed after you graduate.

Q. I am an international student and / or the project I am proposing will take place outside the UK. Can I still apply for the Mead award?

Yes. The project can take place anywhere in the world.

But the location has to make sense for the project. Explain why this location will work, or may be essential, for your project.

Q. Can I apply for a Mead Fellowship and a Creative Enterprise Award?

Yes, it is possible. You need to complete different applications, in the way they are set out, and meet the correct deadlines.

But please note:

Creative Enterprise Awards support **start-ups and enterprise ideas** – to start an ongoing business.

The Mead Fellowships are for **arts projects** – to be completed within a 12 month period.

So few projects/ideas are eligible for both funds.

Q. Who will own the IP of my work?

You own the IP, but you also grant us rights to reproduce materials free of charge.

Here is the IP statement from the Award Agreement that you will sign, if your application is successful:

'We acknowledge that You will own all rights in any materials produced for or relating to the Project, including any Intellectual Property Rights.'

You hereby grant us a non-exclusive, worldwide, royalty-free perpetual licence to reproduce any materials relating to the Project as We may reasonably require from time to time for marketing and publicity purposes. We may also share information with other funders, government departments, regulatory agencies, partners and others with a legitimate interest in public funding.'

Q. I missed the deadline, can I have an extension?

Q. Can I add extra information to my application?

No. In the interests of fairness (and for practical reasons), we do not accept late or revised applications, after the deadline.

Q. Do I have to use the application form on the website - or can I structure my own application?

You have to **use the application form provided** and **stick to the word counts** specified.

This is to ensure that all applicants have the same fair chance to explain their project.

Please submit your application as an attachment via the online form. It must be in **pdf or word format only** so we can open it.

Q. Do I have to apply for £10,000 or can it be less?

- You can apply for £10,000 - or less, if your project does not require the full amount.
- Check that your budget matches the amount you apply for.
- The award you apply for will be only amount you receive. Awards cannot be increased later.
- **NB: Awards are discretionary. You may be offered less than requested in your application. In this case, you will be required to submit a revised project budget.**

Q. My project could fit into different categories, should I still only choose one?

Yes. Choose and tick ONE category only.

Aspects of your project may also fit into another category – but choose the ONE main category that describes the project.

Q. Is it possible to apply with two different applications – one as part of a team/partnership and one my own proposal?

Yes that is possible, but please note:

- **All projects have to be submitted by ONE named individual** (even if they have collaborators)
- We can only accept **ONE application per named individual.**

Q. Can I submit additional material for Stage #1, such as more images, or links to information online?

No. At Stage 1, only your application form is looked at (which may include ONE image).

You can only upload **one** attachment to the Wufoo submission form – and this should be your application (as a Word or pdf document).

NB: At Stage #2 you can submit more images and links to online information/media.

Q. Awards are usually paid in two amounts of 50%. What if my project need funding in a different way?

The Project Coordinator meets all winners individually to go through the details of their project proposal, deadlines, budget and cash flow forecast, before the final Award Agreement is signed.

At this point we will agree the best way to allocate your funding, according to the needs of your project.

Q. I applied for a Mead Final Project award in 2018, can I apply for a Fellowship now?

- Yes. Previous applicants are encouraged to apply for Fellowships, when they are recent alumni (you are eligible up to 1 year after graduation).

Q. I want to outsource an element of my project – is this possible?

- Yes. But you need to make a strong case for why you can't do this aspect yourself.
- You also need to say how this affects the ownership of creative rights within the project.

Q. I would like to attach an image which shows the sort of thing I'm talking about...

- It is fine to show an image which is your inspiration, or which clarifies your project
- Under all images : state whether this is your own image or someone else's (and add credit)

**And finally, if you're
successful....**

- Send regular updates to the Awards Coordinator
- Keep within the terms of the Award Agreement.
- Payments are usually made like this:
 - Fellowships: 50% upfront / 50% mid-way
- Progress reports submitted at 6 and 12 months
- Inform the Coordinator if a key element to your project changes
- Keep in touch and help others... Mead winners network...come back and talk about your experience to the next applicants!

Your questions?

Stay in touch



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Thank you and
good luck!