Call for Applications:

AHRC Creative Economy Champion

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I.   Introduction

The AHRC invites applications for an AHRC Creative Economy Champion. The post holder will play a vital role in helping the AHRC to consolidate our existing and prior investment in this area, and to inform our future creative economy strategy and partnerships. The Creative Economy Champion should provide leadership in four main areas of activity (note these are not mutually exclusive):

- Evidencing and consolidating
- Advocacy
- Partnerships
- International

These four main areas are expanded upon below.

The post will be **three years in duration** and applicants may request up to **80% FTE**.

Successful candidates will be expected to have at least one of the following:

- An outstanding track record of research leadership
- An outstanding track record of engagement within the creative economy
- Credibility within the arts and humanities research community
- A broad understanding of the potential of different disciplines and research fields to contribute to the creative economy.

Applications should be submitted via SmartSurvey (link - http://www.smartsurvey.co.uk/s/5HOKD/), using the following guidance for required attachments, with appropriate institutional authorisation (as demonstrated by the Head of Department Statement) for the closing date of **4pm Friday 16th September 2016.**

II.   Context

The AHRC has identified the creative economy as an area of strategic importance, as evidenced in our 2016 – 2020 Delivery Plan. The AHRC has established and supported a number of knowledge exchange and research initiatives which have stimulated growth within the creative economy[1]. During the last spending period (2011-2015), the AHRC spent circa £100m on research related to creative economy interests.

Academic research plays a vital role in informing the development of new ideas, practices and business models and in building entrepreneurial capacity in the creative economy. The AHRC is committed to playing a lead role in facilitating and brokering relationships and collaborations between the creative sector and arts and humanities research, as well as connections to the wider research base.

The Creative Economy Champion will play an important role in helping the AHRC put a clear narrative around our investment in this area. A key role of the successful AHRC Creative Economy Champion will be to cultivate connections across existing relevant AHRC investments and identify potential gaps to be addressed over the next 3 years. The Champion will be expected to work closely with AHRC, RCUK and other funding bodies to support and develop partnerships and identify areas of synergy as we move into the next phase of support for Knowledge Exchange and the Creative Economy.

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[1] See Annex 1 of this Call Document

III. Aims of the Call

The successful Champion will work closely with AHRC senior staff in deploying their role. They will be expected to provide leadership across four main areas:

Evidencing and Consolidating

To work closely with the AHRC (and other partners) to:
- Consolidate, curate and mobilise research from current and prior AHRC Creative Economy programmes
- Develop the evidence base on the Creative Economy including what works in promoting collaborations between universities and the creative economy, particularly SMEs
- Advise the AHRC on its strategy for research and KE on, with and for the creative economy including informing the next phase of our investment

Advocacy

- To act as an ambassador for the arts and humanities research base, advocating and championing on behalf of the AHRC to support and promote cutting-edge research, knowledge exchange and innovation within the creative economy
- To increase awareness within the creative economy of the value of arts and humanities research and researchers to innovation in the sector
- To provide support and advice to AHRC-funded researchers seeking to enhance their engagement with the creative economy

Partnerships

- Working closely with the AHRC Executive to establish new strategic partnerships in the creative economy and to help broker and foster new relationships between arts and humanities researchers and creative and cultural businesses in the UK and internationally
- To support and facilitate cross-disciplinary and cross-Council interactions to further develop AHRC's leadership role in strengthening the research base in the creative economy
- To work closely and network with key stakeholders within the UK creative economy (including practitioners, policy makers, Local Enterprise Partnerships) to identify areas of future potential and growth, and to support the AHRC in developing new opportunities within these areas

International

- To identify and explore opportunities for expanding our support for the Creative Economy internationally through enhancing partnerships and collaboration between the UK research base and the global creative economy
- To work with other Research Councils, funders and stakeholders (UK and international) with an interest in the global creative economy, to identify areas of future potential and growth and to support the AHRC in developing new opportunities within these areas

IV. Eligibility

The Champion must have the support of a UK Research Organisation eligible for AHRC funding who will employ them for the duration of the post. For further details please see the eligibility requirements in the AHRC Research Funding Guide.

Person Specification

The successful applicant will need to demonstrate:

- An outstanding track record of leading and/or engaging with and using world class research in an arts and humanities field of relevance to the creative economy.

- A clear vision for how they can contribute to the development of the AHRC creative economy strategy, which is inclusive of different approaches and open to further shaping in response to the outcomes of future consultations.

- The ability to provide intellectual leadership through, for example, promoting research creativity and innovation, developing research capacity in emerging areas, and/or facilitating new boundary-crossing collaborations.

- Significant experience of conducting, commissioning and/or facilitating collaborative research and knowledge exchange within the creative economy.

- A strong commitment to cross-disciplinary approaches, drawing together a broad range of perspectives and approaches from both within and outside of academia, across the arts and humanities and beyond.

- Outstanding communication skills, suitable for engagement with a range of different audiences – specialist and non-specialist, from within the academic community and the wider creative economy sector.

- Experience of developing strategic partnerships with people and organisations within the creative economy.

- An understanding of the global challenges and opportunities for the creative economy.

- Familiarity with the Research Councils' mission and strategy and with the broader funding and policy landscape.

V.   Guidance on Costs and Project Timescales

Start Date

The AHRC Creative Economy Champion award is expected to commence **no later than 31st January 2017.** The post will be **three years** in duration and applicants may request up to **80% FTE** (including any research activity, if applicable), however the AHRC will consider an incremental start for the post holder, for example 0.4FTE increasing to 0.6FTE.

Research Activities

The Champion will have the option to request funding for **up to 20%** of the requested time to develop their own personal research agenda. For clarity, the total time which can be requested for the role is up to 80% FTE of which 20% may be requested to develop a personal research agenda. This request for time to develop a personal research agenda is only permitted provided the agenda is closely linked to, and would contribute to, the creative economy programme and would exemplify the types of cross-disciplinary, cross-Council and collaborative approaches which the AHRC is seeking to encourage.

Applicants should consider how any proposal for individual research activities would be managed, and complementary to, their leadership activities, which AHRC would expect to be the key focus of the award.

Applicants should outline their research plans in their Case for Support. Support for research activities directly related to leadership activities may also be considered in consultation with the AHRC, for example, to support research mapping, review or synthesis activities. Light touch peer review advice may be sought in respect to significant changes or developments to research plans during the Fellowship period.

Costs

The Champion will be expected to agree a programme of leadership activities with the AHRC. Additional funding streams will be agreed, and reviewed annually, to support a diverse and adaptable programme of activities. This could include for example the costs of organising events, engagement activities, publications etc. and the costs of research or other support (for example for communications support, intelligence gathering or synthesis activities).

Applications do not need to include the costs of the proposed activity at this stage.

Funding will be agreed with the successful candidate following selection. The successful candidate's Research Organisation will be asked to submit costings via a JeS proposal calculated on a full economic cost basis with the Research Councils making a contribution of 80% fEC and in line with normal AHRC grant terms and conditions.

The main element of expenditure, excluding estates and indirect costs, should be the cost of the Champion's time. Other costs associated with the delivery of the proposed activities, such as travel and subsistence, may also be requested costs along with other core costs (e.g. for travel and subsistence).

Funding for administrative / co-ordination / secretarial support for leadership activities may be requested up to a combined maximum of 1 FTE over the duration of the post.

The Champion will work closely with the AHRC to develop and deliver an agreed leadership programme which will be reviewed regularly. In exceptional cases additional funding streams may be added to the grant, subject to sufficient justification and AHRC budget allowance, to support further activities which cannot be supported from existing resources within the post. This will provide for flexibility in developing leadership and related activities as the priority areas develop and evolve.

The Champion and funding calls within the creative economy

Applicants should note that to avoid conflicts of interest the appointed Champion will not be permitted to apply, or be involved in applications, for funding under calls within the creative economy programme for the duration of the post. This applies to the development of research agendas, future calls and peer review processes. This restriction only applies to the Champion and does not apply to other individuals at their institution or to any collaborators. The Champion will continue to be eligible to apply under other AHRC/ other Councils' funding calls which are not linked to the creative economy programme, including to responsive mode schemes and calls under other Programmes, AHRC/other Councils' Themes. Where further funding is sought the Champion will not be eligible to apply for more than 100% FTE of their time, or 100% of their contracted hours if this is less than FT, in total.

Working Arrangements

The leadership element of the post is likely to involve a significant degree of travel to meetings / events etc. The Champion will be expected to maintain regular close contact with the AHRC staff and to meet (usually in Swindon)/ tele-conference on at least a monthly basis to discuss progress and future plans. There will also be a need to develop close links with specialist staff within AHRC, such as Communications and Business Process Analysis, and relevant colleagues in other research councils. The Champion will be expected to work closely with other AHRC Leadership Fellows, in particular the Design Leadership Fellow. The post holder will be expected to attend some meetings of relevant Advisory Groups and other meetings where appropriate to discuss progress of their leadership activities as well as to attend key related events and activities. Wherever possible meeting dates will be co- ordinated to minimise travel and/or telephone conferencing used.

VI. Application Process and Format

Applications should be submitted via SmartSurvey using the [following link](opens in new window) at the latest by **4pm on 16th September 2016,** and will need to go through the appropriate institution submission approval process.

Applications should address the aims of the Call as listed in Section 2.

The following list outlines the attachments that are required for this Call. No other attachments should be included.

Attachment	Usual Requirement and page limits (sides of A4, minimum 10pt font and 2cm margins)
Case for Support	Compulsory – 3 sides A4
Curriculum Vitae	Compulsory – 2 sides A4
Summary Publication Lists, or other relevant outputs	Compulsory – 1 side A4 maximum
Head of Department (or equivalent) Statement	Compulsory – 2 sides A4 maximum

- **Case for Support**

This should outline the following:

- Why you are appropriate for the role
- Your vision for the future development of the Creative Economy
- The leadership activities you propose to undertake to contribute to achieving that vision
- Your proposed time commitment

- **Case for Support – Research Project Element**

If you choose to request a personal research element within your proposal you must also submit a 'Case for Support – Research Project Element' which should outline your proposed plans for personal research activity within the post and a description of its relevance to the development of the creative economy programme. This should cover the proposed research questions, your proposed research methods, proposed outputs and

dissemination and explain how the project would complement the proposed leadership activity.

Note: applications do not need to include financial details at this point.

- **Head of Department (or equivalent) Statement**

This must demonstrate the Research Organisation's support and approval for the application.

VII. Assessment Process and Criteria

i) Assessment Process

Applications will initially be assessed by a specially convened assessment panel. Members will be selected from a broad range of disciplines relevant to the priority area from AHRC Peer Review College and external partners where appropriate. An interview panel will then be drawn from the assessment panel and shortlisted applicants will be invited to interview, at the AHRC offices in Swindon. The interview panel will make final recommendations to the AHRC on the appointment of the fellows.

Applicants should note that interviews will take place on the 11th October 2016. All applicants should ensure that they are free to attend an interview on that day should they be shortlisted. Shortlisted candidates will be contacted during w/c 3rd October 2016 to confirm whether they have been selected for interview.

ii) Call timetable

Deadline for submissions	16th September 2016
Shortlisting Meeting	w/c 26th September 2016
Shortlist candidates contacted	w/c 3rd October 2016
Interview Panels	11th October 2016
Outcome Notifications	w/c 24th October 2016
Start Date of Awards	No later than 31st January 2017

iii) Successful Applicants and Costing

The successful candidate will be given feedback on the details of their application and proposed activities, and will be asked to complete a full JeS application with detailed costings. This will need to be submitted to a deadline in November

VIII. Scheme Requirements and Post Award Reporting

Unless otherwise stated, the scheme requirements and post award reporting as stated in the AHRC Research Funding Guide will apply.

IX. Contact Information

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Or

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Annex 1

AHRC and the Creative Economy

The AHRC invested £16m in four [Knowledge Exchange Hubs (KE Hubs) for the Creative Economy](#) (2012 – 2016). The KE Hubs offered brokerage and developed collaborations, investing in projects connecting arts and humanities researchers with creative and cultural businesses, large and small, across the UK, to accelerate growth and innovation and to foster entrepreneurial talent. To date the KE Hubs have:
- Connected over **50** disciplines with leading innovators and micro-businesses
- Drawn over **350** businesses, **320** academics and **171** third **sector** organisations into collaboration
- Delivered **£4.3 million** into creative and cultural organisations
- Supported **253** creative economy projects operating in parallel with an intensive research agenda
- Over **140** innovative outputs and **43** products or services launched

AHRC [Creative Economy Knowledge Exchange (CEKE) Projects](#) capitalised upon some of the smaller-scale innovative knowledge exchange ideas identified by AHRC during the application process for KE Hubs. 11 projects were awarded funding for 12 months throughout 2013.

The AHRC, EPSRC and ESRC [Centre for Creativity, Regulation, Enterprise and Technology](#) (CREATe) brings together internationally renowned researchers from seven UK universities aiming to address the challenges an increasingly digital world presents to government, business and content creators.

In direct response to the recommendation from the NESTA Next Gen review to "support better research-oriented university/industry collaborations", the AHRC awarded [6 international video games research networks](#), bringing together arts and humanities researchers and video games developers to explore current research challenges and opportunities for the industry, to promote interdisciplinary approaches and combine academic approaches with commercial industry expertise.

The AHRC's [Digital R&D Fund for the arts in England, Scotland and Wales](#) is a strategic partnership with Nesta, Arts Council England, Creative Scotland and Arts Council of Wales. The £7m Fund has resulted in 93 projects. Each project awarded is a collaboration between arts and humanities researchers, technology providers and arts organisations.

[Brighton Fuse](#), a two- year project investigated the cluster of Creative, Digital and IT (CDIT) companies in Brighton and Hove. Surveying almost 500 firms, 77 local entrepreneurs, plus a large freelancer population, it mapped how new digital technologies are transforming the creative economy and demonstrates how the 'fusion' of creative arts & design with those technologies is a critical driver of innovation and growth in the UK economy.

Developed out of the Brighton Fuse project FuseBox 24 was based on the co-creation of a radical and experimental new business support programme for the Creative, Digital and IT (CDIT) sector at Wired Sussex in Brighton which turned conventional thinking on its head by shifting the focus to innovators and their development rather than the innovation itself. The project set out to investigate how innovators are made in a creative and digital economy and how the fusion of creative arts and design with business and technology helps accelerate their development both as innovators and businesses. FuseBox24 has developed a Toolbox which reflects the integration of business, research, technology and creative arts approaches which can be easily adapted in other contexts to support innovators of different kinds.

[Beyond the Campus](#): Connecting Knowledge and Creative Practice Communities Across

Higher Education and the Creative Economy". A research network created to provide a platform for academics, practitioners, artists, cultural organisations, business development managers and other university directors, to exchange knowledge, make connections and discuss collaboration between higher education and the creative economy.

Other creative economy work the AHRC is developing includes international connections in Europe, the USA, India and China, and on Creative Economy strands within a number of cross-Council research programmes, such as the RCUK Connected Communities, Urban Living, Digital Economy and Lifelong Health and Wellbeing programmes.