

Creative Industries Clusters Programme

Creative Research & Development (R&D) Partnerships

Call specification – Stage 1

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1. Summary

The Creative Industries Clusters Programme (CICP), led by the Arts and Humanities Research Council and funded through the Industrial Strategy Challenge Fund, is an ambitious research and development investment to establish up to eight Creative Research & Development (R&D) Partnerships within existing creative clusters across the UK.

In parallel, a Creative Industries Policy and Evidence Centre will provide insight and independent analysis on the creative industries that is of national and international significance. Working together, and alongside other key sector stakeholders, these

investments will provide a greatly strengthened R&D foundation supporting the creative industries' vital role in the future growth of the nation's economy.

A total of £45m in funding is available through the CICP for the Creative R&D Partnerships. For each individual Creative R&D Partnership, an AHRC contribution of £4-6 million (full economic costing) is available for 54 months (October 2018 to March 2023). Partnerships will be required to commit an additional 33.3 per cent leveraged funding relative to the total value of the partnership.

Each Creative R&D Partnership will address a distinct and measurable challenge, or challenges, identified by the creative cluster of which they are part. These challenges will focus on the creation of products, services, and experiences and will have significant potential commercial impact. Each Partnership will be hosted by a higher education institution (HEI) and will be composed of relevant stakeholders.

The partnership will identify the challenge(s) it believes it is uniquely able to address and design an R&D programme tailored to addressing this (these) through high-quality, multidisciplinary research. It will be a genuine partnership between HEI and industry with full involvement from creative industry partners at every level, from the research and development activity itself to strategy and governance.

Creative R&D Partnerships will be required to demonstrate and evidence the following:

- The characteristics and strengths of the creative cluster that will be directly benefiting from the Partnership;
- The challenge, or challenges, to be addressed by the Partnership;
- The partner organisations involved and how they will enable the Partnership to address the challenge(s);
- How the R&D activity will lead to growth within the creative industries.

This document contains information on the Creative R&D Partnerships only and how to apply. You are advised to read this in conjunction with the Creative Industries Clusters Programme Scope Document, which sets out the Programme-level aims and ambitions. Please read both documents thoroughly before submitting an application.

The call specification for the Policy and Evidence Centre will be launched in November 2017.

2. Eligibility: who can apply?

We invite applications from consortia comprised of HEIs, creative businesses and other key partner organisations hosted at an eligible UK-based higher education institution.

Only one HEI can host the overall partnership. Consortia should include at least two eligible HEIs, or alternatively a host HEI with an Independent Research Organisations (IROs).

There is no upper limit to the number of HEIs or IROs that can be involved in a partnership. However applications must set out a clear case for the contribution each of the partners (including HEIs, industry and other relevant stakeholders) will make to address the identified challenge(s) and how they will work together to identify, develop and ultimately deliver the R&D programme of activity. An HEI can only host one application, but may be involved in others.

The HEI partners must be able to demonstrate a strong track record and excellence in multidisciplinary research including the arts and humanities, social sciences and STEM, particularly in relation to connecting research with the creative industries.

The host HEI should be compliant with AHRC's eligibility criteria as published in Section 3 of the [AHRC Research Funding Guide](#) and have the infrastructural capability to deliver large-scale collaborative research and industry-focused initiatives.

3. Scope of the Creative R&D Partnerships call

Overview

The Programme will be delivered via the creation of up to eight Creative R&D Partnerships within existing clusters of creative industries activity across the UK.

Creative R&D Partnerships will be consortia of relevant stakeholders coming together to address a distinct and measurable challenge, or challenges, defined by the needs of the creative industries within the cluster of which they are part.

Creative R&D Partnerships must present a clear strategy, based on evidence, of the strengths of the creative cluster they will be working within; the issues and opportunities that impact on that geographical or sectoral grouping (with clear reference to those issues and challenges set out in the Programme Scope document); and provide the basis of how the Creative R&D Partnership will address these, including arrangements for the integration of industry and other partners in the management, design, delivery and governance of the Programme. Partnerships will design a multidisciplinary R&D Programme and collaborative delivery model tailored to address the challenge(s) they have set. They will bring together appropriate disciplinary research combinations that draw on the arts, humanities, social sciences and STEM disciplines in an integrated way, in order to respond to the needs of the specific challenge(s) the partnership intends to address.

Objectives of the Creative R&D Partnerships

The objectives of the Creative R&D Partnerships are to:

- Create and deliver a programme of high-quality, multidisciplinary creative R&D that addresses major, long-term challenges facing the UK's creative industries linked to creative clusters;
- Enable micro-businesses, small and medium-sized enterprises(SMEs) and large creative industry enterprises to access world-leading specialist knowledge and expertise provided by the research base (including a strong contribution from the arts and humanities) to develop new, products, services and experiences;
- Build long-term strategic R&D partnerships between HEIs, creative enterprises and other relevant sectoral and local stakeholders, in order to offer new R&D capability, facilities and modes of working;
- Supply a new generation of researchers and practitioners with the fusion of creative and digital skills required by the creative sector through a step-change in training investment;
- Produce new creative content, products and experiences that are frequently the key driver for digital technology innovation in the creative industries.

Identifying a challenge

A challenge must be identified and recognised by industry, and will focus on the creation of products, services, and experiences. Creative R&D Partnerships will be required to identify the high-level challenge(s) and provide a clear justification for their selection within their application. The application will also need to demonstrate a tailored R&D programme that addresses the challenge(s), which must be designed in collaboration with all partners.

The AHRC recognises that through the process of undertaking R&D activity, the initial challenge(s) identified at the point of application may need further refinement, particularly during the first year of the award when exploratory or experimental collaborative work is conducted. Creative R&D Partnerships will be expected to design a programme that is able to adapt and respond to changes brought about by the learning developed through the early stages of the collaborative R&D process.

4. Characteristics of a Creative R&D Partnerships

Strategy and focus

Each Creative R&D Partnership's strategy and programme of delivery will be challenged and derived from the strengths, needs and opportunities of the creative cluster they are looking to engage with and serve.

The vision and strategy for the partnership will need to be shared by all of the consortium partners and demonstrably align with their individual strategic priorities. It will need to indicate how the Partnership will deliver commercial and economic impact for the cluster it sits within as well as design a programme of activity that can achieve and measure that impact.

The Partnership will support groundbreaking innovation in a range of businesses appropriate to their challenge, with the expectation that they will work with and encourage collaboration and learning between companies of all sizes – from micro-businesses and start-ups to multinational corporations.

Collaboration and Partnerships

The Creative R&D Partnerships are expected to be consortia of relevant stakeholders hosted by an HEI. The Partnership must be constructed around high level participation from creative industry businesses within the cluster, local and sectoral economic development partners such as local enterprise partnerships, and other relevant stakeholders. It should also demonstrate participation from, or connectivity with, corporate and institutional investors, innovation funders, business support, professional service providers and creative sector and skills bodies.

Creative R&D Partnerships should have a minimum of two HEIs (or an HEI and an IRO) for each application. An HEI can be involved in more than one application; however they can only lead one Partnership. There is no maximum number of HEIs on each application; however applications must set out a clear case for the partners in terms of the contribution they bring to addressing the identified challenge(s) and their connectivity to the industry-defined creative cluster of which they are part.

As a crucial success requirement, partnerships will need to establish a credible and deliverable strategy for developing and managing collaborations between creative industry partners and HEIs, and between different disciplines within and across HEIs. This will be a central part of the delivery of the proposed R&D activity and bids should include innovative approaches to brokering new collaborations and breaking down silos between disciplines, departments and institutions.

The Creative R&D Partnerships must have a credible research portfolio within the HEI partners relevant to the partnership's needs and focus. They will need to provide evidence of significant current engagement between HEI partners and the creative industries sector.

Partnerships will be expected to demonstrate dynamic approaches to the development of collaborations over the lifetime of the award. This could include building on existing partnerships or the development of new relationships. There is an expectation that potential beneficiaries of the Creative R&D Partnership (HEI and creative industries partners) will make a financial contribution whether cash or in-kind (see 'Funding' section for more details).

Creative R&D Partnerships will need to have collaboration agreements in place with formal project partners prior to an award being made. Collaboration agreements should address how the Partnership will manage intellectual property, exploitation and commercialisation of products and services relating to the outputs of any activity directly resulting from the Creative R&D Partnership. The AHRC will commission an independent expert to work with shortlisted applicants between Stages 1 and 2 to provide support and guidance on collaboration agreements.

Management

The Creative R&D Partnerships must demonstrate strong leadership in both the HEI and creative industries sectors, and have appropriate infrastructural capability to deliver a large-scale collaborative R&D programme.

They will be led by a suitably qualified director (principal investigator) with a demonstrable and relevant track record. The director can be from either an academic or industry background, but they must be based at the host HEI. A director must be costed in at a minimum of 0.6FTE. Co-directors are encouraged where expertise is required in specific sectors, disciplines or work packages. A co-director can be an academic or industry partner and does not need to be based at a HEI. Proposed directors and co-directors cannot be named on another application.

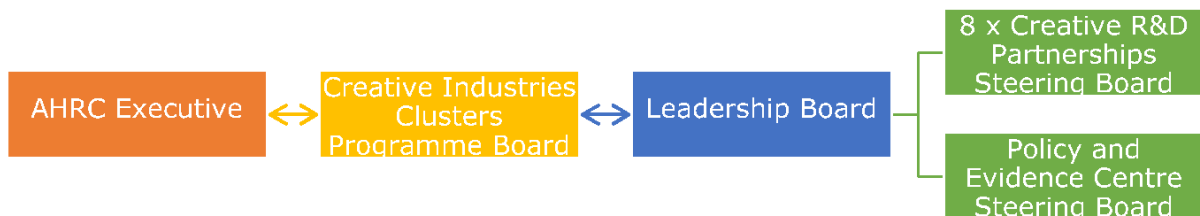
Co-investigators (Co-I) should be identified where their skills and expertise is required to support R&D activity. It is permissible for a Co-I to be named on another application, but only where it can be demonstrated that sufficient time is available to dedicate to the Partnerships should more than one be successful.

Creative R&D Partnerships will need to demonstrate a strong management structure to deliver a programme of this scale. In building their team, applicants are encouraged to consider the range of capabilities they will need to deliver the Partnership. This could include;

- Leadership of the Partnership (director role and co-directors if appropriate)
- Programme management and administration
- Communications and engagement
- Commercialisation and/or business development
- Evaluation

Applicants may draw upon existing resources, either within a HEI or partner organisation in building their teams. A maximum of 10 per cent of the total award from AHRC can be used to cover resource costs (management and operational staff).

Governance



Steering Board

Creative R&D Partnerships must ensure they have a robust governance structure in place to which all partner organisations show a commitment. They will be required to have a Steering Board to oversee strategy and direction, provide developmental support, provide constructive challenge on processes and practice, and monitor delivery against KPIs. Creative R&D Partnerships must therefore ensure that they have appropriate membership to perform these responsibilities. The memberships will be reviewed by the AHRC and should include senior managers from the HEI partners (e.g. pro-vice-chancellor level), senior-level representation from the relevant creative industry partners, and representatives from external stakeholders (such as local or regional bodies, and sector bodies). The Steering Board will have a member of staff from the AHRC.

Leadership Board

The Creative R&D Partnerships will form part of a UK-wide cohort and will be expected to work collectively to support the long-term aims of the overall national initiative; this also includes all branding and a communications structure for the whole programme. A Programme Leadership Board will be established across the eight Creative R&D Partnerships, comprising the directors of each partnership, the Policy and Evidence Centre director, and AHRC representation. The Leadership Board will meet quarterly and will be used to impart knowledge and share best practice from their respective

Partnerships/Centre, identify issues as they arise and otherwise support a coordinated approach to the Programme including the identification of opportunities for Programme-level collaborations.

During the early stages of the award period, the AHRC will convene a workshop with the successful Creative R&D Partnerships to inform and shape how the Programme Leadership Board will operate in practice. The aim of the workshop will be to ensure that the structure functions to help the Partnerships to work collaboratively to identify any issues and challenges, and to be responsive to changes over the lifetime of the award.

Programme Board

The Leadership Board will report to the Creative Industries Clusters Programme Board, which will have oversight of the deliverables of the Creative R&D Partnerships and the Policy and Evidence Centre.

Monitoring, reporting and key performance indicators

As part of the Industrial Strategy Challenge Fund monitoring and evaluation requirements, the Creative R&D Partnerships will be required to complete quarterly dashboard updates and formal six-monthly reports to the Programme Management Board, which will be shared with the Creative Industries Clusters Programme Board. Partnerships will report on both quantitative and qualitative outputs and outcomes, including performance against key performance indicators (KPIs), objectives, and deliverables as well as financial reporting. The information provided in the reports will complement the data submitted via the Research Councils' outputs and outcomes reporting system, Researchfish®.

The AHRC will work with the successful Creative R&D Partnerships to identify an efficient approach to designing a long-term reporting structure, developing 'SMART' KPIs and agreeing objectives prior to the award start date. The AHRC will also work across the Creative R&D Partnerships to ensure there is a harmonised approach to data captured from micro-businesses and SMEs applying for funding from a Creative R&D Partnerships. The aim will be for KPIs to assist the successful management of the Programme.

Creative R&D Partnerships are encouraged to give full consideration to the resource requirements and the systems used to capture and report on data across partner organisations and cost this in to the award accordingly. Innovation in data capture itself could be an interesting component of the structure and approach of a partnership.

Evaluation of Creative R&D Partnerships

Each Creative R&D Partnership's Steering Board is expected to reflect, review and challenge their Partnership's practices and mechanisms. They should therefore establish an effective and robust reporting and self-assessment process to enable this.

As this funding is drawn from the Industrial Strategy Challenge Fund, the AHRC is committed to undertaking a series of evaluations. The AHRC will commission a process evaluation in the summer of 2018 to help our understanding of the commissioning process, which will be undertaken via a survey of all applicants.

A mid-term programme and impact evaluation will take place in 2020/21 along with a further end-of-term programme and impact evaluation after the award has ended. The AHRC will continue to support the Creative R&D Partnerships from the outset to ensure the information required for the evaluations has been planned prior to the award commencing.

Overall expectations of Creative R&D Partnerships

In summary, applicants will need to demonstrate that their Creative R&D Partnership has:

- a clear shared vision and strategy for delivering economic impact to an existing creative cluster by addressing an identified challenge(s) and with reference to the opportunities and threats facing the Creative Industries set out in the scoping document;
- designed an ambitious and innovative collaborative R&D programme focused on delivering solutions to the challenge(s) identified by the Partnership, which can evolve during the initial year of the Partnership;
- a strong and sustainable model of collaboration and the infrastructural capability to deliver the collaborative R&D programme;
- a robust management and governance structure with senior HEI involvement (e.g. PVC Research and Enterprise) and equivalent roles for senior industry partners, as well as representation from the relevant partner organisations and external stakeholders;
- the best combination of disciplinary research expertise required to address the needs of the specific challenge, including a strong presence from the arts and humanities;
- a realistic and deliverable plan to leverage additional funding, including from industry and other sources;

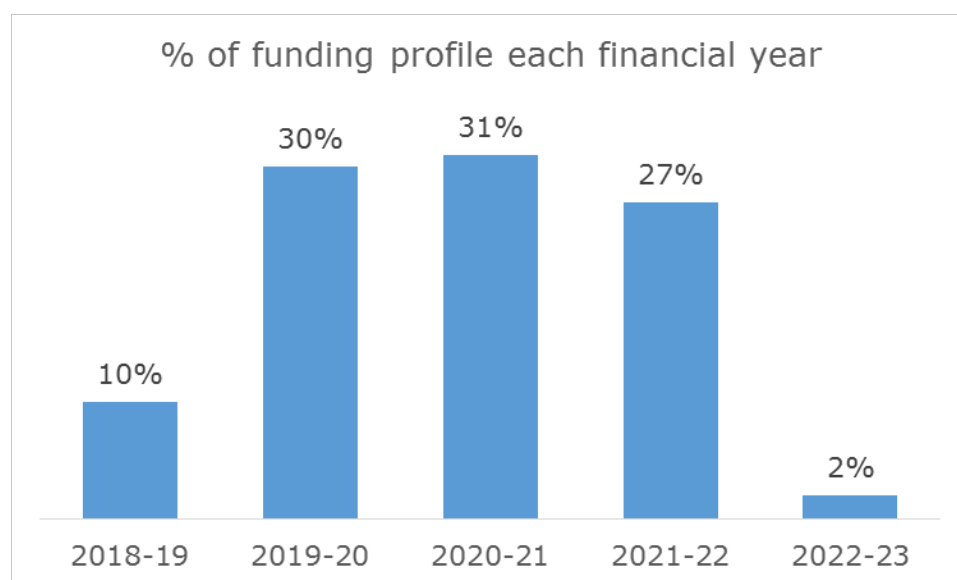
- plans for:
 - o monitoring and evaluating the performance of the partnership;
 - o building partnerships to support access to finance and routes to market for the collaborative R&D projects;
 - o developing relevant links beyond the Partnership members; to other organisations and clusters of activity both in the UK and internationally that are relevant to the Partnership’s work.

5. Funding

Funding available

An AHRC contribution of £4-6 million to the full economic cost (fEC) of the funding is available to support each Creative R&D Partnership for 54 months (October 2018 to March 2023). Successful applicants will be awarded funding at 80 per cent fEC. Awards will be made to the host HEI.

Funding will be profiled over the period of the award, with continuation subject to a mid-term review to assess progress and performance against agreed KPIs and objectives. The AHRC CICP is profiled as follows. It is expected Creative R&D Partnerships will broadly match this in their funding profile:



Please note: The financial year is 1st April to 31st March.

Leverage funding

Creative R&D Partnerships will be expected to leverage a minimum additional 50 per cent of the total AHRC contribution from HEIs and/or partner organisations over the period of the award.

Examples:

- On a £7.5 million bid, the AHRC contribution will be £6 million and the partnership is expected to leverage an additional £3 million (i.e. 50 per cent of the £6 million). Therefore the total value of the Partnership will be £10.5 million.
- On a £6.25 million bid the AHRC contribution will be £5 Million and the partnership is expected to leverage £2.5 million (i.e. 50 per cent of the £5 million). Therefore the total value of the partnership will be £8.75 million.
- On a £5 million bid the AHRC contribution will be £4 Million and the partnership is expected to leverage £2 million (i.e. 50 per cent of the £4 million). Therefore the total value of the partnership will be £7 million.

Applicants will be expected to demonstrate a commitment of expected leverage funding at the time of application. They will be required to have achieved at least 20 per cent towards the overall 33.3 per cent committed leverage funding by the mid-term review. Continuation funding from AHRC will be dependent on achieving this leverage funding.

Leveraged funding can be either cash or in-kind contributions from HEI and/or partner organisations. However, there is an expectation that industry partners will make a cash contribution, particularly if they are a direct beneficiary of the Creative R&D Partnership.

An HEI's 20 per cent FEC contribution will not be considered leveraged funding. Existing sources of funding for R&D, research or knowledge exchange, such as HEFCE, ERDF or Research Council funding, will **not** be considered leveraged funding. However, where **new** sources of funding complements the ambitions of the Creative R&D Partnership, a clear justification should be provided for how the funding will be used. It should not be considered an extension or a duplication of existing funding.

There is an expectation that potential beneficiaries of the Creative R&D Partnership (both HEI and creative industry partners) will make a financial contribution, which will continue through into their sustainability strategy. For example, this could be through exploiting intellectual property (IP).

Eligible costs

Creative R&D Partnerships should design an R&D programme that responds to the cluster challenge(s) they have identified with their industry partners. This could include, but is not limited to:

- creative research that prototypes and explores experiences with audiences and users;
- creation of multidisciplinary research capabilities that can respond to creative industry needs and challenges, e.g. exploration of new business models and IP strategies within the context of specific new products, services or experiences;
- experimental studios to explore new products, services, and experiences;
- support for access to finance and routes to market for the commercialisation of products and services;
- training and development opportunities through placements, secondments and staff exchanges, as well as Continuing Professional Development, entrepreneurial and/or skills programmes;
- co-working, shared networking space and facilities;

The AHRC does not expect to fund purely theoretical research, critical studies or historical analysis, except where a strong case can be made that it is a central component of the innovation required to solve the challenge(s) identified by the partnership.

Creative R&D Partnerships should include a flexible approach to funding to allow them to be responsive to new opportunities and change during the lifetime of the Programme. This is not to be considered contingency funding, but rather to enable a programme of this breadth and scale to be responsive to market and technology change and to respond to the success or failure of specific activity.

Management and operational costs

Creative R&D Partnerships must have robust management and operational structures. Applicants should not under estimate the resources required to manage and deliver a multifaceted and multi-partner programme of this scale. Applicants are encouraged to give full consideration to the appropriate management and operational support required, and to covering the costs associated with this either through the main award or from other sources of funding.

A maximum of 10 per cent of the total award from AHRC can be used to cover the costs of management and operational staff.

Funding for creative industry partners

Creative R&D Partnerships are expected to be highly collaborative, bringing together HEI and creative industry partners on an equal basis. The AHRC expects Partnerships to provide flexible means of funding for the innovative R&D activities of creative industry partners. It is therefore appropriate to support the participation of micro-businesses and SMEs up to a maximum of 30 per cent of the total cost of the award (paid at 100% FEC in exception costs).

Such activities must be entirely related to supporting and delivering the R&D activities that are identified as contributing to the challenge on which the cluster is focused. Funding should not support the core business or overhead costs of an industry partner. The host HEI is responsible for ensuring that funding to industry does not violate state aid rules.

The AHRC expects to see funding awarded to creative industry partners balanced against an appropriate contribution from that partner (financial or otherwise) to demonstrate commitment to the project.

Applicants should provide evidence that all expenditure represents value for money and is appropriate to the aims of the Creative R&D Partnership.

It is expected Creative R&D Partnerships will be aware of the needs of collaborating industry partners when establishing payment and contracting mechanisms including the particular cash flow requirements of SMEs and micro-businesses.

Capital funding

Creative R&D Partnerships will be expected to budget for small amounts of capital expenditure to cover the costs of equipment, limited infrastructure and the development of data assets. 5-10 per cent of the total amount of funding requested from the AHRC can be allocated to capital expenditure.

Studentship funding

Funding for PhD studentships is **not** permitted in the Creative R&D Partnerships. Partnerships are encouraged to offer short-term placements or projects to PhD students funded through existing Research Council doctoral studentship schemes such as Doctoral Training Partnerships (DTPs) and Centres for Doctoral Training (CDTs) to support the next generation of researchers in becoming more adept at working with industry.

Creative R&D Partnerships are encouraged to consider funding and opportunities for postgraduate training, particularly in areas where there are skills shortages within the creative industries.

6. Communications and branding

A condition of award is that Creative R&D Partnerships should adhere to the branding and communications principles and guidelines that will be laid out as part of the Programme¹. There is an expectation that each Creative R&D Partnership will be part of a collective CICP brand as well as having its own local identity. The Programme as whole will have support from a dedicated communications team based at AHRC.

A CICP communications strategy will be created, to which the Creative R&D Partnerships will contribute. Close collaboration between all partners will be essential within a shared set of expectations. This will include the AHRC communications team working with all partner organisations. This strategy will cover a number of areas, including:

- branding, visual identity and logos
- media relations
- publications
- public affairs
- public engagement and events
- social media and digital communications
- stakeholder and industry engagement

Working within the wider branding guidelines, Creative R&D Partnerships will be expected to develop their own local identity to represent their specialisms and location. Early consideration to marketing and communications should be included as part of the application and will be considered as part of the peer review process. Applications will be assessed on their plans for public engagement, regional community impact, and UK-wide engagement in their specialist areas. This must include active involvement of creative industry bodies.

It is expected that Creative R&D Partnerships will allocate appropriate resourcing to support communications and outreach activities.

¹ An interim visual identity and logo has been created to promote the Programme in its early stages. A workshop will be held in the summer of 2018 after which the full brand identity will be developed by representatives of the Creative R&D Partnerships, the Policy and Evidence Centre and the AHRC, working with branding experts.

7. Assessment criteria

Stage 1 applications will be assessed using the following criteria:

Strategy and vision

- overall fit with the call specification: the vision established by the proposed partnership and its potential to realise the aims of the Creative Industries Clusters Programme;
- the quality, ambition and innovative nature of the application;
- the potential for the proposed activity to have a transformational impact on growth in the creative industries and specifically the creative industry cluster within which it is embedded;
- the suitability of the challenge(s) identified and the degree of novelty and innovation in the R&D required to address the challenge(s);
- the case made to support the suitability of the proposed activities to the cluster and/or region in which they are based;
- the extent to which the programme will use research rooted in the arts and humanities as the means to generate new, innovative engagements across disciplines, both within the arts and humanities, and across social sciences and STEM.

Collaborations and partnerships

- the relevance and appropriateness of the collaborations and partnerships to addressing the challenge(s) of their creative cluster, including HEIs, creative industry partners and regional or local creative economy stakeholders;
- the quality and breadth of active involvement by creative businesses and plans for engaging businesses of varying sizes – from micro to large enterprises – over the lifetime of the award;
- the quality and appropriateness of the HEI partnerships and the credibility of their research portfolio's strengths relevant to the partnership's needs and focus;
- the commitment and viability of leverage funding from both HEI, industry, public sector and other partners over the lifetime of the award;
- the strategy to ensure the sustainability of the partnerships beyond the award period;

- the quality and appropriateness of plans for communication and public engagement including a robust strategy for the sharing and dissemination of research outcomes;
- the proposed criteria by which impact on the success of creative industries will be understood and measured.

Building research capacity

- a clear and coherent strategy for managing cross-departmental and cross-institutional collaborations, and HEI-industry collaborative research;
- novel and ambitious approaches to brokering new collaborations and breaking down silos between disciplines, departments, and institutions;
- the quality and appropriateness of plans to support the next generation of researchers so they become more adept at engaging with industry; and the provision of training and development opportunities for both academics and non-academics.

Management and governance

- the credibility and leadership qualities of the director, the balance of skills and expertise of the co-directors, and balance of skills and commercial experience across research, industry and practice;
- the strength and appropriateness of the management and governance structures, including the expertise, experience and balance of skills of the operational and leadership team to manage and deliver the proposed activities;
- the feasibility of the timetable;
- the infrastructure and capability of the host HEI to deliver the programme;
- the strength and rationale of the proposed partnerships between institutions, and the commitment to the programme demonstrated by participating HEIs as part of their wider research and industry engagement strategies.

Delivery

- the extent to which the Creative R&D Partnership represents a balanced portfolio within a programme and across the Creative Industries Clusters Programme as a whole;
- value for money of the proposed activities, including the allocation of funding to capital, creative industry partners, management and operational costs.

In making decisions about proposals, the panel will be asked to recommend to the AHRC a balanced portfolio of Creative R&D Partnerships.

8. Award practicalities

Award management

The host HEI will be responsible and accountable for the management of the funding award. It is expected the host HEI will:

- ensure the effective financial management of the funding, allocating funds in line with the AHRC-approved budget, and report quarterly on expenditure;
- monitor funded activities, ensuring these are in line with the KPIs, managed effectively and completed on time;
- ensure effective communication and cross-working between partners;
- engage with other Creative R&D Partnerships and the Policy and Evidence Centre, ensuring they integrate with the overall Creative Industries Clusters Programme;
- ensure the appropriate governance structure is in place and performing effectively;
- report to the AHRC, ensuring required information is provided on time.

Funding allocation

If successful, applicants will receive a notification email and the host HEI will receive Offer Documentation that will detail the overall cash limit of the award. This will also include the terms and conditions of the award, a budget summary and the details of the acceptance form process. The AHRC will make payments four times a year to the host HEI.

The AHRC, on advice from peer reviewers or panels, may remove items if they are not justified or not permitted under the scheme rules. You will be notified of any amendments made for this reason. For further information on funding allocation, please see page 98 of the [Research Funding Guide](#).

Funding Terms and Conditions

All award holders will be required to comply with [RCUK Grant Terms and Conditions](#).

Risk management

You will be required to submit a statement on how you will put in place an appropriate framework for managing risks to the project. The following are some of the issues you may want to reflect upon in your statement, but should not be seen as a complete list:

- How you would deal with the loss of a project partner during the lifetime of the award?
- How you would deal with the loss of Partnership funding?
- How you would deal with significant governance changes, e.g. the resignation of the director/co-director?
- How would you deal with a partner that was not delivering on the area or activity for which they are responsible?

Complaints and appeals procedures

For details on the complaints procedure or appeal process, please refer to the document [Complaints and Appeals Procedure](#) for applications and awards

9. Key dates and milestones

Activity	Date
Engagement events	2 nd – 20 th October 2017
Deadline for statement of intent submissions	27 th October 2017
Deadline for applications – Stage 1	7 th December 2017
Outcomes of Stage 1 assessment panel	Early February 2018
Deadline for applications – Stage 2	5 th April 2018
Interview panel for shortlisted applications	5 th –6 th June 2018
Announcement of successful proposals	Early July 2018
Latest start date for Creative R&D Partnerships	October 2018

10. How to apply

In the first instance, applicants are required to submit a statement of intent; applications to the Creative R&D Partnerships will **not** be accepted without a statement of intent submission. This will be followed by a two-stage application process.

Stage 1 applications should be submitted through the Je-S system at the latest by **4pm on Thursday 7 December**, and will need to go through the appropriate host HEI submission process. You should submit your proposal using the Research Councils' Joint electronic Submission (Je-S) System (<https://je-s.rcuk.ac.uk/>).

To prepare a proposal form in Je-S:

- log-in to your account and choose 'Documents' from the menu;
- then select 'New Document';
- 'AHRC' as the Council;
- 'Outline Proposal' as the Document Type;
- AHRC Outline as the Scheme;
- 'Creative R&D Partnerships (Stage 1) – 7 December 2017' as the Call/Type/Mode;
- Then select 'Create Document'.

Je-S will then create a proposal form; this will request the following information:

- project title
- start date and duration
- main objectives of proposed research
- project summary
- impact summary
- summary of resources required
- project partners
- research area classifications

Using the 'Help' link at the top of each section will provide guidance relevant to that section of the form.

Note that selecting 'Submit document' on your proposal form in Je-S initially submits the proposal to your host organisation's administration, not to the AHRC.

Please remember to allow sufficient time for your host HEI's submission process between submitting your proposal to them and the call closing date.

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

The following are a list of attachments that are permitted for this call. Please see Section 4 of the [AHRC Research Funding Guide](#) for further information about these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory. 7 sides A4
Curriculum Vitae	Compulsory for the PI, Co-Director and each Co-I and any named researchers. (no more than 2 sides A4 each)
Publication Lists	Non-compulsory. 1 side of A4.
Justification of Resources	Compulsory. 2 sides of A4
Pathways to Impact	Compulsory. 2 sides of A4 (upload in Je-s using type 'Other Attachment')
Project Partner Letter of Support	Compulsory. Maximum 2 side A4 each; should be included for all major project partners. (upload in Je-s using type 'Other Attachment')
Risk Management Statement	Compulsory. 2 Sides A4 (upload in Je-s using type 'Other Attachment')

11. Financial reporting

A breakdown of funding expenditure and leveraged funding will be required as part of the quarterly dashboard and six-monthly reporting process. This will provide an overview of how the grant is being allocated between R&D activity and resource, as well as progress in generating further funding.

No later than three months after the end of the funded period, the host HEI will be required to submit a final expenditure statement (FES). Final expenditure statements are made available in the host HEI's Je-S account as soon as the end date of the grant has

been reached. The host HEI will need to complete and submit the statement using Je-S. Please note that it is the responsibility of the host HEI to monitor when the FES is due and to submit on time accordingly. Further information can be found on page 100 of the [Research Funding Guide](#).

12. Research outputs, outcomes and impact

Award holders will also be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. Information can be added to Researchfish at any point once the award has started but award holders will also be required to 'submit' this information to AHRC at one 'Submission Period' each year. Award holders will receive an email with log-in details shortly after their award has started. More details on Researchfish are available on the RCUK website here: <http://www.rcuk.ac.uk/research/researchoutcomes/>.

13. Contact Information

For queries about the Creative R&D Partnerships such as eligible activities, costs or remit of the call please contact:

General enquiries

Tel: +44 (0)1793 41 6000

Email: enquiries@ahrc.ac.uk

Creative Economy Programme team

Email: creative@ahrc.ac.uk

14. Annex 1

Definitions

For the purposes of this Programme, the following definitions have been used:

Creative industries: the Department of Digital, Culture, Media and Sport (DCMS) definition of the creative industries includes 'those industries which have their origin in individual creativity, skill and talent and have a potential for wealth and job creation through the generation and exploitation of intellectual property.' (DCMS, 2011: p.6). The sub-sectors comprise of:

- advertising and marketing
- architecture
- crafts
- product design, graphic design and fashion design
- film, TV , video, radio and photography
- IT, software, video games and computer services
- publishing and translation
- museums, galleries and libraries
- music, performing arts, visual arts and cultural education

Clusters: a 'cluster' is defined as either a geographical concentration of interconnected creative enterprises, organisations or institutions; or a sector-based collection of entities that operate in specific fields but do not necessarily fall within pre-existing recognised boundaries (e.g. government office regions).

Challenge-focus: a challenge must be measurable and defined by the needs of the creative industries within a cluster of which the Creative R&D Partnerships is a part. A challenge will be identified between the HEIs, the creative industry partners, and economic stakeholders, who will develop a research programme to address them.

Multidisciplinary approach: the Creative R&D Partnerships will be rooted in arts and humanities research; however they will need to draw on a number of other disciplines including social sciences and STEM in order to respond to the needs of the specific challenge(s) the partnership intends to address. Innovative approaches should be used

to bring together expertise from a range of disciplines, creating new opportunities, and breaking down departmental, disciplinary and institutional silos.

Collaborative R&D: Building on the Frascati Manual (OECD, 2015) definition of research and experimental development (R&D), Bakhshi and Lomas² define R&D across all domains as: “R&D comprises creative and systematic work undertaken in order to increase knowledge – including knowledge of humankind, culture and society – and to devise new applications of economic, cultural or social value of available knowledge.”

Basic research is experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena, observable facts and behaviours, without any particular application or use in view.

Applied research is original investigation undertaken in order to acquire new knowledge. It is, however, directed primarily towards a specific intended aim or objective.

Experimental development is systematic work, drawing on knowledge gained from research and practical experience and producing additional knowledge, which is directed to producing new products, experiences or processes or to improving existing products, experiences or processes.

² <http://www.ahrc.ac.uk/documents/project-reports-and-reviews/policy-briefing-digital-r-d/>

15. Annex 2

Statement of Intent

Purpose of the Statement of Intent

All prospective applicants to the Creative R&D Partnership are required to submit a statement of intent; **those that do not submit a statement of intent will not be eligible to progress to a Stage 1 application.** The Statements of Intent will not be formally assessed and no proposals will be rejected at this stage. The purpose of the statement of intent is:

- to gauge the breadth of challenge type, sector/sub-sector focus and place-based focus;
- to gauge the potential for further fruitful collaboration between prospective applicants;
- to investigate the potential for greater initiative-level partnerships to support the aspirations of applicants;
- to shape discussions with applicants in November bidders surgeries
- to inform development conversations in order to ensure proposals remain within the scope of the call;

Requirements

Involvement of Partnership Organisations: you will need to outline which organisations you plan to engage in a Partnership. This could be known partners as well as partnerships being developed. Partnerships are likely to involve a range of organisations such as other HEIs, creative businesses and organisations, local/regional bodies.

Geographical areas or clusters of focus: you will need to outline the geographical area or 'cluster' area that the Partnership will engage with. This could be defined by existing regional boundaries or by a geographical clustering of sector organisations. In order to provide a sense of location, it would be helpful to give the counties the partnership will cover.

Sub-sector(s) involved: you will be required to outline which subsector(s) your Partnership will serve. A list of the DCMS Creative Industry SIC codes is provided; please select the categories with the closest fit. An 'other' box is provided for any sub-sectors not listed.

Working with Partners: you will be asked to outline the methods that you will use to engage and work with partners.

Leverage funding – known and planned: successful applicants will be expected to leverage an additional 33.3 per cent; this could be through cash and in-kind funding. You will need to outline your strategies for sourcing funds should you be successful.

November Bidders Surgeries: individual meetings will be offered to prospective applicants in order to answer any specific questions relating to their bid. To help us prepare for these meetings, you will be asked to outline any particular queries that you would like to discuss.

How to apply

All applicants to the Creative R&D Partnerships scheme are required to complete a statement of intent in order to be eligible for the Stage 1 application. Completed statements of intent should be submitted via Smartsurvey by **Friday 27 October at 4pm**, you can access the form [here](#).

Any queries regarding the statement of intent should be directed to creative@ahrc.ac.uk

16. Annex 3

Equal opportunities statement

To view the AHRC's equal opportunities statement, visit our [website](#).