

# 70:15:40 Project UK aims to redress gender imbalance in photo industry

Applications now open for support worth £40,000 available to four UK women, trans & non-binary people in photography & video



- The Project is looking for four women in the UK photo and video industry
- Support worth £40,000 includes access to camera equipment, studio space, training and funds
- Opportunity to create and exhibit a full photo series or short film
- Open to professionals and enthusiasts; all women, trans and non-binary people in the UK are encouraged to apply
- Submissions close 28th April

In the photography and video industry today, while women comprise **70%** of photography graduates, only **15%** of professionals are women—who often earn an average of **40%** less than men.

The [70:15:40 Project UK](https://mpb.com/en-uk/701540) [https://mpb.com/en-uk/701540] aims to help redress the barriers and challenges that face women building careers as photographers, videographers and filmmakers. In 2023, the Project is looking for four UK women, trans and non-binary photographers or videographers—including two professionals and two enthusiasts.

To help further their career, each person will receive support worth £40,000, including access to camera equipment, studio space, training and funds, as well as

the opportunity to create and exhibit a full photo series or short film. The full support includes:

- Loan of cameras, lenses and accessories from MPB (£25,000)
- Use of studio space from Peerspace (£2,500)
- Membership and workshops from the Royal Photographic Society (£1,500)
- Exhibition in London and one-to-one mentorship from Tracy Marshall-Grant, at the Centre for British Photography (£7,000)
- Extensive press coverage of their work, including publication in the *Royal Photographic Society Journal*
- Funds to spend as they see fit (£5,500).

Led by [MPB](#), the world's largest platform for buying, selling and trading used photography and video kit, the 70:15:40 Project UK is backed by organisations including [Peerspace](#), [The Royal Photographic Society](#), [The Centre for British Photography](#), [SheClicks](#) and [UK Black Female Photographers](#) (UKBFTOG).

Commenting on the 70:15:40 Project UK, Sophie Collins, Chief Marketing Officer, MPB, said: *“Statistics showing that women make up a significant majority of photography graduates but only a small percentage of photography professionals, whilst being paid less than their male counterparts, demonstrate the persistent barriers faced by women in our industry.*

*That's why MPB and our partner organisations have come together to launch the 70:15:40 Project UK, to help address this challenge and take action to support gender equality in photography and videography.*

*By helping talented visual storytellers and giving them the kit, mentoring and resources they need, the 70:15:40 Project UK will create a pipeline of talent, showcase outstanding women photographers and drive positive change.”*

The competition's eleven-woman judging panel—consisting of photographers and other leading figures from the photography and video industry—includes

- Artist and Photographer **Sian Bonnell**,
- MPB Chief Marketing Officer **Sophie Collins**,
- Multidisciplinary Visual Artist **LA Creativity**,
- Freelance Portrait Photographer **Jillian Edelstein**,
- UCA Professor of Photography **Anna Fox**,
- UCA Professor of Photography **Karen Knorr**,
- Centre for British Photography Deputy Director **Tracy Marshall-Grant**,
- Portrait Photographer **Carolyn Mendelsohn**,
- Uni. of Northampton Senior Lecturer in Photography **Haley Morris-Caferio**,

- SheClicks Founder, Photographer & Journalist **Angela Nicholson**,
- UKBFTOG Founder & Photographer **Jemella Ukaegbu**.

There are no minimum technical prerequisites for entry. The Project is open to all women, trans and non-binary people who reside in the United Kingdom.

When considering applications, the 70:15:40 Project UK states that they will adopt an intersectional lens. When someone holds multiple markers of oppression— including race, gender, sexual orientation, disability status, nationality or class— this creates a distinct experience of discrimination and disadvantage. Therefore, any support for women must be fully inclusive. The 70:15:40 Project UK particularly encourages applications from women, trans and non-binary people from underrepresented groups.

To apply, entrants should outline what they would create for their series or short film and show a selection of past imagery. The Project is open to all women, trans and non-binary people who reside in the United Kingdom. **The submission deadline is on Friday, 28th April 2023**, and entrants can expect a response by late June 2023.

Details of the application process are available at [mpb.com/701540](https://mpb.com/701540).

**ENDS**

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### **Notes to editors**

Professionals are classed as people who earn at least 80% of their income through photography or videography. Enthusiast or emerging photographers and videographers are everyone else, including beginners, hobbyists, semi-pros and more.

For further quotes or to arrange an interview, please contact [mpb@headlandconsultancy.com](mailto:mpb@headlandconsultancy.com).

### **About MPB**

MPB is the largest global platform to buy, sell and trade used photography and videography kit. MPB is the simple, safe and circular way to trade, upgrade and get paid for kit.

By bringing trust and consistency to a fragmented market, MPB makes the circular economy a reality for the communities we serve, buying kit directly from visual storytellers. MPB product specialists evaluate all items before reselling them. Every item is MPB approved.

MPB has served more than 625,000 visual storytellers and every year recirculates more than 400,000 products — all of which come with a six-month warranty after being carefully inspected by product specialists.

MPB aspires to help create a world where visual storytelling is open to all, regardless of knowledge or financial means, and where everyone with an interest in photography and videography can fully develop their talent.

### **About Peerspace**

Peerspace is the leading marketplace for hourly venue rentals for meetings, productions, and events. The company opens doors to the most inspiring spaces around the world, from lofts and mansions to storefronts and studios. Peerspace welcomes guests to over 40,000 spaces where they can bring their creative ideas to life, and empowers hosts to earn additional income simply by opening their doors. Peerspace was founded in San Francisco in 2014, and the company's investors include GV (Google Ventures) and Foundation Capital. Discover the best places to meet, create, and celebrate at [Peerspace.com/uk](https://Peerspace.com/uk).

### **About the Royal Photographic Society**

The RPS is an educational charity with an international membership. Founded in 1853, the objective of the RPS is to make the art and science of photography more widely available and is committed to bringing photography to everyone. Today, the RPS is a world-leading photographic community, with a membership of over 10,000 photographers. The RPS helps photographers create images through its educational programmes, qualifications, and its public initiatives; and it seeks to connect photographers through its UK and international regional hubs, and specialist groups. Membership is open to everyone.

### **About the Centre for British Photography**

The Centre for British Photography is a significant new space that seeks to champion photography made in Britain. A charitable initiative, it has exhibition spaces, a programme of public events, an archive resource for research and a grants and artists support programme. It aims to provide a dedicated home for British Photography in all its diversity in addition to providing access to the internationally renowned Hyman Collection.

## **About SheClicks**

SheClicks is a photography community, for people identifying as women, set up in August 2018. It's a supportive network of women who want to learn, share knowledge, chat and enjoy photography either as a hobby or a profession. It operates primarily through the [SheClicks Facebook Group](#), which has around 12,000 members. It's a platform where women can ask questions, seek advice and share success in a nurturing environment. SheClicks also operates a free mentoring scheme and runs regular meet-ups and free webinars.

## **About UKBFTOG**

UKBFTOG is a community of UK Black female photographers from all levels. Founded by Jemella Ukaegbu in 2017, the group was created to help Black women photographers to connect with members who are specialised in a variety of photography genres. They provide photographers from different backgrounds with support and opportunities—from learning and development activities to assisting at photography commissions, studio meetups, photo walks and public group exhibitions. The community is award-nominated and has award-winning and published photographers as members, as well as frequent speakers, photography judges, writers and educators. The community operates mainly via a private Facebook group for daily support and advice and has more than 500 members.

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