

# AVOIDING ROX, TRAPS AND GLOOMY PLACES

- finding your way in

the funding landscape

Keele University's Research Managers took some inspiration from places in Winnie-the-Pooh's 100 Aker Wood ...



## To the North Pole

- know the strategic direction, aims and objectives of the University, the researchers you are supporting, and the Funders – ask “What’s in it for the Funder?”

## Grant Funders

### Pooh Trap for Heffalumps

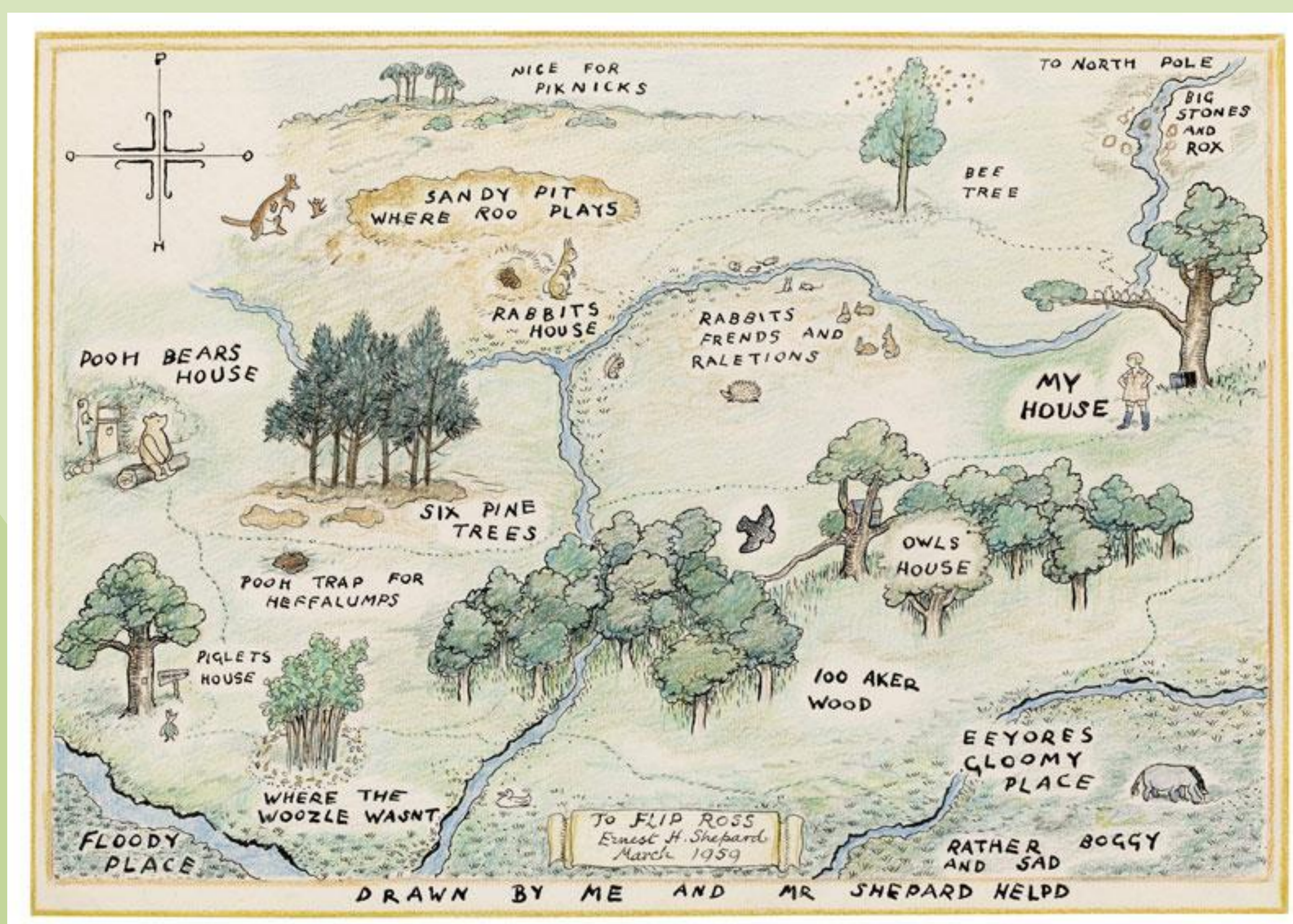
- try to build a relationship with your key funders, draw them in, invite representatives to visit and be impressed with your facilities and focus; encourage researchers to serve on their peer review systems. And you will get your Heffalump

### Rabbit's House

- don't get stuck with just one major funder for a key idea, look for diverse sources to increase chances of success and spread the risk of future loss of funds

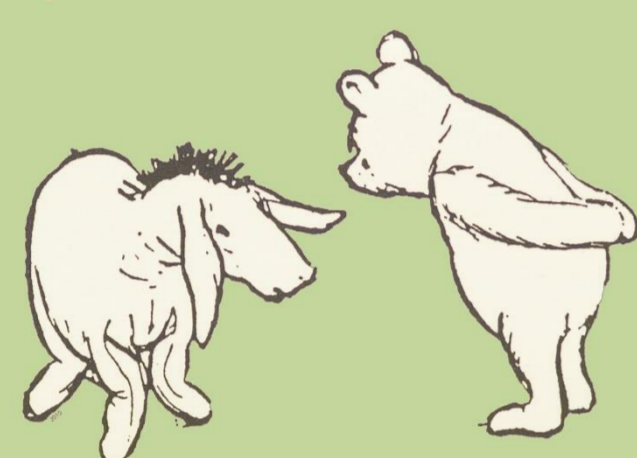


... to help remember key points of success in supporting University researchers navigate their way to secure external funding



### Pooh Bear's House

- cultivate the mid-career researcher, typified by the career that has stagnated. Making links to new colleagues or different disciplines may revitalise their prospects of securing external research funding



### Sandy Pit where Roo plays

- discuss ideas early with colleagues, bounce ideas around, developing them through interaction

## Grant Applicants

### Nice for Pknicks

- aim for a working relationship with applicants, not just a transaction



### Owl's House

- encourage well-established, senior researchers to offer wisdom, perspective and mentorship by sharing their successful proposals

### Bee Tree

- negative feedback comments can sting. Try to think through in advance the audiences that the proposal is addressing, and what criticisms they might make

## Grant Application

### Floody Place

- don't overwhelm grant reviewers with information, provide a clear question, simple synopsis, logical description, step-by-step argument. Bullet points and short sentences help too. Sometimes less is more...

### Piglet's House

- understand the needs of the Early Career Researcher and offer specific training and meetings in which you can help them to navigate their way through the funding landscape

### Rabbit's Friends and Raletions

- beware of the ever-expanding role: know which groups of researchers you are meant to be supporting, avoid feeling obliged to do everything for everyone, and delegate to specialist colleagues

### Big Stones and Rox

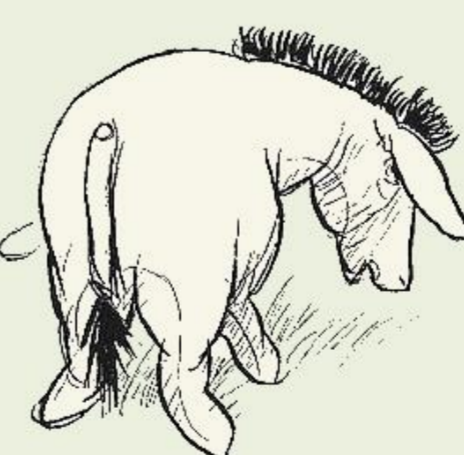
- avoid advising researchers to always aim for the huge, impressive “trophy grant”. Most successful researchers build up a portfolio of external support from Research Councils, charities, EU, industry, etc

### Eeyore's Gloomy Place

- failure rates of about 4 out of 5 grant applications are quite normal in our business - don't get depressed, get therapy, and learn from whatever feedback you can obtain

### Where the Wozzle Wasn't

- develop strategies to avoid timewasters – those who spend years promising to write a paradigm-shifting research proposal but never quite get round to it



Images: shutterstock



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